

[Print This Page](#)**Working on new tractor platform called Dhruv: Pawan Goenka**

[Mahindra & Mahindra](#) has major plans to expand its tractor portfolio in India. The company first plans to launch the variants of its recently launched Arjun Novo tractor this financial year, followed by completely new platforms.

In an interview to CNBC-TV18's Alexander Mathew, Pawan Goenka, ED & President - Automotive & Farm Equipment Sectors, M&M, said the company is working on a brand new platform called Dhruv, which will be launched sometime towards the end of next year.

"It is a platform that will give us a stronger presence in the horsepower segment. There's another product that we're working on for a year later. So we would have three new platforms in the tractor segment, that's on the Mahindra brand," he said.

On the Swaraj brand, Goenka said the company will have one launch in FY16. "And that will be a brand new tractor for Swaraj and an entry into a new segment," he added.