

CASE marks milestone with delivery of 100th motor grader of the year in India

CASE marked an important milestone as it handed over to M/S Mahalaxmi Infracon Pvt. Ltd. the keys to its 100th motor grader sold in a year in India at a ceremony held at BAUMA CONEXPO 2016.

Gurgaon, 14 December, 2016

CASE Construction Equipment, a brand of CNH Industrial, reached today the milestone of 100 motor graders sold in India in just a year. The grader, a 865B was purchased by M/S Mahalaxmi Infracon Private Limited (MIPL), one of the largest mining overburden removal companies in India.

CASE handed over the key to the 100th grader to Mr. Jagdish Dholu of M/S MIPL at an official ceremony held on the CASE stand at the BAUMA CONEXPO 2016 exhibition. He commented: "I have witnessed good things about CASE graders and dozers. Technologically speaking I think the CASE products are equivalent to 24 carat gold. What remains to be experienced is an equally good product support from CASE India. From my interactions spanning several months with the management team of CASE India, the omens bode well for CASE Construction in the heavy line product segment in India."

CASE prepared for the introduction of its graders in India with around 5,000 hours of testing in different terrains over two years to ensure the products were perfectly adapted to local conditions. The official launch took place in November 2015 at the Excon show. The careful preparation paid off, as sales of the CASE graders immediately took off, making it the fastest growing brand in the grader segment in India.

Mr. Abhijit Gupta, Brand Leader, CASE Construction Equipment India said, "CASE graders really stand out from competition for their world class performance, productivity and fuel efficiency. Market leading sales and service support is provided through our well-equipped CASE team. That is how we have earned the confidence of our esteemed customers in this product and reached this milestone so quickly. Leading Construction and Mining companies such as L&T, Sadbhav, Patel Infra, Ashoka Buildcon, BGR Mining, GR Infra, HG Infra, Sushee HiTech, RKC Infra, GHV India, Mahalaxmi Infra, DR Agrawal, Sainik Mining and several more have put their trust in us and in our products. This gives us confidence to continue on the path we have taken, providing first class products and support to construction and mining businesses 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.

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