



HERE'S WHY WE'RE THE WORLD'S #1 SELLING TRACTOR.



DEMING PRIZE
2003



JAPAN QUALITY MEDAL
2007

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Mahindra
Rise.

The Mahindra Group - Background

To understand Mahindra USA you must first understand the global strength of the Mahindra brand and the origins of Mahindra & Mahindra, LTD and The Mahindra Group.

The Mahindra Group was founded in 1945 as a steel trading company in Mumbai, India, and in 1947, the Group entered automotive manufacturing to bring the iconic Willys Jeep onto Indian roads. The Group's founding brothers, J. C. Mahindra and K. C. Mahindra believed that new modes of transportation held the key to India's prosperity, so one of their first goals was to build durable, rugged vehicles that could handle the rough Indian terrain.

In the 1950's and 1960's, the Group diversified into businesses like Steel, Tractors and more. Over time the Group consolidated its position in Automobiles, Tractors and Steel and entered promising sectors like I. T., Hospitality, Financial Services, Components, Aerospace and Logistics, led by the goal of providing products and services that support prosperity.

Today, The Mahindra Group comprises ten business sectors - Aftermarket, Automotive & Farm Equipment, Defense Systems, Financial Services, Hospitality, Information Technology, Real Estate & Infrastructure, Systech, Two Wheelers and Mahindra Partners - that span 18 key industries - Aerospace, Aftermarket, Agribusiness, Automotive, Components, Construction Equipment, Consulting Services, Defense, Energy, Farm Equipment, Finance and Insurance, Industrial Equipment, Information Technology, Leisure and Hospitality, Logistics, Real Estate, Retail, and Two Wheelers.



The Mahindra Group is a \$16.2 billion global corporation that employs more than 155,000 employees in over 100 countries across the world.

Mahindra USA, Inc. is a wholly-owned subsidiary of Mahindra & Mahindra, LTD Automotive & Farm Equipment Sector (AFS) and part of The Mahindra Group.



Mahindra Story

Our beginnings...a solid start to build a strong future

In 1963, Mahindra & Mahindra (M&M) formed a joint venture with International Harvester to manufacture tractors carrying the Mahindra nameplate for the Indian market. Armed with the engineering, tooling and manufacturing know-how that was gained from this relationship, M&M developed its first tractor, the B-275, and it rolled off the assembly line in 1965. This successor to International Harvester's incredibly popular IH B-414 is still the basis for some current Mahindra models that you will see in use today.

In 1977, M&M develops its own Tractor Division responsible for design, manufacturing and marketing and a few years later, in 1983, M&M becomes the market share leader in India - the world's largest tractor market, a position it has held since.

In 2003, M&M becomes the first tractor company in the world to win the Deming Application Prize (renamed the Deming Prize in 2012) for Outstanding performance in Total Quality Management practices. That same year, Mahindra Tractors worldwide sales hits the 1 million unit mark.

In 2007, M&M is awarded the coveted Japan Quality Medal (renamed Deming Grand Prize in 2012), care of Union of Japanese Scientists and Engineers, for excellence in customer focus, overall quality and business processes. The Japan Quality Medal (Deming Grand Prize) is considered the Nobel Prize for manufacturing and is the tractor industry's highest award.

Mahindra & Mahindra is the ONLY tractor manufacturer in the world to win the industry's top two quality awards.

In 2010, Mahindra & Mahindra became the #1 selling tractor in the world based on units sold, a position that it continues to hold today.

Since 1963, we've been building heavy-duty farm tractors and farm equipment that outperforms the competition by combining a high-quality-built tractor with the biggest bang for your buck, in other words, VALUE. Our ultimate goal is to provide our customers with a superior performing tractor and unparalleled owner support. But we are not only about customer satisfaction, just ask our dealers and you'll be glad to know that a 2013 independent survey conducted by the North American Equipment Dealers Association (NAEDA) ranked Mahindra #2 in Overall Satisfaction among top tractor manufacturers. NAEDA, which is the apex dealer association, conducted this survey of over 1,300 dealers who sell various equipment, in 12 specific categories, including tractors and sought dealer feedback on 36 different attributes of the manufacturer/dealer interaction, including Overall Satisfaction.



DEMING PRIZE
2003



JAPAN QUALITY MEDAL
2007

In 1994, M&M set their sights to partner with America once again when Mahindra USA was formed.

Mahindra USA, Inc. (MUSA) was established in Tomball, TX in 1994 as a wholly-owned subsidiary of Mahindra & Mahindra's Automotive & Farm Sector (AFS). From selling 500 units in the beginning, MUSA has grown rapidly due to high customer satisfaction (97%, the industry's highest) and strong customer loyalty (98%, also the industry's highest) to become one of the top tractor manufacturers in North America. In the years since, our tough, dependable and value packed tractors have been sold and serviced by hundreds of leading tractor dealers throughout North America. In the US, we perform final assembly and conduct a comprehensive 51-point pre-delivery inspection, including dynamometer and road testing to ensure the highest standards of quality. It's our mission at MUSA to deliver the highest levels of customer satisfaction and dealer support.

In 2003, MUSA opened a second assembly and distribution center on the East Coast. In 2005, we opened a third on the West Coast. This plant helped MUSA more than double our production capacity to meet the growing demands for our tractors. In 2012, MUSA moved into our new North American Corporate Headquarters at a class-A corporate facility that consolidated our distribution, parts and business functions under one facility. Today, Mahindra USA has assembly and distribution centers in Texas, California, Tennessee and Pennsylvania.

**Then - 2003
Tomball, TX**



**New North American
Corporate Headquarters
2012
Houston, TX**



JAPAN QUALITY MEDAL
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DEMING PRIZE
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Mahindra USA is the only tractor manufacturer in history to win the Industry's Top Two Quality Awards

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9020 Jackrabbit Rd., Suite 600 • Houston, TX 77095
www.mahindrausa.com

**OUR
TRACTORS
ARE HARD
AT WORK
ON SIX
CONTINENTS.**



Model 3616 HST

**OUR TRACTORS ARE HELPING
LANDOWNERS IN 40 COUNTRIES ACROSS
THE GLOBE.**

Mahindra Tractors are hard at work throughout North America, South America, Europe, Asia, Africa and Australia. And we're still growing thanks to our value-packed, heavy-duty tractors.

**BUT MAHINDRA IS MORE THAN JUST
TRACTORS.**

Mahindra is a global corporation operating more than 100 companies across 25 countries. In fact, we employ 155,000 employees worldwide in fields ranging from agriculture to software to the financial sector. Of course, we're best known for our tractors. And that's just fine by us.

**OVER 2 MILLION MAHINDRA TRACTORS
SOLD WORLDWIDE TO DATE.**

Every morning in nearly every corner of the world, farmers and landowners are waking up and climbing onto their Mahindra Tractors to start the workday. We're proud of that fact, and we hope the next time you start work on your land, you do it on a Mahindra Tractor.

**WE'RE ON THE FORBES 200 LIST OF THE
WORLD'S MOST REPUTABLE COMPANIES.**

We don't just make quality tractors, we believe in standing behind everything we do. So it's no wonder Mahindra was named one of the world's most reputable companies by *Forbes*. We think you'll find our positive reputation to be true each time you deal with us.

MAHINDRA HAS A LONG AND PROUD HISTORY.

BUT THE BEST IS YET TO COME.

1945

Mahindra & Mahindra was born and in 1947, Mahindra began building the heavy duty WWII Willys Jeep under License in India.



1977

Mahindra & Mahindra develops its own Tractor Division responsible for design, manufacturing and marketing.



2003

Honored with Deming Application Prize for establishing Total Quality Management – only tractor company in the world to achieve this honor.



2003

Sales of Mahindra tractors worldwide reach 1 million.



2007

Mahindra is awarded the coveted Japan Quality Medal for excellence in customer focus, overall quality and business processes – the first tractor company to receive the honor.



2010

Mahindra becomes the #1 selling tractor in the world.



2011

World's #1 selling tractor continues

Parts and Distribution merged & expanded in new North American Headquarters

Mahindra Finance USA LLC launches



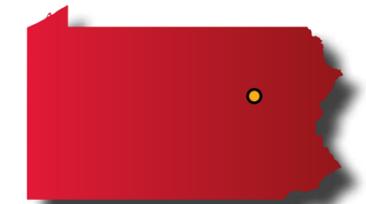
2012

Mahindra opens new distribution facility in Bloomsburg, PA

Mahindra continues to be the #1 Selling Tractor in the World

Mahindra worldwide tractor sales hit 2 million

Achieved #2 ranking in NAEDA Dealer Overall Satisfaction Ranking!



1963

Mahindra & Mahindra forms joint venture with International Harvester to manufacture tractors in India.



1994

Mahindra USA establishes headquarters in Houston, Texas.



2003

Mahindra forms a strategic alliance with Mitsubishi allowing for expansion of product line in the compact tractor category.



2005

Popularity in America continues to grow resulting in a third U.S. assembly and distribution facility in Red Bluff, California.



2009

New distribution center opens in Chattanooga, Tennessee.



A WHOLE HERD OF BEEFED UP MODELS TO CHOOSE FROM.

MAX SERIES

Industry-redefining sub-compact and mid-compact models. The backbone of all Max series tractors is a full-length tractor frame that will allow users to install a backhoe at any time. The Max series have a wide range of attachments and implements, including a driver-over mowing deck, snow blowers, blades, brooms and feature the highest capacity loaders in the market.



10 SERIES

Economical and easy to operate 4WD tractors designed for general purpose farming and agriculture, livestock operations and grounds maintenance. 38-59 HP 3- and 4- cylinder engines provide reliable performance and fuel efficiency. The 10 series comes with a list of premium features without the premium price. Cab version available with Gear or HST transmission. Heavy-duty loader and backhoe available.



16 SERIES

High-performance premium 4WD compact tractors designed for light to medium applications. 28 to 36 HP with options like heavy-duty loaders and backhoes; gear, shuttle or hydrostatic transmissions; soft or integrated cabs; ag, industrial, or turf tires; drive-over mid-mount mowers; and many available implements.



25 SERIES

Rugged and hard-working 2WD utility tractors designed for light to medium applications. 40 to 65 HP with a wide range of available implements that provide all the tools you need to get your work done. The legendary 4025 is now available in 4WD - meaning the legend is now even better.



30 SERIES

Rugged and powerful utility tractors designed for medium to heavy applications. 45 to 65 HP with shuttle transmissions and options like 2WD or 4WD, heavy-duty loaders and backhoes, ag or industrial tires, and many available implements.



35 SERIES

Premium, super-powered 4WD compact workhorses designed for medium to heavy applications. 35 to 50 HP with options like shuttle, power shuttle or hydrostatic transmissions; heavy-duty loaders and backhoes; ag, turf or industrial tires; and many available implements.



60 SERIES

Top-of-the-line, premium utility tractors designed for medium to heavy applications. 70 to 83 HP with shuttle transmissions and options like 2WD or 4WD, integrated cabs, heavy-duty loaders and backhoes, ag or industrial tires, and many available implements.



mPOWER SERIES FEATURING TIER IV TECHNOLOGY

mCRD (Mahindra Common Rail Diesel) delivers higher injection pressure for less engine smoke.

Multiple injection for cleaner exhaust - more efficient combustion while greatly reducing NOx and Particulate Matter (PM) emissions.

DOC (Diesel Oxidation Catalyst) means NO DPF (Diesel Particulate Filter) means simpler treatment process and less maintenance for LOWER COST.

New environmentally friendly mCRD technology reduces greenhouse gas emissions by over 360 tons per year.



mFORCE SERIES

Mahindra's new mFORCE series tractors are setting a new standard for higher horsepower tractors. The mFORCE series features 100HP tractors that provide you with the ability to do more than ever before with greater 3-point lift capacity, heavier loader lift capacity and an impressive list of standard features and power at your fingertips that you control from the safety, comfort and convenience of our all-season cab. Plus, you get the peace of mind that your tractor will work as hard as you do with the Industry's best 5-year warranty. Mahindra's new mFORCE tractors + Industry's Best warranty = rest assured knowing that you got the industry's BEST VALUE.



TRACTOR MODELS

OVERVIEW

Mahindra's professional-grade tractors range from 22HP - 100HP and in a full range of configurations:

- 2WD & 4WD
- Gear/Shuttle/HST/PST transmissions
- Open Station and Cabs

What makes Mahindra Tractors better than other tractors? Simple, they were designed for FARM-GRADE work and are built with heavy-duty components and materials to keep them working hard, day after day, year after year.

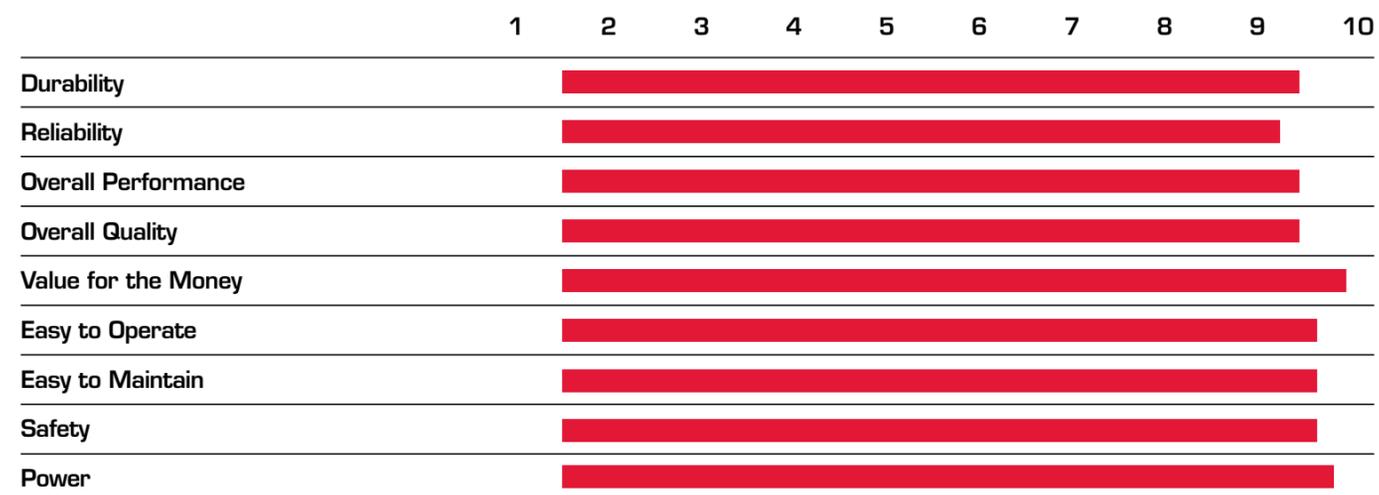


Mahindra Tractors are built in India (25-, 30-, 35-, 60- and mPOWER series), Japan (Mahindra Max and 16 Series) and South Korea (10 Series and mForce Series) where the average user uses them to work their farm and puts up to 1,000 hours per year on them. In North America, the average user for this horsepower range puts 150 hours per year on their tractor - compare Mahindra Tractors to other tractors and you will see and feel the difference:

- Higher Lift Capacity = Lift heavier loads and user larger implements to get work done faster
- Heavier, Sturdier Chassis = Rugged, CAST-IRON chassis (not Aluminum) means more built in weight for greater traction, stability, control and SAFETY
- Heavy-Duty Components = Bigger, thicker and stronger components means you can work harder and get more done
- Professional Grade Construction = Built to last...try saying that about PLASTIC or COMPOSITE materials

Don't take our word for it though - here is how Mahindra CUSTOMERS rate our tractors:

On a scale of 1-10, Mahindra ranks as a 9 or better in:



In key performance attributes, our tractors continue to earn exemplary customer satisfaction scores!

MAHINDRA IMPLEMENTS

Mahindra Implements Overview

Mahindra offers a huge selection of implements to help you accomplish whatever task you wish to tackle and provide a complete Mahindra experience.

- Wide array of implements (186 variations)
- Competitive financing terms
- Standard-, Medium-, and Heavy-Duty implements to meet your needs
- Implements feature rugged construction with heavy-duty components
- 5 year gearbox limited warranty
- SNOW BLOWERS and SNOW REMOVAL equipment to meet cold-weather needs
- BEST VALUE in the market today





Model 3616



Model 5010 Cab

Mahindra Proudly Sponsors



DON'T TAKE OUR WORD FOR IT. HERE'S WHAT OUR CUSTOMERS THINK.

98% of our owners are likely to recommend Mahindra to friends and family.

97% of our owners are satisfied with their tractor. (Don't worry, we're working on the other 3%.)

91% of Kubota owners that also owned a Mahindra would buy another Mahindra.

82% of Deere owners that also owned a Mahindra would buy another Mahindra.

9+ On a scale of 1 to 10, Mahindra owners rank Mahindra a 9 or better.

MAHINDRA IMPLEMENTS From cutters, blades and box scrapers to forks, spears, plows, tillers and seeders – our implements meet your demands. We offer rugged construction and heavy-duty components for implements that are easy to attach and use.

NATIONWIDE DEALER NETWORK Mahindra has four North American distribution centers that deliver tractors to nearly 400 Mahindra dealers in the U.S. states and Canada. With such wide distribution, Mahindra owners get convenient access to parts and repairs. For individuals interested in becoming a Mahindra dealer, there are still attractive opportunities available across North America. And we're proud to say, in a recent survey, Mahindra ranked #1 in the nation in dealer satisfaction. We believe happy dealers means happy tractor owners.

COMPETITIVE FINANCING Mahindra is proud to offer some of the lowest financing rates in the industry. Often, as low as 0% APR for 72 months. When combined with our 5-year powertrain warranty, that's the industry's best value package.

EXCEPTIONAL PARTS SUPPORT Mahindra supports its North American dealers with overnight delivery of critical parts from our master warehouse in Houston, Texas. The focus of Mahindra's Parts Operations is to provide the parts that keep our tractors performing at their best. That's why original equipment Mahindra parts are designed and tested to give our products the reliability and durability customers have come to expect from us.

SUPERIOR PROTECTION WITH OUR BRANDED OIL. Mahindra Oils are formulated with the highest grade of raw materials and utilize a fully integrated and automated blending process to meet our high standards for consistency and quality.

Model Mahindra MAX™ 25



Model 6525



Model 7060 Cab



Model 4530

