

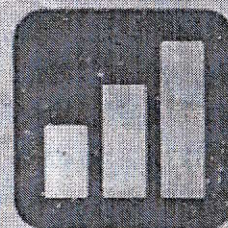
M&M Plans Tractor Facility in Brazil

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Mumbai: As part of its strategic global expansion, Mahindra & Mahindra, the world's largest tractor maker, plans to set up an assembly plant in Brazil — the sixth largest tractor market on the planet. With a manufacturing or assembly base in US, Turkey and India, three of the top five tractor markets, the maker of Arjun and Novo tractors sees its volumes doubling in Brazil in the next few years and

hence it is increasing its footprint with a local manufacturing base, said Hemant Sikka, president for the farm equipment business at Mahindra & Mahindra.

Annually, 54,000 units are sold in Brazil, almost a two-third of the market is up to 110 horsepower, which is the mainstay for Mahindra & Mahindra. In a short span of time, Mahindra has already grabbed about 5% of the market.



“We are doubling down on Brazil, I'm very bullish about our prospect in the market. In the current global

scenario, Brazil has become a major source of food grain exports and is like the breadbasket of the world. There is large agri exports potential from the country. We have doubled our market share and we hope to grow it further with the new assembly plant,” added Sikka.

Mahindra recently took over the sales and marketing of tractors in South Africa from its distributor to itself to have a sharper focus. It is currently formulating a plan to expand into South America and Africa. With the new generation K2 platform from Mitsubishi Agricultural Machinery and Armatrac brand of Tractors from Erkunt-Turkey, Mahindra wants to penetrate deeper into Western Europe and SouthEast Asia in the coming years.

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