

New Holland Agriculture hosts a Mega Customer Meet at the new showroom of M/s Kaler Agrotech, Amritsar

More than 150 customers from the nearby area converged at the newly inaugurated showroom of Amritsar and marked the launch of the New Holland 3630 Super Plus tractor.

Amritsar, 30 May 2019

New Holland Agriculture hosted a “Customer Meet and Delivery Function” marking the opening of its new showroom M/s Kaler Agrotech in Amritsar. More than 150 farmers from across the district participated in the event.

The newly launched tractor, the New Holland 3630 Super Plus boasts the highest power in its category. Powered by a 50 plus HP category Inline FIP FPT Industrial engine, the tractor is equipped with several best-in-class features such as the 2000 kg lift capacity, the Sensomatic24, the PTO with Independent Clutch, the Reverse PTO and the 12+3 synchromesh high-speed gearbox.

Senior officials from the New Holland Agriculture brand graced the occasion. The New Holland team educated the farmers about the benefits of mechanized farming and the technological leadership New Holland Agriculture holds in this area. Speaking on the occasion, Mr. Bimal Kumar, Sales and Marketing Director for New Holland Agriculture, said: “Standing true to our commitment, we continue to offer the technologically most advanced farm mechanization solutions to Indian farmers. The new 3630 Super Plus tractor offers an unmatched combination of excellent power, fuel efficiency, comfort, and styling, along with the quality and the superior technology that New Holland Agriculture stands for”.

New Holland Agriculture keeps contributing to the growth of mechanized farming in the Punjab state with its technologically superior tractors and implements and thereby enhancing farming efficiency, productivity, and farmers’ prosperity.

Currently, Punjab has a tractor market of around 20,000 tractors per year with more than 33,000 New Holland tractors in operation in the state. The Brand continues growing its farmer reach with an ever-expanding network of more than 50 Customer Touch Points in Punjab only.



PRESS RELEASE

To support 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, including Punjabi.

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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.

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

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