

Karnataka dealer embraces New Holland values of sustainable agriculture on his wedding day

*Inspired by New Holland's CSR (Corporate Social Responsibility) activities, a **New Holland dealer in Karnataka** has given tree saplings to every guest who attended his wedding reception, conveying an important message: "We must protect mother nature".*

Koppal, Karnataka, February 14, 2018

New Holland Agriculture has been pushing the boundaries of innovation in clean energy solutions for more than a decade through its Clean Energy Leader® strategy, which was launched in 2006, to promote renewable fuels and sustainable agriculture. This commitment has been the driver for the development of numerous pioneering initiatives built, created and shaped around the needs of farmers around the world.

In India, as a part of its recent CSR activities in local communities, New Holland has undertaken a Tree Plantation drive across the country and has planted over 70,000 saplings to date. This drive has involved the brand's regional team, as well as stakeholders, employees, business partners and customers across India.

Deeply inspired by this initiative, **Mr. K. Nagabhushana**, Managing Director at **Branson Motor** dealership, in Karnataka, decided to turn his wedding into an occasion for spreading the important message of "Protecting mother nature". Mr. Nahabhushana, the environmentally conscious groom from Koppal city, gave tree saplings to every guest who attended his wedding reception. According to him, nearly 1500 guests took home a little tree to plant with them. "I am proud to be a dealer of a Brand who truly cares for our environment. I got the idea of distributing saplings at my wedding from New Holland's Clean Energy activities. A sapling as a return gift not only reflects the environment but symbolizes the urgent need to plant more trees and increase our green cover", he mentioned.

Mr. Kumar Bimal, New Holland Director-Sales and Marketing, commented "We take our CSR activities very seriously and our Plantation drive has emerged as one of the most effective and popular initiatives we have ever had. It is slowly but steadily rousing our stakeholders and the general public alike. When we heard about Mr. Bhushan's unique gesture, we were very touched. His small act of promoting eco-friendly practices will go a long way in motivating others to think twice about their environmental impact".



PRESS RELEASE

Your sustainable farming partner with more than a century of innovation

New Holland Agriculture's heritage goes back to 1895. Since then, its history has been one of continuous innovation and dedication to making agriculture easier and more productive for the world's farmers.

Indian farmers share the biggest challenge of modern global farming: managing the impact of agriculture on soil, water and the atmosphere. Technology and innovation can address this challenge, and New Holland offers farmers a complete range of solutions thanks to the expertise it has developed in more than 120 years at the forefront of mechanisation and its commitment to sustainability. In fact, New Holland Agriculture tractors are at work in many plantations in India, where they are used for crop land preparation, harvesting and haulage, and general plantation maintenance.

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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 to every customer. For more information on New Holland visit www.newholland.com

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