

New Holland Agriculture inaugurates its new Tractor Dealership in Kochas, Bihar

Kochas, 01 July 2019

New Holland Agriculture, one of the world's leading agriculture equipment brands, has inaugurated its new tractor dealership, M/s **Royal Enterprises** in Kochas, in the district of Rohtas, Bihar.

The inauguration started with a ribbon-cutting ceremony, when Mr. Saurabh Saxena, officially declared the facilities open. Distinguished speakers at the event included Mr. Dada Pahalwan, MLA- Dumraon, Mr. Nathuni Paswan, Chairman-Zila Parishad and Mr. Vijay Kumar Mandal, District President RJD. The inauguration was well attended by some 100 local farmers and New Holland existing customers. Also present on the occasion was Mr. Saurabh Saxena, New Holland Regional Sales Manager, Bihar, Mr. Niraj Srivastava, New Holland Area Sales Manager, Bihar, and other officials from New Holland team.

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

Speaking on the occasion, Mr. Shivnath Singh, owner of M/s Royal Enterprises said: "It is our privilege to associate 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 the highest level of customer satisfaction to our customers."

"The inauguration of Royal Enterprises marks yet another milestone in our continuous endeavour to be 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," said Mr. Saurabh Saxena.



PRESS RELEASE

New Holland Agriculture offers a technologically superior range of tractors, as well as a complete range of farm equipment 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, making the brand the choice for the farmers. New Holland Agriculture has a growing network of more than 1,000 customer touch points in India. The brand's customer care center provides support in ten languages, including Hindi and English to customers across India 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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