

New Holland Agriculture stands out at the Indian Tractor of the Year Award (ITOTY) 2019

New Delhi, 9th May 2019

New Holland Agriculture, one of the world's leading agricultural equipment brands, won three awards at the first edition of the Tractor of the Year Award (ITOTY) 2019, the first dedicated awards series for Indian manufacturers of Tractors and Farm Implements.

The function was hosted by Tractor Junction in Delhi where New Holland was awarded in three categories:

1. Best Tractor between 46-50 HP: **New Holland 3600-2 All Rounder Plus**
2. Best Tractor between 31-40 HP: **New Holland 3037 TX**
3. Best Corporate Social Responsibility (CSR) Initiative: **Multi-Media School Education Project- New Holland Digital Classroom**

The New Holland 3600-2 All Rounder Plus is the first inline high-speed tractor which has a 50HP category fuel-efficient engine and possesses the highest useful power in the category. It has several features that make it a versatile tractor such as 2000 kg lift capacity, 12+3 constant mesh gearbox, and maximum torque. Whereas the New Holland 3037 TX (39 HP) boasts the highest useful horsepower in its category. It is equipped with several industry-first features such as Eptaa PTO with Independent clutch lever, straight axle with planetary drive, high precision hydraulics among others. The 3037 TX is tagged as "Power and Performance, Beyond Imagination".

The Multi-Media Aided School Education CSR Project from New Holland's parent Company, CNH Industrial, is aimed at enhancing the teaching quality and capacity of Indian schools, by providing students with multimedia school content through KYan, an integrated multimedia device for group learning needs. In 77 schools across the country, over 30,000 students are learning in a more interactive way.

Speaking on the occasion Mr. Brajendra Kumar, Brand and Communication Manager, India, said: "These awards confirm that New Holland Agriculture stands true to the commitment to deliver the most technologically advanced farm mechanization solutions to Indian farmers. Every New Holland Agriculture machine is armed with an unmatched combination of excellent power, fuel efficiency, comfort and styling, along with the quality and superior technology that we stand for."



PRESS RELEASE

New Holland Agriculture offers its technologically superior range of tractors, as well as a complete range of farm equipment right from land preparation to post harvesting such as hay and forage equipment, planters, balers, sprayers and tillage equipment.

New Holland Agriculture tractors are equipped with the latest technology and powerful and fuel-efficient engines, which have become the first choice for the farmers. New Holland Agriculture has a growing network of more than 1,000 customer touch points in India.

[ENDS]

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

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com

Press Contacts:

Brajendra Kumar
Brand & Communication Manager, India
Tel: +91 9667325588
Email: brajendra.kumar@cnhind.com