

## New Holland Agriculture at AGRI INTEX 2019

*The Brand showcased its range of farming solutions including Tractors, Balers, Harvesters, Planters and Loaders at the AGRI INTEX 2019 trade exhibition, which took place in Tamilnadu, from July 12 – 15.*

Coimbatore, Tamilnadu, 22 July 2019

New Holland Agriculture, a brand of CNH Industrial (NYSE: CNHI /MI: CNHI) and one of the world's leading agriculture equipment providers, participated at the 19<sup>th</sup> edition of AGRI INTEX 2019. The exhibition was held from July 12 to 15 in Coimbatore, Tamilnadu.

AGRI INTEX is one of the biggest agri-trade fairs in South India featuring live demos of soil-less agriculture, sustainable farming practices and farm mechanization. It was hosted by CODISSIA, one of the premier Industrial Associations for Micro, Small and Medium Enterprises in South India and gathered some 96,000 participants from the various Indian states as well as delegates from China, France, Germany, Israel, Italy, Japan, Sweden, the United Kingdom and the United States.

New Holland exhibited a selection of its extensive mechanized farming product range including the very popular 9010 (4WD) and Excel 4710 (4WD) tractors with the Blue Series baler, the 3600-TX tractor with a single row maize harvester FC 200, the 6010 (4WD) tractor with a loader, the TC5.30 combine harvester, the PP400 pneumatic planter and Blue Series baler, together with the Austoft 4000 Series sugarcane harvester from New Holland sister brand, Case IH.

Shri K Krishnankutty, Honourable Minister for Water Resources of Kerala and Shri Manohar Jusudas, Dean, Agricultural Engineering College and Research Institute, at Tamil Nadu Agricultural University (TNAU) in Coimbatore, visited the New Holland stand. They displayed a keen interest in the advanced technology of New Holland tractors and crop solution equipment on show.

Speaking on the occasion, Mr. T Srinivasan Regional Sales Manager for Tamil Nadu & Kerala said: "Standing true to our commitment, we continue to bring the most advanced tractors and most complete mechanized farming solutions to Indian farmers. New



PRESS RELEASE

Holland has introduced feature-packed sealed Excel 4710 portal axle four-wheel drive tractors for the Kerala puddling market. This is the most fuel-efficient model from its range and continues to offer unmatched safety and comfort to customers. New Holland tractors are the most versatile machines, suitable to complete full cycle farming operations right from land preparation to post-harvest operations.”

### **New Holland Presence in Tamil Nadu**

Currently, Tamil Nadu's running park adds some 2,000 tractors per year with now more than 17,000 New Holland tractors in operation across the state. The Brand is developing its reach to every farmer with an ever-expanding network of more than 35 Customer TouchPoints in the state of Tamil Nadu and Kerala. Customer care, with toll-free number 1-800-419-0124, also supports farmers, and operates in 10 regional languages including Tamil, Hindi and English.

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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 groundscare 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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