

10,000th Vibratory Compactor rolls off the line at CASE Pithampur Plant in India

CASE Construction Equipment India celebrates two major milestones: the production of its 10,000th vibratory compactor, and the highest monthly sales volume reached in its 25 years of operations.

Pithampur, April 11, 2017

CASE Construction Equipment, a brand of CNH Industrial (CNHI: NYSE), recently celebrated the production of the 10,000th vibratory compactor at its manufacturing plant in Pithampur, India. It is the only manufacturer in India to have reached this milestone. CASE marked this important achievement with an official ceremony to hand over the landmark unit to its new owner, Mr. P D Agrawal, Chairman, M/s P D Agrawal Infrastructure Ltd., Indore. The keys to the new CASE 1107EX Soil Compactor were handed over by Stefano Pampalone, Chief Operating Officer for the Asia Pacific region.

Last month the Pithampur plant saw another record result, with the highest number of vibratory compactors sold in a single month in the facility's 25-year history.

These two milestones helped CASE to consolidate its number one position in the compaction segment.

Mr. Abhijit Gupta, Brand Leader, CASE Construction Equipment India, made the following comment at the ceremony: "These achievements are testament to the popularity of CASE vibratory compactors in India. CASE is the absolute leader in this market segment in the country, and winner of Equipment India magazine's Best Compaction Equipment Award for the last three years in a row. Road construction companies across the country remain loyal to CASE vibratory compactors, appreciating their simple design, which makes it easy to use and to maintain, and their exceptional reliability."

The demand for vibratory compactors is steeply increasing as a result of the Government's push to develop India's road transport network in order to support the country's economic growth. Road construction has gone from a rate of 13 kilometers per day of roads built in 2013 and 2014 to nearly 20 kilometers per day in the period between 2016 and 2017. The CASE Pithampur plant has been able to meet the resulting hike in demand, keeping pace with this fast growing market, and has started to export its highly successful vibratory compactors to neighboring countries.

The CASE Pithampur manufacturing plant participates in CNH Industrial's World Class Manufacturing program, one of the global manufacturing industry's highest standards for the integrated management of manufacturing plants and processes. The high quality of the products made at the Pithampur plant have earned CASE numerous prestigious awards including "Best Construction Equipment Company of the Year" Award organized by the Construction Times and bestowed by a jury panel of high-level experts in December 2016, and Best Compaction Equipment Award from Equipment India magazine for three years running.

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