

New Holland Agriculture inaugurates new tractor dealership in Gadag, Karnataka

Gadag, Karnataka, 18 June 2019

New Holland Agriculture, one of the world's leading agriculture equipment brands, has opened a new tractor dealership, **M/S Dhanalaxmi Motors**, in Karnataka. The dealership was inaugurated by Mr. Santhosh Mudda and Mr. Ibrahimsab, New Holland representatives, in the presence of a huge gathering of farmers, New Holland's existing customers and the company officials.

The dealership is strategically located to cater to the sales and after-sales requirements of New Holland Agriculture customers in Gadag district and the nearby areas. The new facility is well-equipped with modern amenities and manned by skilled, well-trained and enthusiastic sales and service team to ensure the most enjoyable and hassle-free experience for every customer.

Speaking at the event, Mr. Mallikarjungouda Patil and Mr. Daanesh, M/S Dhanalaxmi Motors' owner, said: "It is our privilege to be associated with one of the global leaders in the agricultural equipment industry. We are delighted to bring New Holland Agriculture's world-class products and services to the people in the region and ensure to deliver the highest level of customer satisfaction to our customers."

"The inauguration of M/S Dhanalaxmi Motors marks yet another milestone in our continuous endeavour to reach closer to our customers and offer them best-in-class sales and service experience, which New Holland Agriculture is known for. Our approach is to offer advanced amenities and quality services through strategically located networks set up in different parts of the country. New Holland Agriculture has set a benchmark in the sales and service offering to the customers. We are confident that the new dealership will help us get closer to our customers in the region", said Mr. Santhosh Mudda.

New Holland Agriculture offers a technologically superior range of tractors, as well as 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, powerful and fuel-efficient engines have become the first choice for the farmers.



PRESS RELEASE



New Holland Agriculture has a growing network of more than 1,000 customer touch points in India. Company's customer care center provides support in ten languages, including Hindi and English, and can be reached toll-free on 1-800-419-0124.

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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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