

CNH Industrial launches interactive education program across 77 schools in India

Over 30,000 students will benefit from new interactive ways of learning thanks to the “New Holland Digital Classroom”, a multimedia aided school education project launched by the Company and its New Holland brand dealer network.

New Delhi, March 18, 2019

CNH Industrial (NYSE: CNHI /MI: CNHI) and its New Holland Agriculture brand are bringing multimedia learning to classrooms across India through the “New Holland Digital Classroom”. This multimedia education program is aimed at enhancing the teaching quality and capabilities of Indian government schools. It is a part of CNH Industrial India’s Corporate Social Responsibility (CSR) program and represents an investment of INR 25M from the Company.

Carried out with the support of New Holland’s national dealer network, this program is being rolled out to a total of 77 schools in 16 states, including Gujarat, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Odisha, the Punjab and Tamil Nadu. It is expected to benefit some 30,000 students.

Moving away from traditional chalk and talk teaching, the program promotes the use of technology to bring about an immersive classroom experience for students. As such, the schools have been provided with integrated multimedia K-Yan Knowledge Devices, which combine interactivity, computing, internet access, projection and television in one compact teaching aid.

The devices have been preloaded and equipped with the following content:

- Interactive Multimedia Content and 2D/3D Content Modules: A variety of animated audio-video based modules developed for multiple subjects;
- Virtual Science Experiments and ‘Exploriments’: These are simulation-based interactive virtual experiments which enhance conceptual understanding in Science. The ‘Exploriments’ provide a highly exploratory and engaging experience;
- Science Videos: A wide collection of educational videos developed using easily available elements to explain science concepts in a simplistic and contextual manner;
- Capacity Building Exercises for teachers.

Over the course of the year, CNH Industrial's CSR department and New Holland will conduct a Periodical Impact Assessment to determine the learning outcomes at the schools in which the project will be implemented.

As the eight-time Industry Leader in the Dow Jones Sustainability Indices, World and Europe, CNH Industrial is committed to carrying out Sustainability activities in the areas in which it operates. This education initiative is another means to catalyse and sustain the development of the communities located in proximity to the operational areas of New Holland's dealer network.

Sign up for news alerts from CNH Industrial and its brands on the AMEA Newsroom:
media.cnhindustrial.com/AMEA-ENGLISH/Subscribe

***CNH Industrial N.V.** (NYSE: CNHI / MI: CNHI) is a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. Each of the individual brands belonging to the Company is a major international force in its specific industrial sector: Case IH, New Holland Agriculture and Steyr for tractors and agricultural machinery; Case and New Holland Construction for earth moving equipment; Iveco for commercial vehicles; Iveco Bus and Heuliez Bus for buses and coaches; Iveco Astra for quarry and construction vehicles; Magirus for firefighting vehicles; Iveco Defence Vehicles for defence and civil protection; and FPT Industrial for engines and transmissions. More information can be found on the corporate website: www.cnhindustrial.com*

Media contacts:

Nan Nie
Corporate Communications Manager AMEA
Tel: +86 21 2082 2201

Alessia Domanico
Corporate Communications AMEA
Tel: +39 011 007 4002

E-mail: media.amea@cnhind.com

Local media contact:

Rahul Sharma
Ketchum Sampark
Tel: +91 850 600 6866
Email: rahul.sharma@ketchumsampark.com