

CASE Construction Equipment inaugurates first Company owned Showroom in India

- *First ever Company Owned, Company Operated Showroom in National Capital Region*
- *Aims to strengthen network in high potential NCR market*
- *Showcases range of Loader Backhoes, Tandem Compactors, Soil Compactors, Skid Steer Loaders, Motor Graders and Crawler Dozers*

Faridabad, Haryana, October 15, 2018

CASE, a brand of CNH Industrial, today inaugurated its first showroom in Faridabad. Spanning across an area of more than 5,000 sq. ft., the facility is the first Company Owned, Company Operated showroom in India, offering sales, service and spare parts under one roof. CASE currently has a very strong presence through 71 dealers across India, and with the launch of this showroom in NCR, the Brand aims to further strengthen its distribution network.

Commenting on the inauguration, **Mr. Neil Woodfin, CNH Industrial CE APAC Brand Leader**, said, "India is a promising market for our industry. With a massive investment going into the development of infrastructure in the country, we foresee an encouraging growth of approximately 10% CAGR for construction equipment over the next five years. Being a leader in various segments of the construction equipment sector, we are driven by our responsibility to be ever closer to our customers by giving them world class support. The inauguration of today's company-owned showroom will certainly help us give an enhanced customer experience to all our patrons in this market."

Mr. Raunak Varma, Country Manager, CNH Industrial India, said "With the presence of our New Holland tractor manufacturing plant in Greater Noida, Corporate Headquarters of CNH Industrial and CNH Industrial Capital in Gurugram, India is a strategic market for us. With the opening of the direct operations of the CASE brand with this showroom, we are confident that it will further cement our footprint in this region."

Mr. Ajay Aneja – Brand Leader, CASE India, said, "Our products are highly regarded for their reliability, durability and performance and have been creating significant traction in the market. Our NCR facility will play a key role in increasing the availability of our Equipment and Spare Parts for our customers in the Northern region."

On the occasion, CASE showcased its range of 752EX (9T Class) Vibratory Tandem Compactor and 450DX Mini Tandem Compactor (3T Class), Soil Compactor variants of 1107EX (11 T class, available in Standard, Drum Drive and Pad Foot Drum versions), 770 EX PRO, CASE 770 EX Magnum PRO and 851 EX PRO in its loader backhoe segment, 845B and 865B Motor Graders and Crawler Dozers models including, 1650L and 2050M in the 18 T and 20 T class.

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 more information click on www.casece.com/apac/en-in

For Further information:

Rachit Mishra | rachitmishra@cnhind.com | +91 9650911555

Rahul Sharma | rahul.sharma@ketchumsampark.com | 08506006866

Samantha Gupta | samantha.gupta@ketchumsampark.com | 09582967751