

30 October 2026

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001
BSE – 500495

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai – 400051

NSE – ESCORTS

Dear Sir,

Subject: Intimation regarding price increase of Tractors

In compliance of the regulation 30 of the SEBI (Listing obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the company announcement pertaining to price increase on its tractors across all brands from November 2026 post festive season.

Please also find enclosed the Press Note titled “**Escorts Kubota Announces Price Revision Across Kubota, Farmtrac and Powertrac Tractors Amid Rising Input Costs**”.

Kindly take the same on record.

Thanking you.

Yours faithfully,
For **Escorts Kubota Limited**

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Corporate Identification Number L74899HR1944PLC039088

Vicky Chauhan
Company Secretary

ESCORTS KUBOTA LIMITED

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Tel.: +91-129-2250222

E-mail: investor.relation@escortskubota.com Website: www.escortskubota.com

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Company Announcement

Faridabad, October 30, 2026: Escorts Kubota Limited – Agri Machinery Business Division, shall be increasing tractor prices across all its brands during November 2026 post festive season.

The Company has been trying to mitigating input-cost pressures arising from geopolitical headwinds and rupee depreciation through focused cost-reduction and efficiency measures. However, given the sustained adverse cost environment, a calibrated price increase is necessary to partially offset the impact, while keeping the increase for customers to a minimum.

The price increase will vary across models, variants and geographies.

About Escorts Kubota Limited:

‘Escorts Kubota Limited (EKL) is one of India's leading engineering conglomerates with eight decades of experience in manufacturing excellence. Aligned to its purpose led existence of Spreading Prosperity & Impacting Lives, it has helped accelerate India's socio-economic development through its presence across the high growth sectors of agricultural mechanization and transformation of Indian construction. The company has diversified businesses across the Agri Machinery Business Division & Construction Equipment Business Division. The company is committed to excellence in engineering, innovation in products, development of market-relevant technologies and the highest cost efficiencies to create value for its customers and shareholders.

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Escorts Kubota Announces Price Revision Across Kubota, Farmtrac and Powertrac Tractors Amid Rising Input Costs

Revised prices across the product range will come into effect in November 2026, after the festive season

Faridabad, October 30, 2026: Escorts Kubota Limited (EKL), one of India's leading agri-machinery and construction equipment manufacturers, today announced a price increase across its Kubota, Farmtrac and Powertrac tractor ranges. The price revision will come into effect in November 2026 after the festive season.

The price revision is driven by the continued rise in input costs, including raw materials, energy, logistics and manufacturing expenses, mainly impacted by inflationary trends and ongoing geopolitical uncertainties.

Over the past several months, EKL has undertaken a range of cost optimization and operational efficiency initiatives to mitigate the impact of rising costs. The company has also absorbed a substantial portion of these increases. However, with input costs continuing to remain elevated, the price revision has become necessary to partially mitigate higher manufacturing and operating expenses.

The price revision will come into effect in November 2026 after the festive season and will vary across models, variants and geographies within the Kubota, Farmtrac and Powertrac portfolios. Revised prices will be available through authorised dealerships.

Manish Sharma, President – Agri Business, Escorts Kubota Limited, said, *“We have made every effort to minimize the impact of rising input costs on our customers. This measured revision enables us to sustain our commitment to quality, innovation and customer value. We remain focused on delivering reliable, technology-led solutions through our Farmtrac, Powertrac and Kubota brands to support the productivity and profitability of Indian farmers.”*

EKL has continued to expand its tractor offerings through launches including the Farmtrac PROMAXX series, Powertrac Shaurya series and expanded Digitrac range, alongside Kubota's NeoStar and MU series. These additions, supported by continued dealer network expansion, reflect the company's focus on providing farmers with a wider choice of reliable, application-specific tractors suited to diverse agricultural needs.

About Escorts Kubota Limited (EKL)

Escorts Kubota Limited (EKL) is a leading engineering conglomerate with over 80 years of expertise, dedicated to delivering top-tier solutions in agricultural and construction equipment that drive India's development. The company crafts cutting-edge, dependable products, including its renowned tractor family—Kubota, Farmtrac & Powertrac. It also offers specialized agricultural machineries and a strong lineup of construction equipment. Together, these solutions unite Indian ingenuity with Japanese precision for exceptional performance. Through an extensive dealer network, EKL ensures these advanced, reliable products reach customers across India and globally, upholding its legacy as a forward-thinking leader in transforming agriculture and infrastructure.

Learn more at www.escortskubota.com

For media enquiries

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