

A Business Built on Service and Trust – Omsai Automobiles

Published on 31 Dec 2025 | By IFI Correspondent



“After-sales service” is a phrase commonly seen in advertisements today.

But true service is not merely a promise — it is a responsibility that must be consistently upheld through action.

A name that proves this philosophy in practice is **Nitin Sahebrao Patil and Rupali Nitin Patil – Omsai Automobiles**.

From the very first day, they chose not to maintain a purely transactional relationship with customers, but to build bonds rooted in trust, participation, and long-term commitment. Continuous interaction with farmers, understanding their real challenges, and stepping forward personally to resolve them has been the core working culture of Omsai Automobiles.

This approach has earned the dealership a respected place among **Maharashtra’s leading tractor dealerships**.

Mission: Farmer-Centric Development

A true entrepreneur prioritizes purpose over security — and **Nitin Sahebrao Patil** exemplifies this belief.

An agriculture graduate by education, Nitin Patil once held a senior position at **Mahindra Tractors**, a globally renowned company. Despite a prestigious designation, an attractive salary, and a stable corporate career, he felt a deep sense of dissatisfaction. The reason was simple — the limited opportunity to directly engage with farmers and address their ground-level needs.

“I want to do something meaningful for farmers” — this thought would not let him rest.

Taking a bold step, he left behind **15 years of corporate experience and job security**, and in **2012**, founded **Omsai Automobiles**, a tractor dealership at **Chaufulla and Rajgurunagar**.

Though Omsai Automobiles today has **14 successful years in the tractor business**, Nitin Patil’s association with the agricultural sector spans over **30 years**. In **July 2025**, expanding the business to his native region in **Jalgaon district** by launching **five new outlets** stands as a testament to his vision and confidence.

Service Beyond Advertising

The true identity of Omsai Automobiles has been built not on sales figures, but on the **quality of service** delivered.

“The customer must always receive something beyond expectations” — this principle guides every decision taken by the Patil family.

Driven by this belief, they have implemented several innovative and socially impactful initiatives, including:

- ‘Tractorbaji Jatra’

- **Annadata Awards**, presented directly at farmers' fields
- Guidance camps in collaboration with **Annasaheb Patil Economic Development Corporation**
- **'Aasan Hota Toh Har Koi Kisan Hota' Lucky Draw Scheme**, offering prizes such as cars, Bullet motorcycles, laptops, mobile phones, and other valuable rewards

In **Khed and Daund talukas**, Omsai Automobiles actively facilitated tractor subsidies for **over 1,000 farmers**. They have also supported students in the Chaufulla region by distributing notebooks, books, school bags, masks, sanitizers, and clothing — demonstrating a strong sense of social responsibility.

Notably, **none of these initiatives were company-sponsored**.

The entire expenditure was borne personally by the **Patil family**.

24x7 Customer Engagement: The True Test of Trust

One of Omsai Automobiles' most innovative initiatives is a **WhatsApp group exclusively for tractor owners**.

Through this group, farmers can raise queries at any time — and everyone from fitters and sales executives to managers and even the owners themselves are directly accessible.

There are **no restrictions of time, day, or holidays**. Issues are resolved promptly — this is after-sales service in its truest sense.

This unwavering service commitment has helped Omsai Automobiles consistently secure a position among **Maharashtra's Top Ten Dealers**.

In Mahindra's **Customer Satisfaction Index**, Omsai Automobiles has achieved **second rank in Maharashtra**. Senior executives at the **President level** have visited the dealership twice — the highest endorsement of trust and performance.

Awareness Over Sales

Nitin Patil firmly believes:

"The biggest challenge in tractor purchases is farmers' lack of awareness. That's why we prioritize education over sales."

He continuously guides farmers to:

- Avoid purchasing tractors based solely on price
- Understand **PTO HP** and diesel consumption
- Be cautious of misleading information from agents
- Make informed decisions only after gaining complete knowledge

This transparent and ethical approach has helped build **long-term customer trust**.

Future Direction: Collective Mechanization

The Patil family's future roadmap is clear — to make advanced agricultural technology accessible to farmers at affordable costs.

Their vision includes promoting **collective use of high-value agricultural equipment through farmer groups**, such as:

- Power Harrow
- High-quality Sprayers
- Sugarcane Harvesters
- Rice Planters

- Potato Diggers

This model aims to save **time, cost, and fuel**, making farming more efficient and sustainable.

A Journey of Recognition and Pride

Awards and honors received by Omsai Automobiles include:

- Best Customer Index Award
- All-Rounder Performer of the Year
- Innovative Person Award
- Mahindra's highest honor — '**Pancharatna Award**' (three times)
- **Thar Roxx car** awarded by the company
- '**Iconic Professional of Maharashtra – 2021**' award by the Sakal Group

Selected for Maharashtra's Prestigious Awards

Recognizing their dedication and achievements, they have been selected for the prestigious "**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**" awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists.

The selection marks a proud moment not only for them, but also for the entire region.

Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

Event Hosted Under Expert Leadership

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra's rising entrepreneurs, designers, and creative talents.

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