

Case IH partners with Alliance Finance to help farmers boosting farm efficiencies in Sri Lanka

- *Case IH enters the Sri Lankan tractor market and appoints Alliance Finance as its new official distributor;*
- *Case IH **JXT and Farmall JXM Series Tractors** (35 - 90 HP) support Sri Lankan farmers making an affordable transition to mechanised production methods;*
- *Case IH is a global player with a long-established reputation in the agricultural industry.*

Colombo, Sri Lanka, 21st September 2018



Case IH, a brand of CNH Industrial, has appointed Alliance Finance Company PLC (AFC), as its official distributor in Sri Lanka. Founded in 1956, AFC is one of the market's best-known financing companies. It counts more than 1,200 employees and operates through 93 branches across the country, supporting financial inclusion and social and environmental sustainability.

Building on AFC's solid reputation, Case IH, a global leader in agricultural equipment, aims to respond to Sri Lankan farmers' growing demand for modern agricultural solutions, with the ultimate goal of making cultivation systems more efficient and sustainable.

The partnership agreement was celebrated today at Ape Gama, in Colombo. Speakers at the event included Raunak Varma, Country Manager for India & SAARC at CNH Industrial; Romani De Silva, Managing Director at Alliance Finance Company PLC; and other senior officials from both organisations.

Case IH's all-purpose **JXT** and **Farmall JXM Series** tractors will be offered through the new distributorship. The 2WD and 4WD tractor models, showcased at the event venue, captured the interest of the national and local press as well as the 20 dealers and customers from the agricultural industry in attendance at the ceremony.

"With the appointment of Alliance Finance PLC, we aim to establish a strong footprint for Case IH in Sri Lanka," said Raunak Varma, Country Manager for India & SAARC at CNH Industrial.

"The Case IH JXT and Farmall JXM are well-suited for Sri Lankan farmers looking for highly versatile tractors and offer the perfect answer for the fast-developing mechanisation of Sri Lanka's agriculture. In the future, we will expand the range of Case IH agricultural equipment available here", he added.

Romani De Silva, Managing Director at Alliance Finance Company PLC, commented: "AFC is enhancing its business product portfolio. By partnering with Case IH, it will offer modern agriculture machinery together with financing products to support the agribusiness value chain in the market. With this partnership, we aim to make it easier for Sri Lankan farmers to access mechanisation while promoting sustainable agriculture development."

Agricultural equipment for Sri Lankan farms

One highlight from today's ceremony was the launch of Case IH all-purpose JXT and Farmall JXM Series tractors. The models available in Sri Lanka will come in either 2WD or 4WD configuration and include the 35 - 75 HP JXT range of tractors and the 55 - 90 HP Farmall JXM range. Models over 45 HP in both ranges will be fitted with a ROPS (Roll Over Protection System) that will protect equipment operators in the event of a vehicle overturn or rollover.

Case IH JXT Series tractors are perfect for small farms yet robust enough to be used as utility tractors in any farming business. Blessed with outstanding power, speed, lift capacity and pulling strength, these tractors far exceed expectations while maintaining high fuel efficiency. Simple, reliable and cost-effective, these are machines that will always deliver a high return on farmers' investment, no matter what they ask of them.

Case IH Farmall JXM Series tractors come with a wide range of transmission options. Farmers can choose from either a 12x12/8x8 synchro transmission with creeper options, a 12x12/20x20 mechanical transmission or a 12x12/20x20 Power Shuttle transmission. These tractors are equally suitable for all types of farming businesses, from the utility tractor to the flagship tractor in a small farm. With its rugged design, heavy-duty frame and tough components, the Farmall JXM delivers outstanding maneuverability and stability in the toughest operations.

Case IH's strength is grounded in its heritage

Case IH customers around the world can benefit from more than 175 years of know-how, dedicated to the service of modern agriculture. Since the 19th century Case IH has pioneered agricultural equipment and innovations that have profoundly influenced agricultural business around the world.

Case IH helps professional farmers all over the world rise to the challenges of modern farming with market leading agricultural solutions, services and innovative products, including tractors, combine harvesters, balers, and sugarcane harvesters, offering powerful, reliable and highly productive machines for professional producers.

Today the Brand produces a wide range of agricultural equipment which is used globally. In addition to providing superior machinery, Case IH adds value to its customers' businesses with an expert dealer network and in-depth training programs, demonstrating its understanding and commitment across the Asia Pacific region.

In recent years, Case IH has been raising its leadership in cutting-edge technology to a new level, further defining automation and autonomy for the agriculture industry. As a demonstration of this, in 2016 it unveiled a new autonomous tractor concept vehicle, designed to make agriculture more efficient, economic and environmentally-friendly. In 2018, Case IH collaborated with a major US producer on an autonomous tractor pilot program with the goal of understanding how new autonomous technology can be used and how it meets real-world, on-farm requirements. This is testament to how Case IH has never stopped focusing on future innovations to help producers achieve high-efficiency farming.

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Press releases and photos: www.caseihmediacentre.com

Case IH is the professionals' choice, drawing on over 175 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

Case IH 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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