

Farmer Centric Sonalika investing in new innovation Center (R&D) in NCR to accelerate futuristic farming solutions

- Sonalika to hire 150+ designers and domain experts for new R&D Center in NCR
- Targeting to double annual sales in next 5 years

New Delhi, May 30: India's youngest and No 1 tractor brand across 4 countries, Sonalika International Tractors Limited (ITL) after achieving one Lakh tractor sales milestone in one year 2017-18, now has set a vision to double its annual sales to 2 lakh tractors in next 5 years, 2023-24. In-line with the vision, Sonalika is investing INR 200 Crores to set up new innovation (R&D) facility located in the National Capital Region (NCR). This new facility will help to further offer innovative farming solutions through technological up-gradation, new emission regulations and reducing the product development cycle.

In order to cater to the growing global future requirements like stringent emission norms and development of new product platforms, the company is also investing INR 250 crores to upgrade the latest technologies and machines at the World's no.1 largest integrated tractor manufacturing plant.

Speaking on the new R&D facility, Mr. Raman Mittal, Executive Director, Sonalika Group, said, "The new Innovation center in Delhi NCR is in line with our core belief of being farmer centric by constantly providing innovative and technologically superior products. This is the first step towards our new vision of 2 lakh tractors by 2023-24. This facility will be a fully functional development center to produce all aggregates & all prototypes with latest state-of-the-art test facility. To closely translate the demands of the farmers into farm mechanization solution, we are recruiting over 150+ domain experts for this new set up."

He added, "Collaboration across different segments is a key enabler of successful innovation. The innovation center is going to work towards contemporary and future technology requirements to meet the emission and safety norms in global markets including Europe and USA. The setting-up of the futuristic state-of-the-art Global innovation and R&D center is also a major step towards India's steady emergence as a global R&D hub in the world map."

With innovation centers (R&D) across globe, World's no.1 largest integrated tractor manufacturing facility, robust dealership network, trust of over 8 lakhs farmers across 100 countries and commitment towards serving farming community, Sonalika is all set to be the No.1 Global Tractor brand.