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Mahindra Launches ‘415 DI’ – An all New Tractor in the 40 HP Category

Mahindra Mahindra, part of the USD 16.9 billion Mahindra Group has launched Mahindra 415 DI; the latest offering from India leading tractor manufacturer. The new Mahindra 415 DI promises to redefine the 40 HP category with its powerful engine and fuel economy.

By: Newsvoir | September 7, 2015 7:50 PM



Mahindra Mahindra, part of the USD 16.9 billion Mahindra Group has launched Mahindra 415 DI; the latest offering from India leading tractor manufacturer. The new **Mahindra 415 DI** promises to redefine the 40 HP category with its powerful engine and fuel economy.

Powered by a naturally-aspirated 4-cylinder engine, the new **Mahindra 415 DI** sets the benchmark in power with a maximum output (PTO). It also offers max torque at 158 Nm as well as a powerful back up torque that allows the tractor to perform in all heavy agri applications; features that are among the best within the category.

Speaking on the launch, **Ravindra Shahane, Vice President Marketing said,** *We expect the Mahindra 415 DI to create a new benchmark for the industry in the 40 HP category. We have developed the product keeping in mind the three important requirements of our customers: more power, ability to perform multiple applications and better fuel efficiency. At Mahindra, we believe in developing products that offer the best-in-class value proposition for our consumers. We are confident that with this new offering, we have delivered not just a class-leading product, but also one that will help our customers perform all agri applications with ease.*

Customers looking for a solution which is a combination of power as well as good fuel efficiency will find their answer in the **Mahindra 415 DI**. The tractor comes equipped with a smooth PCM transmission and optimal gear speeds which help in higher coverage at low fuel costs. With features like PCM transmission, 1500kg lift capacity, highest max torque, optimized gear speeds wheel torques, the new **Mahindra 415 DI** will be best suited for agri applications like rotavator, cultivator and thresher.

In addition to sheer power, and ability to be useful in a wide range of applications, the **New Mahindra 415 DI** offers another surprise in the form of low maintenance cost which will prove to be a boon to farmers.

About Mahindra:

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.9 billion multinational group based in Mumbai, India, Mahindra employs more than 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#), [financial services](#) and

[vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, [defence](#), energy, industrial equipment, logistics, [real estate](#), retail, steel, [commercial vehicles](#) and [two wheeler](#) industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times Boldness in Business; Award in the Emerging Markets; category in 2013.

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