

New Holland Agriculture collaborates with India Today on Agriculture episode of Make in India series

New Holland Agriculture will feature in the episode devoted to the Agriculture sector in news channel India Today's "Make in India" series on the Government program introduced to attract investments towards India's manufacturing industry.

New Delhi, March 17, 2016

New Holland Agriculture, a brand of CNH Industrial, partners with 'India Today', a leading national English language news channel, for an episode on the company's contribution towards the development and mechanization of agriculture in India. The episode will air on India Today on Sunday, 20th March at 6:30 pm and a repeat telecast on Saturday, 26th March at 3:30 pm.

'Make in India' is an initiative to encourage domestic and international companies to manufacture in the country with the aim of attracting investments and creating a best-in-class manufacturing infrastructure.

India Today channel planned a series of 8 episodes to showcase different segments where leading companies have made significant contributions in their respective industries with their advanced technology and innovation.

The news channel chose to partner with New Holland Agriculture for the episode devoted to agriculture because of its history of pioneering technologically advanced farming solutions and long relationship with India. For the last 18 years, the company's New Holland Agriculture brand has been changing the face of Indian agriculture with its innovative yet accessible technology, bringing more efficiency, sustainability, profitability and prosperity to the country's farmers.

This association is testament to New Holland Agriculture's incessant efforts towards mechanization of Indian agriculture. The brand offers Indian farmers the widest and most specialized product offering in the market, including tractors in the 35 to 90 horsepower range, rakes, pneumatic planters, choppers and mowers as well as balers for which is the market leader. New Holland also has an important industrial presence in India with its manufacturing plant in Greater Noida, which produces tractors for the domestic market and exports to over 60 countries around the world.



This 30-minute episode will show interviews with the company's top management about the role of mechanization in the development of India's agriculture as it pursues food safety by reducing its dependence on imported produce.

The brand's strong focus on sustainable efficient technology is also highlighted with its participation in various biomass projects where stubble from crops is harvested with its balers and used to generate energy. In addition to creating an additional source of renewable energy, these projects are contributing to stopping the highly polluting practice of stubble burning.

New Holland India's involvement in the community will also be featured through its collaboration with Smile Foundation on the Mission Education project that aims to provide free education for underprivileged children.

The episode will also showcase how the company's products and service support have brought progress and prosperity to the lives of our customers and their communities, as told by the farmers themselves.

Notes to the editors:

New Holland is present in India with a manufacturing complex in Greater Noida that also comprises a Research & Development center and a Training Center for dealers and customers. It offers a wide range of products, from tractors (35 to 90 HP) to balers, providing complete solutions for farming. It supports its customers throughout the Indian Territory with a network of more than 950 customer touch points.

New Holland Agriculture - *New Holland Agriculture is a global manufacturer and seller of agricultural equipment. Its reputation is built on the success of its customers, cash crop producers, livestock farmers, contractors, vineyards, or ground-care professionals, who 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 guarantee the ultimate experience for every customer.

More information can be found online at www.newholland.com.

New Holland is a division of CNH Industrial N.V. More info at: www.cnhindustrial.com