

## **CASE Construction Equipment strengthens its distribution network in Bihar**

*Inaugurates dealership facility with workshop in the state to meet growing demand*

Patna, 6 February 2019

CASE Construction, a brand of CNH Industrial, strengthened its distribution network in Bihar with the opening of a new dealership facility – 'Patliputra Earthmover Pvt. Ltd.' near Didarganj in Patna today. Spread across 10,000 sq. ft., this facility is the largest CASE India footprint in the state of Bihar. Patliputra Earthmover will serve customers across North Bihar with additional branches at Motihari, Darbhanga, Saharsa, Purnia, Muzaffarpur, Bhagalpur and Begusarai.



CASE currently has a strong and widespread network across India through 74 dealers with more than 250 touchpoints. With this launch, in addition to the existing dealer footprint in Gaya, Aurangabad and Bihar Sharif, customers will have the option to engage with the CASE brand across Bihar at 12 locations.

Commenting on the network expansion, **Mr Raunak Varma, Country Manager – India, CNH Industrial, said**, *"East India and specially Bihar is a strategically important area for us. Our products are highly regarded and have witnessed significant traction here. We are extremely pleased to partner with Patliputra Earthmover Pvt. Ltd. to intensify our retail network for our valued customers. With the opening of this new facility, we will be able to offer our best-in-class products and customer support to a larger audience and strengthen our presence in this region."*

Speaking at the inauguration event, **Mr. Kaushal Kishore Sharma, Patliputra Earthmover Pvt. Ltd** said, *"We are delighted to have partnered with the CASE brand to open a new facility in Patna. CASE is a global leader in the construction equipment industry and we look forward to serving our customers more efficiently across North Bihar. This facility will house CASE Construction's wide range of construction equipment. As a dealer partner, it is our mission to preserve the brand values and develop the business by ensuring the availability of CASE brand equipment and spare parts for our customers in this region."*

CASE Construction is present in India since 1989 and has consistently remained a market leader in the Vibratory Compactor segment, being the only brand to have sold over 12,000 units in India and is also a leading player across other segments with more than 28,000 Loader Backhoes and 400 Motor

Graders sold in the country. The sustainability of the organization for over a quarter of a century in India is the result of CASE India's market leading products, its ever increasing and loyal customer base and its transparent and ethical business conduct.

*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](http://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](http://www.cnhindustrial.com)*

**For more information click on [www.casece.com/apac/en-in](http://www.casece.com/apac/en-in)**

**For Further information:**

Rachit Mishra | [rachit.mishra@cnhind.com](mailto:rachit.mishra@cnhind.com) | +91 9650911555

Bhavna Sharma | [bhavna.sharma@cnhind.com](mailto:bhavna.sharma@cnhind.com) | 9821443159

Rahul Sharma | [rahul.sharma@ketchumsampark.com](mailto:rahul.sharma@ketchumsampark.com) | 08506006866