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Mahindra Tractors makes a passionate pitch to farmers

By Campaign India Team | Mar 4, 2015

Watch the film conceptualised by Interface Communications here

Mahindra and Mahindra's Farm Equipment Sector has rolled out TVC for its tractor, Arjun Novo. The film has been conceptualised by Interface Communications and went on air on 2 March.

The 60-second film is set against the backdrop of Mahindra Research Valley, where a protagonist walks through the valley showcasing the Novo's true farm performance by leveraging 3D animation. Speaking to and for the farmers, the protagonist describes the features of the tractor and depicts the product's superiority, highlighting its technology.

The film ends with a call to action to all farmers, as it asks them to test drive Arjun Novo.

Ravindra Shahane, vice president, Farm Equipment Sector, Mahindra and Mahindra Ltd, said, "Our aim has been to drive positive change in the lives of our customers, enabling them to rise above their current realm of possibility. Arjun Novo is a leap in technology and innovation that can perform myriad applications desired by the farmer. The new TVC has effectively captured this leap of technology that will open a world of possibilities to the modern farmer."

Robby Mathew, national creative director, Interface Communications, said, "The biggest challenge was to bridge what consumers expect from Mahindra Tractors and communicate what Arjun Novo can offer in an impactful way. It's a futuristic approach in the farming space but at the same time will connect with the farmer at an emotional level."

Credits

Client: Mahindra and Mahindra's Farm Equipment Sector

Creative agency: Interface Communications Pvt. Ltd.

National creative director: Robby Mathew

Creative team: Robby Mathew, Vipul Salve, Aditya Tripathi

Account management team: Shailesh Gupte, Abhay Godbole, Amogh Kanade, Vinay Sawant

Production house: Perfect 10

Director: David Alcade

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