



For 26 years we have been a super brand.
It just became official.

MAHINDRA TRACTORS IS NOW A SUPERBRAND.

Superbrand is chosen by renowned industry experts and consumers on the basis of the brand's goodwill, consumer loyalty and emotional bonding. Just why, Superbrand is regarded as one of the most distinguished awards in the world of branding.

It's a recognition earned for delivering nothing short of excellence. Something our 14 lakh customers across the country and world will vouch for. And it's the feat that has made Mahindra Tractors India's no. 1 for the last 26 years. We thank you for your contribution in turning Mahindra Tractors into a 'super' brand.



Mahindra Tractors is now a Superbrand!

Mahindra Tractors, the market leader in the Indian tractor industry for 26 years, has recently been conferred the title of a Superbrand, and short listed for inclusion in the 3rd edition of Consumer Superbrands.

The brand has received an overall average score of 7.95 out of 10 in the short listing process. It falls within the top 3 % of all

brands across all segments and all categories. The score has been arrived at by tabulating 19,011 consumer responses, as well as taking into account the scrutiny of Superbrands Council members.

Mahindra Tractors has been declared a Superbrand on the basis of the brand's goodwill, consumer loyalty and emotional bonding.

Superbrand is regarded as one of the most distinguished awards in the world of branding. Superbrands is a multinational project operating in 82 countries across 5 continents. The Superbrands book is an invaluable reference for journalists, marketing professionals, management students and consumers who are keen to know more about the brands they have often used.

Only brands which have scored exceptionally well in each category are invited to participate in the Superbrands compilation.

In other words Superbrands are always selected and never applied for.

The 3rd edition is scheduled for release in December, 2009. The launch will be supported by PR and Events, participation to which will be extended to M&M - FES.

This is a testimony of the popularity and trust that our brand enjoys and the tireless efforts being put in by each one of us to strengthen the brand.

Further details on Superbrands can be accessed at www.superbrandsindia.com