

## **New Holland Agriculture installs a drinking water booth at agriculture mandi in Vidisha district, Madhya Pradesh**

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With the mercury soaring up every day and no relief to beat the heat, the farmers coming to the Krishi Upaj *mandi* (farmers' market) in Vidisha to sell their crops, are welcomed with drinking water that is provided by New Holland Agriculture, a leading global agricultural equipment brand, through its business partner, M/s Lodhi Motors.



New Holland Agriculture, in association with M/s Lodhi Motors, which is based in Madhya Pradesh's Vidisha district, has installed a dedicated booth with water dispensers to provide much-needed refreshment to the farmers arriving at the Krishi Upaj *mandi*. It has a footfall of more than thousand farmers every day. It is to be placed for 15 days in the months of April, May and June.

Mr. Youkesh Saili, New Holland Regional Sales Manager, Madhya Pradesh, commented: "This little effort is our humble step towards reinforcing our bond with the farmers and to provide them with the support they deserve."

New Holland Agriculture offers a technologically superior tractor range of 35 HP to 90 HP tractors in India and is the industry leader in biomass collection for power generation by paddy straw and other crop-residues and cogeneration from cane leftovers at sugar mills. The brand's straw management equipment such as Rakes, Balers and Shredo Mulchers are proving themselves to be the future tools of straw management as well as a secondary source of income for farmers across the country.

New Holland Agriculture has a strong and expanding base of some 450,000 satisfied customers in India, with a growing network of more than 1,000 customer touch points. Since 1996, New Holland Agriculture has operated a state-of-the-art tractor manufacturing plant in Greater Noida which is built according to the standards of parent Company CNH Industrial's international facilities.

To support Indian farmers, New Holland Agriculture has established a dedicated customer helpline with the toll-free number 1800-419-0124. This helpline is available in Hindi, English, and six other Indian regional languages.

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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 for every customer. For more information on New Holland visit [www.newholland.com](http://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](http://www.cnhindustrial.com)*

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