

CASE Construction Equipment showcases Made in India strengths

New Delhi, September 19, 2019

Demonstrating the manufacturing capabilities and world class standards of its Pithampur, India plant, Case Construction Equipment hosted a **“Made in CNH Industrial India”** event for key stakeholders from Africa, China and the Middle East. The event saw close to 60 delegates visit the facility for a tour and seminar.

The CASE Pithampur plant is a bronze certified World Class Manufacturing (WCM) site. WCM is a pillar-structured system based on continuous improvement, designed to eliminate waste and loss from the production process by identifying objectives such as zero injuries, zero defects, zero breakdowns and zero waste. To certify improvements, a system of periodic third-party audits evaluates all of the WCM pillars, forming an overall score for each plant.

“India is a manufacturing hub and a strategically important market in CNH Industrial’s global growth plan. The ‘Made in CNH Industrial India’ initiative is a reflection of our excellence. The state-of-the-art facility in Pithampur is amongst the best in the country and the adoption of global manufacturing standards has further increased the plant’s role in our overall Construction Equipment business plan,” said **Mr. Neil Woodfin, Vice President – Construction & Head of Global Alliance.**

During CNH Industrial’s Capital Markets Day held in New York in early September, the Company’s leadership team discussed its 5-year business plan, including its construction strategy. As per the plan, the construction segment will focus on growth by excelling at the fundamentals, which include leveraging synergies with the Agriculture segment, focusing on the core processes of a strong manufacturing network, superior product quality and reliable aftermarket and digital solutions. The Company will continue to strengthen the strong core product offerings of compact equipment and at the same time further expand within the sub-segments of Construction, Infrastructure, rental business and industrial applications. Over the next five years, the Company intends to develop various products that reflect the global strategy with an investment of approximately USD \$13 billion, a portion of which has been allocated to India.

CNH Industrial has a significant presence in India with three manufacturing plants: Pithampur, catering to construction equipment needs, Greater Noida and Pune, both catering to the requirements of Agricultural Equipment.

The Pithampur manufacturing plant is the fastest growing bronze level WCM certified plant. A full range of construction equipment is built here, supported by R&D. Backhoe Loader and Vibratory Compactors manufactured here are also exported to global markets.

A global leader in Construction Equipment since 1842, CASE has been present in India since 1989 and has consistently remained a market leader in the Vibratory Compactor segment and a leading player in the backhoe loader segment since inception. CASE offers a full line of construction equipment to the entire country with a network of 76 Dealers and 200+ touchpoints. In its 29 years of activity, the brand has been bestowed with multiple awards and recognition such as Best Construction Company in Road Construction, Best compaction Equipment in India six times in a row and many more. The sustainability of the organization for over a quarter of a century in India is the result of CASE India's market leading products, its ever increasing and loyal customer base and its transparent and ethical business conduct.

CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at www.CASEce.com.

CASE Construction Equipment is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

For more information visit: www.casece.com/apac/en-in

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