

## **CASE recognised as ‘Best Construction Equipment Company’ at CIA World Builders and Infra Awards**

*Indian-made construction equipment recognised by experts for its world-class standards and role in developing the country’s infrastructure*

Gurugram, 31 July 2017



CASE Construction Equipment, a brand of CNH Industrial, is proud to have been named as Best Construction Equipment Company in the 2017 CIA World Builders and Infra Awards. Hosted by CIA (Construction Infrastructure Architect) World magazine, the awards recognise innovative projects, technology and businesses that demonstrate excellence in the built environment. In the same awards last year, CASE won the prize as Best Construction Equipment Company in the Road Building Sector.

The Mayor of Mumbai, Mr Vishwanath Mahadeshwar, presented the award to Mr. V Ravichandran, Field Marketing Manager of CASE Construction Equipment and Mr. Ashish Pradhan, Network Development Manager of CASE Construction Equipment India, at a ceremony on July 31<sup>st</sup> at the Grand Hyatt Mumbai. The ceremony was attended by many senior executives of construction-related companies and by the nine advisory panel members of the Awards, including a government advisor, the Chairman of the Builders’ Association of India, and Co-chairman of the Indian Green Building Council.

In entering the awards, CASE cited two products that are especially popular with construction businesses across India: the 851EX backhoe loader, a digger well suited to urban and agricultural applications, and the 1007EX vibratory soil compactor, a single drum roller ideal for infrastructure and urban construction projects. CASE has sold more than 20,000 backhoes in India and, as market leader for more than two decades, is the only company to have sold more than 10000 vibratory compactors in the country.

CASE India operates a state-of-the-art manufacturing facility in Pithampur, Madhya Pradesh, which makes products for the domestic Indian market and for export to the Asia Pacific region, Africa and the Middle East. This plant has successfully implemented CNH Industrial’s World Class Manufacturing (WCM) programme, one of the highest global standards for the integrated management of manufacturing plants and processes, and recently celebrated achieving the bronze level milestone in the WCM methodology.

Mr Abhijit Gupta, Managing Director of CASE Construction Equipment in India commented: "We are delighted to have won this award and to be recognised in this way by highly respected industry experts. As well as endorsing the excellence of our products and service support, this honour also acknowledges the world-class calibre of CASE India's manufacturing plant and the brand's contribution to development of the country's infrastructure, something we're very proud to be part of."

CASE EX Series backhoe loaders are powered by a new-generation 3.9-liter four-cylinder engine, developed by FPT Industrial, the world leader of Seidel engine technology. This engine delivers powerful performance and fast response time with fuel savings of up to 13% vs the industry average. Productivity is best-in-class, with a new S-styled backhoe boom that delivers excellent breakout forces and has a superior working range and reaches deeper than competitors.

CASE vibratory soil compactors are complementary to the brand's road construction machines such as graders and dozers, and excel in productivity and reliability. Available in three configurations, the soil compactors meet every surface compaction need: multi-purpose activities and standard compaction jobs; slopes and landfills where increased traction is necessary; and compacting cohesive materials such as clay and silt.

The high quality of CASE products is complemented by first-class all-round service support and training provided by the brand and its extensive network of some 65 dealers and more than 200 customer touch points throughout India.

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*CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at [www.CASEce.com](http://www.CASEce.com).*

*CASE Construction Equipment is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at [www.cnhindustrial.com](http://www.cnhindustrial.com).*

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