

Montra Electric e-tractor expands its presence into the Northern Markets with India's First ARAI Certified Electric Tractor E-27 at EIMA Agrimach India 2025

- *E-27 is a big step in India's efforts towards achieving sustainability in agriculture*
- *Up to 70% lower operating cost*
- *₹10 lakh savings in 5 years to strengthen economic viability for farmers*

New Delhi, 27th November 2025: Montra Electric, the clean mobility brand of the diversified Murugappa Group, today announced its entry into the northern markets with Montra Electric E-27, India's first ARAI-certified electric tractor, at the 9th edition of the EIMA Agrimach India 2025, one of the country's most influential international exhibitions dedicated to farm mechanization.

The launch of the E-27 marks a defining moment in India's shift toward cleaner, more efficient, and technology-driven farming. Purpose-built for the needs of modern Indian agriculture, the E-27 delivers 27 HP equivalent power and 90 Nm torque through a high-efficiency PMSM motor, enabling consistent performance in plowing, tilling, spraying, and haulage. The e-tractor comes with 2WD and 4WD drivetrain options, allowing farmers to choose the ideal configuration for their soil and terrain conditions. Its advanced 22.37 kWh LFP prismatic-cell battery pack offers a runtime of approx. 4.5 hours with a charging time of 2.15 hours, enhanced safety, and dependable day-long usage across varied soil conditions.

The E-27 is ARAI certified, underscoring its compliance with stringent national standards for safety, reliability, and overall performance. Featuring an 8F+2R side-shift transmission, a dual-speed PTO (540 and 1000 rpm), and a strong 720 kg hydraulic lifting capacity, the e-tractor offers diesel-like capability without emissions or excessive operating costs.

Economically, the E-27 delivers a significant advantage. With no diesel consumption and lower maintenance requirements, electric tractors can reduce operating costs by **up to 70%**, resulting in lifetime savings nearing **₹10 lakh** compared to conventional diesel models.

The e-tractor's quiet operation and substantially reduced vibration further improve operator comfort, reduce fatigue, and contribute to long-term health, an increasingly critical factor for India's huge agricultural workforce.

Speaking about the launch, **Harish Prasad, CEO, Montra Electric Tractors**, said, *"The expansion into the northern markets with our Montra Electric E-27 tractor is a pivotal milestone for us and a major step in India's clean-mobility and agricultural transformation. Agriculture is the largest consumer of tractors, which makes electrification essential for achieving meaningful sustainability at scale. The E-27 reflects our broader vision of building clean, accessible, and future-ready mobility solutions. By bringing zero-emission technology to India's farmlands, we are aligning our mission of sustainable mobility with the nation's long-term environmental and economic priorities. Farmers can now embrace cutting-edge technology without compromising productivity, while substantially reducing their total cost of ownership."*

The E-27 is now made available for purchase in 17 dealerships across 10 states. The price range of our e-tractors start from **10.75 Lakhs (Ex-showroom)**.



With the launch of the E-27, Montra Electric strengthens its position in sustainable mobility across electric commercial vehicles and now electric tractors, ushering in a new era of sustainable and future ready farming in India.