

CNH Industrial India commits to improving water conservation in communities near its Greater Noida plant

The Company's latest CSR project is driven by the belief that the conservation of water is of growing importance. It has adopted four lakes, which it will develop and tend to near its New Holland Agriculture plant in Greater Noida, 30 kilometers south-east of the country's capital.

New Delhi, August 6, 2019

CNH Industrial (NYSE:CNHI / MI:CNHI), Industry Leader in the Dow Jones Sustainability Index for eight years running, held a ceremony on August 2 to mark the beginning of a new water conservation program in India's northern state of Uttar Pradesh. The event saw Narinder Mittal, Director of Operations at CNH Industrial India, welcome delegates from the Government of Uttar Pradesh together with Bimal Kumar, Director of Sales & Marketing for the Company's New Holland Agriculture and Case IH brands in India.

The Jal Sanchay (Water Conservation) program sees the adoption of four lakes measuring one hectare each in the vicinity of the New Holland Agriculture plant in Greater Noida. They are located in Devla, Kheda Choganpur, Sorkha and Surajpur. This CSR project uses manpower and machinery from CNH Industrial India: employees are motivated to join in as volunteers as a part of the Company's employee engagement activities and equipment from Company brands, which include tractors from New Holland and backhoe loaders from CASE Construction Equipment, will clean and clear the area.

The result will lead to the beautification and replenishing of ground water through the removal of weeds and sludge, deepening of lakes, bunding and planting vegetation. The aim is to work together with the local communities to conserve water. As such, training programs will be organized at village level to create awareness on the topic to teach residents how they can play a part in saving water and maintaining water bodies.

"It has been CNH Industrial's longstanding commitment to give back to the communities in which we operate and we wanted to do our part to help reach the Government's 2024 target of providing clean water to all. The flagship Greater Noida facility is testament to our leadership in manufacturing agricultural equipment for the entire country and for export. Just as we have championed excellence in agriculture, we will provide the communities and people around this plant with the most essential of things: clean and reliable water resources," commented Narinder Mittal, Director of Operations at CNH Industrial India.

Mr. Rajiv Rai, Sub Divisional Magistrate of the tehsil of Dadri, Greater Noida, said, “In the words of Thomas Fuller: ‘we never know the worth of water till the well runs dry.’ We now know the worth of water because our water bodies are running dry. So, it is of the utmost importance that we Conserve Water to Conserve the Future.”

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