

New Holland Agriculture hosts Mega Customer Meet at Jabalpur

More than 400 customers from Jabalpur and adjacent districts converged for a mega customer meet and a lucky draw.

Jabalpur, 01 July 2019

New Holland Agriculture, one of the world's leading agriculture equipment brands, recently hosted a Mega Customer Meet at the Hotel Samdareeya in Jabalpur, Madhya Pradesh. The highlight of the event was the launch of the **New Holland 3230 Tx Super Plus⁺ tractor** (4WD) and the **New Holland 3600 Tx Heritage Edition tractor** (2WD). Mr. Rajesh Dhote, Regional Zone Manager for Madhya Pradesh; Mr. Vishal Pandey, Head of Product Marketing Head; Mr Mritunjay Nagar, Regional Sales Manager for Madhya Pradesh were among the New Holland officials who participated in the event.

The newly launched 3230 Tx Super Plus⁺ tractor is an upgraded version of the famous New Holland 3230 Nx, while the New Holland 3600Tx Heritage Edition comes with the legacy of the iconic model 3600. Both of the tractors offer unmatched PTO horsepower in their category. They are equipped with several industry-first features such as **Eptraa PTO with Independent Clutch, Straight axle with Planetary Drive, High precision hydraulics with imported valve & Lift-o-matic and Softech Clutch technology**. The 3230 Tx Super Plus⁺ also offers some optional features such as **4WD, Forward-Reverse Synchro Shuttle** and **Auxiliary Hydraulic Valve**. All these features make both the tractors the most compatible tractor for all the existing and advanced agricultural applications in their segment.

Speaking on the occasion, Mr. Rajesh Dhote said: "New Holland Agriculture continues to offer the most technologically advanced farm mechanization solutions to Indian farmers and has set a benchmark in the sales and service offering to customers. It is our continuous endeavour to be closer to our customers and offer them the best-in-class sales and service experience, which New Holland Agriculture is known for. Madhya Pradesh is an important market for us, and we are confident in our decision to strengthen our presence in this state".

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PRESS RELEASE



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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