



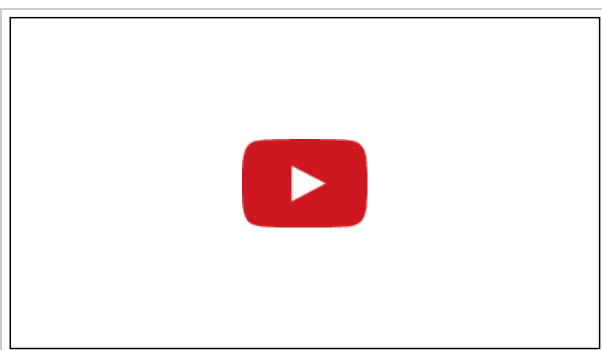
Search

ON Ride Along 10 May | 1:36 pm | World War II ... 8 May | 9:00 pm | Fugly 7 May | 11:29 pm | Diya Aur Baati Hum 7 May | 9:00 pm | Last Updated on 07 May 2015, 16:20

Mahindra unveils new TVC for Arjun Novo

05 Mar,2015

By A Correspondent



Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES) has launched a TVC for its most technologically advanced tractor, Arjun Novo.

The TVC is set against the backdrop of Mahindra Research Valley, Mahindra's nerve centre for design and development for its automobiles and tractors. The TVC showcases true farm performance, bringing to life proven product performance using 3D animation. The product features have been explained and dramatized depicting the product's

superiority and advanced technology and highlighting its key message for customers - technology that allows you to do the impossible.

Speaking on the new television commercial, Ravindra Shahane, Vice President, Farm Equipment Sector, Mahindra & Mahindra Ltd. said, "At Mahindra, we are committed to deliver Farm Tech Prosperity through technologically superior solutions. 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

Robby Mathew, National Creative Director, Interface Communications Pvt. Ltd. said "The biggest challenge was to bridge what consumers expect from Mahindra Tractors and communicate what the 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. The Arjun Novo will raise the technology quotient in the Indian Tractor Industry."

8+1

Related Stories

- Mahindra takes the 'Taqdeer Badal De' route for its commercial vehicles portfolio
Interface creates new TVC for Blue Star
FCB creates TVC for Eastern Condiments
Interface creates a new digital campaign for Oreo
Daddy Cool does it for Blue Star

POST A COMMENT

Comedy ke rang, family ke sang. BIGMAGIC now on TATA Sky #138 MON-FRI 7PM-10PM

SCoRe Indian School of CCommunications & REputation The post-graduate #PRSchool is here Apply to SCoRe Indian School of Communications and REputation. Visit us at www.scoreindia.org

TODAY'S TOP STORIES

- BTL Baatein:Sumeet Narang,Bajaj Auto Powered by VISCOMM
NewsStand: How the Pg1s covered Salman's conviction
Amit Akali launches full-service digital agency. So, What's Your Problem!
Preamble by Siddhartha Mukherjee: The Shift from "BUY ME" to "WHY ME"
Will Brand Salman lose sheen post conviction?
Anirban Sen joins Bang In The Middle as ECD
Isobar wins digital mandate of JK Tyres
DTDC rebrands to DTDC Express Limited; unveils new logo
'Kolaveri di...' gets a Turkish makeover in new Coca Cola ad
Sanjeev Agrawal is CEO, Homeshop18
Faaso's hands over media biz mandate to ZenithOptimedia

GALLERY



Comments Community

1 Login ▾

Recommend

Sort by Best ▾

Start the discussion...

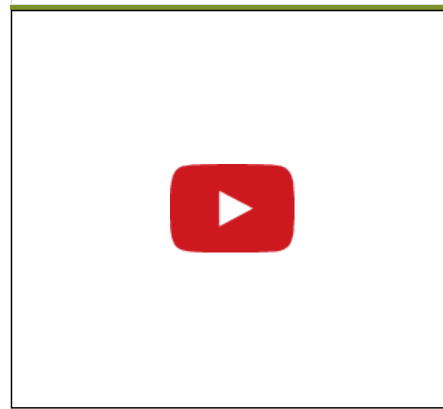
Be the first to comment.

Subscribe

Add Disqus to your site

Privacy

VIDEOS



1 2 3 4 5 Stop

INMA 2011 | LOOKBACK 2011 | FORECAST 2012 | STARRED OFF | CANNES 2012 | GOAFEST 2012 | SATYAMEV JAYATE |

Home

About Us

© MXM India Private Limited

Powered By: Mediology Software Pvt.Ltd.

TEAM MxM

ADVERTISE

CONTACT US

EMAIL NEWSLETTER

CODE OF ETHICS

SMS ALERT

TERMS OF USE

PRIVACY POLICY

Holidays 2012

CONTACTS

FOR NEWS: editor@mxmindia.com

TO ADVERTISE: sales@mxmindia.com

TO SUBSCRIBE: subscribe@mxmindia.com