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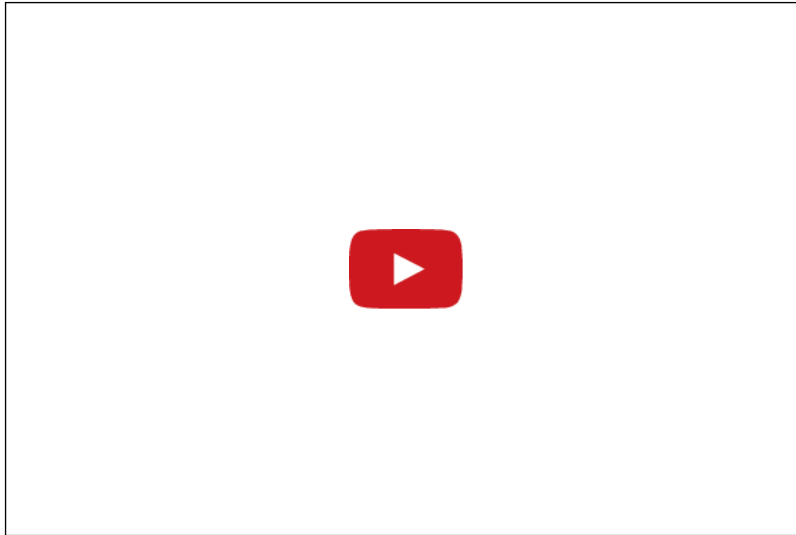
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# Mahindra Tractors makes a passionate pitch to farmers



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By Campaign India Team on Mar 4, 2015 filed under Advertising, India

Watch the film conceptualised by Interface Communications here

### KEYWORDS

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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."

### DISCUSSION

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whats in a name?

The inner voice of every woman is truly, finely and effortlessly portrayed in " just dont get married....." truly women empowering.....message is conveyed as sophisticatedly as d product.... Kudos...

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mathew jose

nice thought. i wish the screenplay was more subtle...less of a sermon...more of soulspeak.

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Superbly done. Takes the story-telling of mauka mauka to the next level. FOUND this more interesting than IPL

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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

very true. Mauka mauka kept us glued to the TV - looking for the ads after each match. Tata Sky took that "looking forward" to just another level with their sweet love story. I for one am all for...

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suchitab

nice- it ne handle!!

Dave Trot

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