 Mahindra Tractors



Celebrating 25 Years of Leadership

# Key Milestones

1965

1st Tractor

The very first Indian-built McCormick-International B-275 tractor being handed over to M&M's former distributors, Voltas Ltd.

1969

10,000th Tractor

Mr. R. F. S. Talwar, then Chairman, Voltas Ltd., drives out the 10,000th tractor in 1969

1972

30,000th Tractor

Mr. B. R. Sule garlands the 30,000th tractor in 1972

1974

50,000th Tractor

In July 1974, we were half-way to today! The 50,000th tractor was rolled out by Mr. Kashub Mahindra

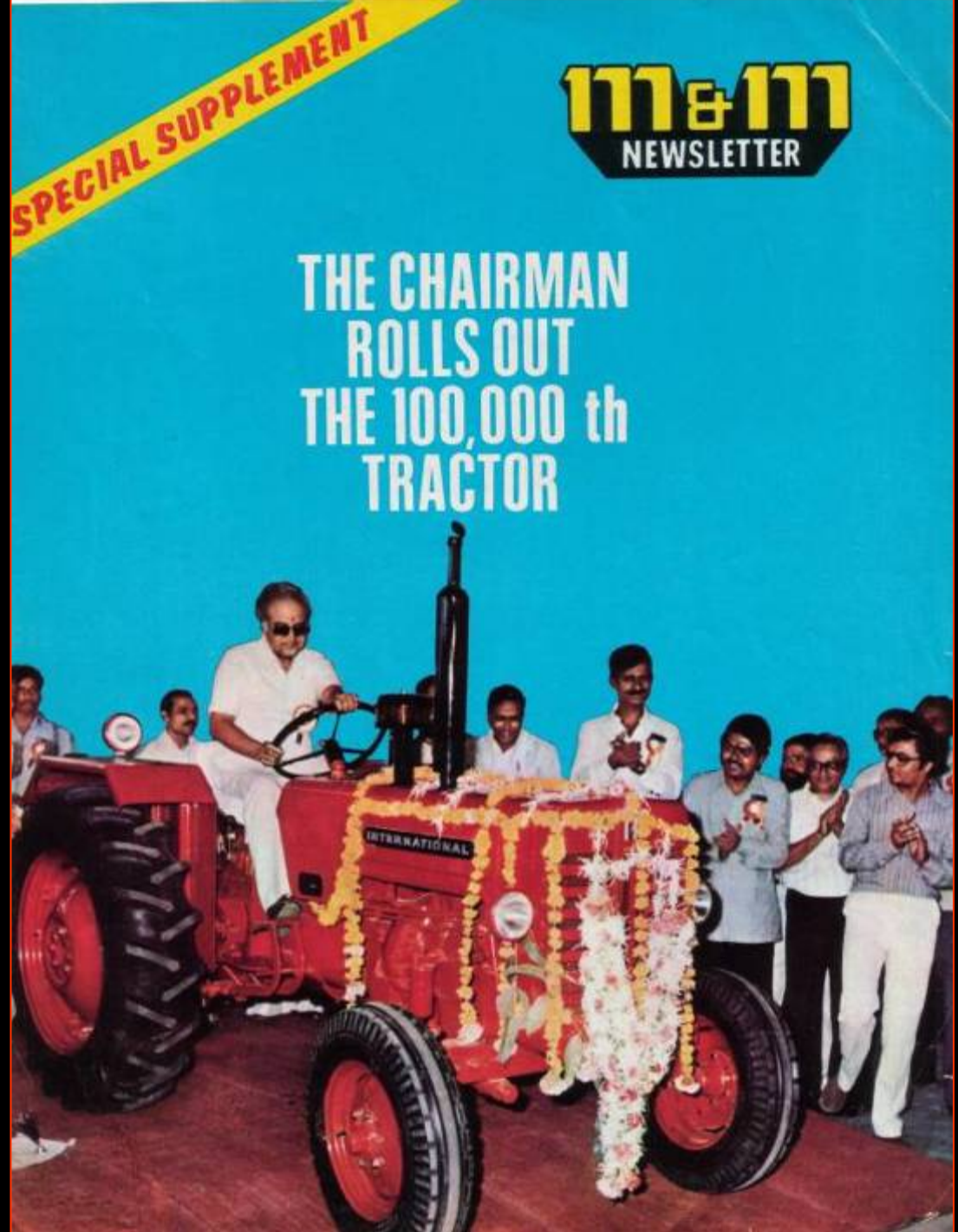
## DOWN MEMORY LANE

1985—and the main plant was still under construction.

## Key Milestones

1981:

The 1,00,000th tractor  
flagged off by  
Mr. Keshub Mahindra



# Key Milestones

1981:

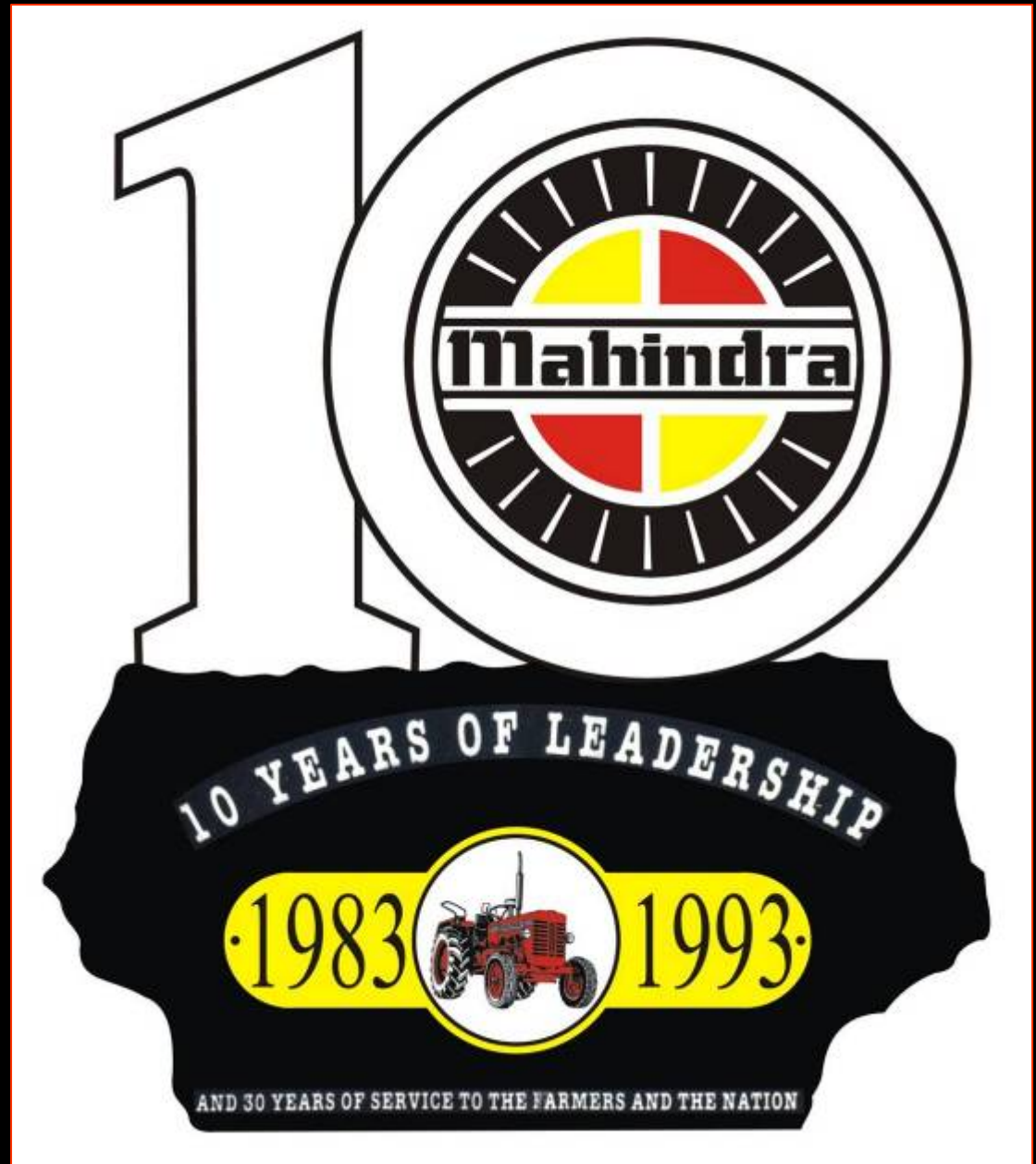
The 1,00,001th tractor  
flagged off by  
Former MD Mr. B.R. Sule



# Key Milestones

1993:

10 years of Domestic  
Market Leadership



## Key Milestones

2003:

World recognized our  
Customer Centricity

Mr. K. J. Davasia,  
the then President,  
FES receiving the  
Deming Application  
Prize in 2003



FES : World's only tractor company to win  
Deming Prize

# Key Milestones

2004

Mahindra Tractors  
celebrates

10 Lakh Tractor  
Sales



Mr. Keshub Mahindra  
presenting Utsav 10 Lakh  
Memento to Mr. Sharad  
Pawar, Cabinet Minister  
for Agriculture. Also in the  
pic: Mr. Anjanikumar  
Choudhari, FES's current  
President



Mr. Sharad Pawar handing over the token key to the customer  
of our 1 millionth tractor. Also in the pic: Mr. Anand Mahindra  
& Mr. K.J. Davasia

## Key Milestones

2007:

**FES wins Japan Quality Medal (JQM), acclaimed to be the highest award in Total Quality Management**

**Mr. Anjanikumar Choudhari, President (second from left) receiving JQM in Tokyo**



FES : World's only tractor company to win JQM

March, 2008

13,00,000 Tractor  
Sales completed

**Mahindra Tractors Cross the  
13,00,000 Mark**

1982-1 Lakh  
1997-5 Lakh  
Dec 2004-10 Lakh  
Mar 2006-11 Lakh  
Feb 2007-12 Lakh  
Mar 2008-13 Lakh

**Mahindra Tractors**  
NO.1 FOR DECADES

The advertisement features a row of seven red Mahindra tractors of varying models, arranged from left to right in descending order of size. Each tractor is accompanied by a circular callout indicating a sales milestone. The background is a vibrant gradient of orange and yellow, decorated with starburst graphics. The text is bold and prominent, with the '13,00,000 Mark' being the largest element.

**NOW**

**More than 13 Lakh  
Satisfied Customers**



## Key milestones of our journey: At a glance

- 1963 M & M pioneered Farm Mechanization in India
- 1965 The first batch of 225 Nos. B 275 Tractors rolled out
- 1981 The 1,00,000th tractor flagged off by Mr. Keshub Mahindra
- 1983 The maiden leadership of the tractor industry attained
- 1993 The first decade of Market Leadership completed
- 2003 Two decades of leadership completed
- 2003 FES wins the DEMING APPLICATION PRIZE for superior Total Quality Management
- 2004 10,00,000th Tractor Sold- FES Celebrates UTSAV 10 Lakh
- 2007 FES wins the coveted JQM [Japan Quality Medal]
- 2008 FES crosses the 13 Lakh Tractor Mark
- 2008 FES celebrates its Silver Jubilee year of Market Leadership



**Mahindra**  
New age, new identity

# The changing face of Mahindra

(The transformation of Corporate Logo since inception)



Continuous Improvement  
in the largest selling model

B275: The way the  
largest selling tractor in  
35 HP has evolved



Innovation in  
Style & Technology

**STYLE & TECHNOLOGY**



A vertical banner featuring four red tractors. The background is blue with light rays. A dashed orange arrow points downwards along the left side of the banner. The text 'STYLE & TECHNOLOGY' is written vertically in white, bold, sans-serif font. Each tractor is shown in a separate panel with its brand logo and name below it.

- ITC**  
A STAR IS BORN
- Classic**  
CLASSIC
- Mahindra**  
NEW STYLE
- M**  
NEW TECHNOLOGY

Changing Choice,  
Evolving  
Advertising



# Our Plants in India

1963



1970



2000



2002



Years given are the 'year of starting' of these plants

# Quality: Our Commitment

- Deming Application Prize
- Japan Quality Medal
- Golden Peacock Awards:  
Two for Quality, One for  
Occupational Health and  
Safety
- ISO/TS 16949 Certification
- ISO 14001 Certification
- OHSAS 18001 Certification



We achieved one milestone after the other...

Today, we celebrate

25 years of Domestic Market Leadership!!!

**MILESTONES**

**Mahindra CROSSES 300,000 TRACTOR MARK**  
UNRIVALED ACHIEVEMENT BY THE LEADER MARCH, 1992  
MARCH 1992

**Mahindra Marking Ahead M30 Price 6,00,000 TRACTORS**  
JULY 1998

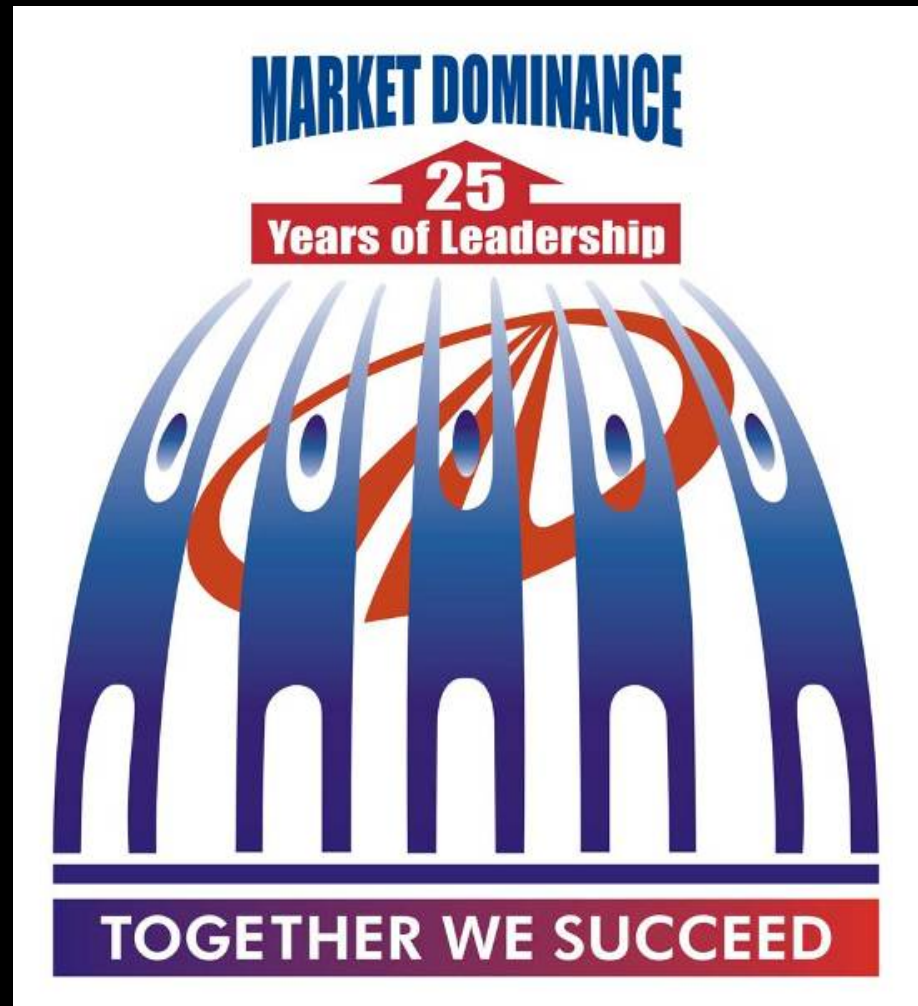
**UTSAV 10 LAKH TRACTORS**  
DECEMBER 2004

**1 25 YEARS OF LEADERSHIP**  
13,00,000 TRACTORS SOLD  
APRIL 2008

**We are the Strongest!**

**Everyone of us is a part of  
this grand success!**

**Congratulations!**



 **Mahindra Tractors**

*Celebrates*

**25**

**Years of Leadership**

1983  2008

**Silver Jubilee**

# You have made it Possible!

25 years of leadership needs a winning team with lot of dedication, sincerity and hardwork...

**A big thanks** to our area offices, plants, head office and the entire sales and customer care force in the field and to all of us who have taken care of things end-to-end, starting from product ideation to sales and after sales. It is all of us who have crafted this success! Also our dealers, stockists, suppliers, logistic support group have significant contribution.



# Mahindra

Our focus:  
Global  
Leadership

Leadership  
Through  
Global  
Presence



JAPAN QUALITY MEDAL  
2007



DEMING PRIZE  
2003



\*In Indian Market.

● M Manufacturing / Assembly Plants ● Existing overseas markets ● Focus markets for overseas development

# Our Vision:

Become World's Largest Tractor Company by  
2009

To Have More 'Mahindra' Brand Tractors Sold Around  
the World Compared to Any Other Single Brand of  
Tractors

*Thank you*