



FOR IMMEDIATE RELEASE

MAHINDRA RODEO TEAM IS READY FOR ACTION AT NFR

Five Tough Athletes to Compete at National Finals Rodeo

HOUSTON, TX (November 18, 2022) – As National Finals Rodeo action is set to begin in Las Vegas later this month, Mahindra North America announced their newly formed Mahindra Rodeo Team. A group of five highly successful athletes on the rodeo circuit will be sponsored by Mahindra Tractors and ROXOR with the team's first appearance scheduled for NFR. In addition, the company is the title sponsor of the National Finals Rodeo broadcast on the Cowboy Channel.

The Mahindra Rodeo Team athletes are:

Martha Angelone: Breakaway Roping

Originally from Cross Junction, VA, and now Stephenville, TX, Martha is the number one Breakaway Roper in the world. She competes with her horse, Spots Lil Legend "Legend."

Trey Kimzey: Bull Riding

This eighth ranked bull rider is from Strong City, OK.

Sage Newman: Saddle Bronc Riding

From Melstrone, MT, Sage is the number one Saddle Bronc rider in the world.

Jesse Pope: Bareback Riding

Competing in Bareback riding and number two in his event, Jesse is from Waverly, TX.

Dona Kay Rule: Barrel Racing

Competing with her horse High Valor "Valor," Dona Kay is the number two-ranked barrel racer. She is from Minco, OK.

"These hard-working athletes are tough, full of grit and determination. In addition, they are quality individuals with strong character. We are proud to have them represent Mahindra at NFR and around the rodeo circuit next year," said Viren Popli, President & CEO of Mahindra Ag North America and Mahindra Automotive North America. "They represent the brand of Mahindra well and reflect the tough, high performance, high reliability of our products, both tractors and the heavy duty ROXOR," said Popli.

Mahindra provides equipment for people living rural lifestyles, tools for working the land, caring for their animals and enjoying the outdoors. Rodeo is a part of the fabric of rural communities, bringing people together. As a way of investing in this lifestyle, Mahindra is engaging with this western sport that is embraced by the communities we serve. This supports both our customers, and the Mahindra dealer network which are independent, small businesses in small towns throughout the U.S. and Canada.

Houston-based Mahindra Ag North America is part of Mahindra Group's Automotive and Farm Sector, the number one selling farm tractor company in the world, based on volumes across all company brands. Mahindra offers a range of tractor models from 20-100 horsepower, implements and the ROXOR heavy duty side-by-side. Mahindra equipment is engineered to be easy to operate by first-time owners and heavy duty to tackle the tough jobs of rural living, farming and ranching. Steel-framed Mahindra Tractors and ROXORs are ideal for customers who demand performance, reliability and comfort at a great value.

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About Mahindra Ag North America

Mahindra Ag North America (MAgNA) is part of Mahindra Group's Automotive and Farm Sector, the number one selling farm tractor company in the world, based on volumes and the only tractor manufacturer in the world to win the industry's top two quality awards, the Deming Application Prize and the Japan Quality Medal, care of Union of Japanese Scientists and Engineers. Mahindra serves the agricultural and rural lifestyle customers in the U.S. and Canada by partnering with a network of independently owned dealerships. Houston, Texas, based, MAgNA is a wholly owned subsidiary of Mahindra & Mahindra Ltd. and began selling tractors in the USA in 1994.

To learn more about Mahindra Ag North America, please visit mahindrausa.com.

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About ROXOR

ROXOR is an off-road vehicle conceived, designed, and engineered by Mahindra Automotive North America. The vehicle is assembled in Auburn Hills in the first new OEM operation to open in Southeast Michigan in more than 25 years. A rugged, no-nonsense side-by-side, ROXOR is a tribute to Mahindra's long history of assembling durable and powerful vehicles beginning in 1947; it features a steel body on a boxed-steel frame, a heavy-duty Mahindra turbo diesel 4-cylinder engine, and transmission. The American-assembled ROXOR reenters the off-road world with the same proven capabilities based on its authenticity, simplicity, and strength.

For more information, visit www.roxoroffroad.com and follow ROXOR on social media via facebook.com/roxoroffroad and @roxoroffroad on Twitter and Instagram.

About Mahindra & Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Media Contact:

Susan Moriarty, Mahindra Ag North America
832-795-2833

Moriarty.Susan@Mahindra.com