



EXPERTS FOR THE REAL WORLD
SINCE 1842

CASE
CONSTRUCTION



BECOME OUR DEALER

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BECOME A CASE DEALER - A REMARKABLE OPPORTUNITY TO ASSOCIATE WITH ONE OF THE OLDEST GLOBAL CONSTRUCTION EQUIPMENT POWERHOUSE



PARTICIPATE IN THE EXTRAORDINARY INFRASTRUCTURE GROWTH STORY OF INDIA

ABOUT US

Established in 1842, CASE designs, manufactures and markets a wide range of heavy and light construction equipment machines for applications in many sectors such as civil construction, infrastructure, industrial applications, mining, quarrying, landscaping, agriculture and forestry. Their products and services are well known and sold all around the globe through a professional network of 400 Dealers and 1'250 Outlets.

Through CASE Dealers, Customers have access to a true professional partner network with world-class equipment and aftermarket support, industry-leading warranties and flexible financing.

BEING A CASE DEALER IS A VERY REWARDING EXPERIENCE. JOIN US AND EXPERIENCE THE FEEL OF BEING PART OF A TRULY INTERNATIONAL COMPANY

CASE is expanding its Dealer network in the Indian Subcontinent and looking for long lasting Channel partners. The opportunity awaits you!

This brochure is designed to provide you with some information and insights into what it is like to become a CASE Dealer, the professional support with people and tools that are on offer for the Network, what candidate profile we are looking for and our appointment process.

WHY CASE

Open the doors to a CASE Dealership, and you'll see the strong foundation that places CASE among the **most sustainable brands in the world**. CASE is driven for the customers' business growth by providing world class solutions through equipment and services. More than **170 years of innovation** make us who we are today. **Your presence and support can make us even stronger tomorrow.**

GLOBAL STRENGTH

CASE is a brand of CNH Industrial and benefits from the unique competitive advantage of being part of this **major global enterprise**. With a strong family of brands specializing in construction and agricultural equipment, commercial vehicles, powertrain technology, and financial services, **CNH Industrial offers global scale to invest with local focus to serve.**



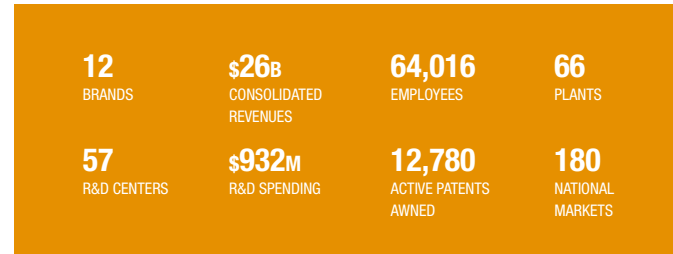
OUR MISSION

To **build** and **strengthen authentic, transparent** and **long-lasting relationships** with our Customers, Dealers, Employees, Suppliers and Investors.

To invest our **knowledge** and **experience** in the **continuous improvement** of intuitive and straightforward **solutions** for earth-moving and building.

To attract and retain **knowledgeable**, passionate and **hands-on Individuals**.

CNH INDUSTRIAL KEY FIGURES



Note: data at 31 Dec 2020. All figures provided herein are on a US GAAP \$ basis unless otherwise indicated



PARTNERING WITH YOU TO MEET OUR CUSTOMER NEEDS

With CASE, you have the freedom of being an independent Dealer comprising a professional team that will support you to sustain and grow your business with an appropriate return on investments and capital rotation. This is ensured through a very closely focussed support from CASE team for day-to-day operations and product consultancy to achieve business goals.

BUSINESS MANAGER

Your partner for your **business operations and lead generation**. Your expert for:

- Improving market penetration and customer proximity
- Deep knowledge of CASE products and services
- Promotions, programmes, events and opportunities
- Inventory planning
- Achievement of the annual **Dealer Business Plan**
- Monitoring and recognizing improvements to achieve best in class standards

PRODUCT MANAGEMENT AND PRODUCT MARKETING MANAGER

Your partner for **providing consultative product knowledge to fit the right customer application**. Your expert for:

- Machine configuration suggestions/support
- Customer product demonstrations
- Product training
- Application guidance
- Customer visits
- Competitive comparisons
- Productivity and Total Cost of Ownership advice

SALES ADMINISTRATION AND COMMERCIAL LOGISTICS MANAGER

Your resource for assistance with wholegoods administration and enquiries, including:

- **Wholegoods availability**
- Invoicing
- Shipping status and order changes



SERVICE MANAGER

Your partner for assuring **highest utilization from the equipment through reduction in down time, hence maintaining high customer satisfaction levels**. Your expert for:

- Diagnostic and preventive service programs and tools
- Warranty processing and repairs
- Tools availability
- Monitoring and recognizing improvements to Dealer Service Standards

PARTS & SERVICE SALES MANAGER

Your Spare Parts partner for **ensuring right inventory mix and parts availability to customer's requirements in the most expeditious manner**. Your expert for:

- Spare parts needs assessments
- Assistance with parts marketing plan setup and implementation
- Supporting the dealerships to achieve full year profitability
- Monitoring and recognizing improvements to Dealer Parts Standards

FINANCIAL SERVICES MANAGER

Your resource for **financial products and services to you and your customers**, including:

- **Wholesales and retail financing**
- Low-rate financing options
- **Dealer account and credit line management**

SALES AND MARKETING TOOLS

CASE is continually developing tools, programmes, professional training and resources that connect you with the information you need to grow your business and support your Customers. Here are some examples:

DEALER PORTAL

One-stop online resource for:

- Latest **CASE equipment and Spare Parts** Portfolio
- **Online tools** for Original Spare Parts, for Technical support and Warranty
- **Advanced Diagnostic Service Tools**: to pinpoint problems and maximize Machines Up-Time



REPOSITORY / CASE STUDIOPRO

Official website for day-to-day business where Dealers can find:

- **Communication material**: Brand Presentation, Logo and Brand Identity Manuals, Images, Video Gallery, Press Kit.
- **Products material**: brochures and spec sheets to help you communicate the latest features, advantages and benefits of CASE products.



TRAINING

Knowledge is an important part of our business. That's why CASE offers valuable training right after the appointment with a start-up programme that focuses on our latest equipment and real-world industry challenges. Training is available in a wide variety of flexible formats, including face-to-face, hands-on working labs at our Training Centers and online webinars.

WEB ACADEMY is the training platform where Dealers can find a comprehensive training offer that provides them with a range of professional training courses designed to build business knowledge and enhance competences in sales, after sales and business management.

GETTING STARTED AND APPOINTMENT PROCESS

We are excited to have your commitment to make the CASE family even stronger. Here is what you'll need to know when you apply to become a case Dealer.

You may be the right Dealer if you have a proven track record and can demonstrate your strength in the following 3 key pillars

OPERATIONAL MANAGEMENT

- Dedicated management team with successful track record and construction industry experience
- Strong Parts & Service culture
- Passionate and results driven personnel
- Committed in achieving challenging objectives
- Accounting management

MARKET COVERAGE

- Excellent purpose built or existing premises with adequate visibility from the main road to ensure every Customer receives sales and after sales quality experience
- Ensure adequate coverage of the requested Territory with professional workforce
- Investing in brand equity through advertising and marketing actions

CAPITALIZATION AND FINANCIAL CAPACITY

- Owners' equity required ratio of 1-to-3
- Last 3 years sound Financials (Balance Sheet, P&L and Cash flow)
- Adequate Financial coverage for first stock order and start-up of the business (as agreed with the Regional Financial Services Manager after the evaluation of 3 year Financials and Business Plan)



If you think you have what it takes, please apply to become a CASE Dealer. Here is the Appointment Process:

DUE DILIGENCE

- Applications are complemented by Candidates' Business Profile⁽¹⁾ and Financials
- Network Development, Business Managers and Financial Services make preliminary compliance check

STANDARDS AND BUSINESS PLAN

- Field Staff from Sales, After Sales and Product Marketing check on-site that Candidates' mandatory requirements are fulfilled and fix Action Plan to bridge the gap
- Business Plan⁽¹⁾ is agreed and signed

OFFICIAL APPOINTMENT

- Dealership Agreement process is initiated and official endorsement from CASE Top Management is required to complete the Appointment
- Set-up of Financial flows and Phase-In process



⁽¹⁾ Document provided by CASE after the candidate has applied through the official website www.casece.com or has contacted CASE via email vikramjitsingh.setia@cnhind.com or by phone 9122-28573189