

CASE receives 'Best Construction Equipment Company of the Year' Award at BAUMA CONEXPO 2016

Gurgaon, 12 December 2016

CASE Construction Equipment, a brand of CNH Industrial, won the "Best Construction Equipment Company of the Year" Award in the Best Sector Innovation category for its contribution to the Construction Equipment and Material Handling industry.

The prestigious recognition was bestowed at the Construction Times Award ceremony during the BAUMA CONEXPO 2016 exhibition, after the deliberations of the jury panel of high-level experts and operators in the construction and infrastructure industry.



Mr. Shalabh Chaturvedi, Head of Marketing of CASE Construction Equipment India, received on behalf of the Brand Leader, Mr. Abhijit Gupta, the award at the ceremony from Mr. Rao Narbir Singh, Minister for Public Works, governmental Haryana and Mr. Anand Kumar, Managing Director, National Highway Infrastructure Development Corporation, Government of India. He reiterated CASE India's commitment to contributing to the development of the country's infrastructure, congratulated the entire CASE India team for their efforts to make a difference for construction businesses, and thanked customers for their loyalty to the brand.

Mr Gabriele Lucano, Head of CNH Industrial in India, stated: "We are delighted to have won this prestigious award, which is testament to the high quality of our equipment, as well as to the innovation in our products and manufacturing processes. The CASE Team's expertise, practical, hands-on approach in serving our customers, and the adoption of the World Class Manufacturing systems at our plants, including our facility in Pithampur, are some of the cornerstones of the brand's excellent reputation for quality in its products and its support."

CNH Industrial introduced the World Class Manufacturing program at all its manufacturing plants to ensure that production is consistently performed at the highest levels. It is a continuous improvement system that applies the most advanced manufacturing methodologies. It involves all of the facility's employees and is designed to eliminate waste and loss from the production process by identifying objectives such as zero injuries, zero defects, zero breakdowns and zero waste.

Mr Lucano added: "This is the latest of the numerous awards received by CASE in India. These prizes highlight CASE's role as a professional partner to the construction business, delivering all round support with its full line of quality equipment and tailored solutions that include aftermarket support, industry-leading warranties and flexible financing."

CASE offers Indian construction businesses the locally manufactured compactors and loader backhoes, as well as a range of graders, skid steer loaders and the newly launched dozers.

The high quality of CASE products is complemented by the first-class all round support provided by the brand and its extensive network of around 70 dealers and over 300 touch points across India.

With a heritage dating back more than 170 years, and over 25 years in India, CASE Construction Equipment is today the market leader in compactors and a key player in loader backhoes in 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.

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.

For Further information:

Rachit Mishra

+91 9650911555/ rachit.mishra@cnhind.com

Sulakshana Deshpande

+91 9819032463/ sulakshana.deshpande@indexpr.in