

New Holland Agriculture opens new Technology Center in Nabha, India

New Holland Agriculture inaugurates a Technology Center to support farmers from Punjab and Haryana states adopting the most advanced farming technologies and agricultural equipment solutions.

Nabha, India, 18 September 2017

New Holland Agriculture, one of the world's leading agricultural equipment brands, has celebrated the opening of its new Technology Center in Nabha, Punjab. At the inaugural ceremony, senior executives of New Holland Agriculture's parent company, CNH Industrial, hosted representatives of Punjab Agricultural University (PAU) and prominent farmers from Punjab and Haryana states.

The new facility showcases the most advanced technology and agricultural equipment that New Holland has to offer farmers from Punjab and Haryana states as well as Indian farmers across the entire country.

Located in the Patiala district to the south-west of Punjab state, Nabha is the hub for combine harvesters in India. The new Technology Center, occupying an area of more than 5,000 ft², will house a vast range of New Holland's highly advanced farm mechanisation solutions. New Holland Agriculture's team at the Technology Center will provide Indian farmers with technical information and explain the advantages of the brand's premium products on display in its showroom.

One highlight of the official opening ceremony was the launch of the new five strawwalker combine, the New Holland Agriculture HarveStar TC5.30. The new TC5.30 is a state-of-the-art multi-crop harvester which pioneers numerous industry-first features. It is powered by a 130 HP, 5.9-litre, 6-cylinder turbocharged Tier 3 engine with very low fuel consumption and features double threshing and separation systems, 15-foot wide cutter bar, and a separate corn header, which make it a truly multi-crop combine harvester that delivers premium-quality results. Other products on display included New Holland gyro rake, square baler, pneumatic planter, mulcher, mould board plough, and tractor models of various horsepower range.

At the inauguration, Mr. Bimal Kumar, Director of Sales and Marketing at New Holland Agriculture India, said: *"Farmers of Punjab and Haryana are very important to New Holland as they are technology-savvy and always the first to adopt latest farming technologies. The opening of the new*



PRESS RELEASE

Technology Center in the Indian hub for combine harvesters is a demonstration that New Holland is constantly sowing seeds in training, high technology and development, working to reap the benefit for its customers and the environment. The New Holland Technology Center will be a boon for the farmers of the region who wish to get a hands-on feel of our technologically advanced range of products.”

Many farmers and customers from Punjab and Haryana states showed keen interest in the products on display at the new Technology Center. Several spot bookings were received during the inauguration event for combine harvesters, tractors, and balers.

New Holland BC 5060 balers are the market leaders, with more than 600 units in operation in India, with the largest numbers in Punjab. Other straw management products such as rake and shredo mulcher are proving themselves as the future of straw management as well as a secondary source of income for farmers across the country.

New Holland Agriculture has a strong base of more than 3,00,000 happy customers in India, with a growing network of more than 1000 customer touch points. New Holland is the global leader in agricultural sustainability and committed to providing the complete solution to farmers, from field preparation to harvesting to post-harvesting. New Holland is also industry leader in biomass collection for power generation by paddy straw and other crop-residues and cogeneration from cane trash in sugar mills.

Since 1996, New Holland Agriculture has operated a state-of-the-art tractor manufacturing plant at Greater Noida which is built on the lines of its international facilities. This also comprises a research and development centre and a training centre for dealers and customers.

New Holland was the first to offer the most appropriate mechanisation solutions to Indian farmers for enhancing crop productivity. In India the brand offers a technologically superior range of 35 to 90 HP tractors, hay and forage equipment, planters, balers, sprayers, tillage equipment, and other products from its global portfolio for special projects.

The New Holland customer care centre provides support in eight languages, including Hindi and English, to customers across India and can be reached toll free on 1800 419 0124.

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New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com

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Press Contacts:

Seema Singh

Email: seema.singh@cnhind.com

Ph: +91 8860013010