



CASE
CONSTRUCTION

THE INSIDER

APRIL-JUNE '21



TOP STORIES

CX220C ON-GROUND REPORT | EXTENDED WARRANTY PROGRAM
VACCINATION DRIVE | AWARDS IN 2021

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MESSAGE FROM SENIOR MANAGEMENT



Dear All,

As the pandemic continues to affect us in 2021, we hope you and your family are safe and healthy. These past few months have brought forth a new set of challenges and at CASE, we've tried our best to navigate through these circumstances quickly and effectively.

While the govt is working towards reviving the industry, we've focused on the well-being of our employees and the needs of our customers. As you go through this newsletter, you will discover the various initiatives we've commandeered during this time to ensure the safety of our employees and peace of mind of our customers.

I'm pleased to share that we initiated a large scale vaccination program and sponsored the same for 4000 employees in our Greater Noida office, we're also proactively taking a host of preventative measures in an endeavour to keep our teams safe and ready to hit the ground running as and when they return to the physical workspace.

I'm also excited to announce further extensions in our product portfolio and our dealer network in the form of new CEV stage 4 machines and a new company owned and operated dealership.

Another exciting news is the creation and subsequent launch of a new and easy e-commerce platform to deal with parts, service and warranty; this portal represents the commitment we have towards our customers and making their lives easier and more productive.

I'd also like to thank everyone for putting their faith in us and boosting our confidence by showing great appreciation for the latest addition to our portfolio- the CX220C Crawler Excavator. Your support motivates us to strive further and continue to deliver quality products.

Thank you for your unwavering enthusiasm and rest assured that CASE will always be by your side.

Sandeep Mathur
Brand Leader, CASE India

YEAR 2021: QUARTER II

AT A GLANCE

#ActPositiveStayNegative



DON'T SPREAD RUMOURS
MYTHS & FALSE CURES

#ActPositiveStayNegative



FOLLOW COVID
APPROPRIATE BEHAVIOUR
EVEN AFTER VACCINATION

As the nation continued to grapple with the pandemic, we continued with our posts to spread some positivity and awareness; to dispel any myths and keep the spirits high.

#ActPositiveStayNegative



HELP YOUR NEIGHBOURS
IN NEED

#ActPositiveStayNegative



REACH OUT TO YOUR DOCTOR
AT THE ONSET OF SYMPTOMS

YEAR 2021: QUARTER II AT A GLANCE

CNH INDUSTRIAL CAPITAL **CASE CONSTRUCTION**

PEACE OF MIND.
EXTENDED.

ATTRACTIVE
FINANCE
OPTIONS
AVAILABLE

CX220C

**2 YEAR
EXTENDED WARRANTY**

HURRY, LIMITED PERIOD OFFER.

*Terms and Conditions Apply

CNH INDUSTRIAL CAPITAL **CASE CONSTRUCTION**

PEACE OF MIND.
EXTENDED.

865B

**2 YEAR
EXTENDED WARRANTY**

HURRY, LIMITED PERIOD OFFER.

*Terms and Conditions Apply

After listening to our customers and understanding their pain points, we came up with a scheme to offer them some peace of mind. Extending the warranty on our products was our way of showing our customers that we care and we'll continue to do so.

**NO EMI FOR
FIRST TWO MONTHS***
**UP TO 50% EMI FOR
THE THIRD MONTH**

770

CONTACT YOUR DEALER NOW, LIMITED PERIOD OFFER!

*Terms and Conditions Apply

**MONSOON
OFFER**

**NO EMI FOR FIRST
TWO MONTHS***
UP TO 50% EMI FOR NEXT 2 MONTHS

CONTACT YOUR DEALER NOW, LIMITED PERIOD OFFER!

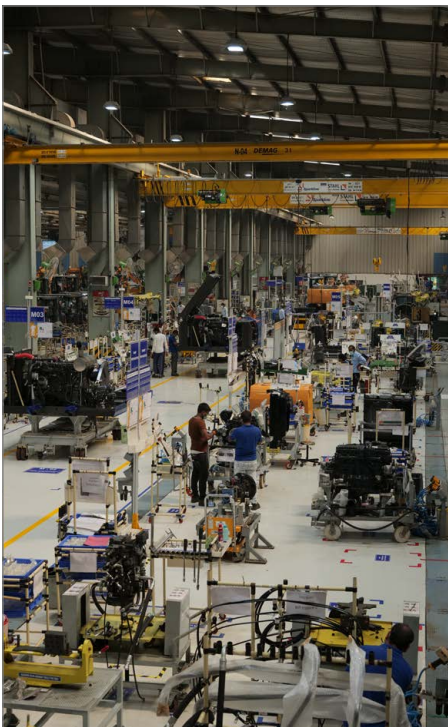
*Terms and Conditions Apply

YEAR 2021: QUARTER II AT A GLANCE

CASE WINS TOP HONOURS FOR ITS LEAN MANUFACTURING PRACTICES

CASE Construction's plant at Pithampur was awarded the Platinum Award in the MUDA Category, in the 9th Edition of the National 3M competition hosted by Confederation of Indian Industry (CII) to promote lean manufacturing processes. The award is a testament of our manufacturing and has added another feather to our cap.

The award was received by the CASE Team comprising of Team Leader Mr. Sadanand Yadav and Mr. Lallan Prasad. The objective of the project was to reduce Muda activities that often use resources without adding or creating any value for the end consumer.



Mr. Satendra Tiwari, the Plant Manager stated that:

“ All of us at the Pithampur plant are very proud of this award. It is an important recognition of our achievements in Workplace Organization within our World Class Manufacturing programme. I would like to thank Mr. Sadanand Yadav and Mr. Lallan Prasad for their dedication to delivering quality and added value to our customers. ”

YEAR 2021: QUARTER II AT A GLANCE

CASE CONSTRUCTION EQUIPMENT CERTIFIED AS MADHYA PRADESH'S BEST EMPLOYER BRAND FOR 2021 AT WORLD HRD CONGRESS

CASE Construction Equipment, a brand of CNH Industrial, has been declared as the Best Employer Brand of Madhya Pradesh for the second consecutive year. The recognition was conferred at the 16th Employer Branding Awards organized by The World HRD Congress. The World HRD Congress is an independent and not-for-profit organization, working with the purpose to make "work and working lives better". The award was decided based on an internal and external assessment conducted by measuring employee perception, satisfaction and current organizational practices and policies. The jury comprises eminent personalities and business leaders from a diverse background.

Mr. Sandeep Mathur, India Brand Leader, CASE Construction Equipment said,

"This award is a recognition of our constant endeavour to create the best place to work for our employees. Even during the ongoing pandemic, we aimed to cultivate an engaging and vibrant environment while keeping employees' health and well-being at the forefront. We would like to thank all our employees at the Pithampur plant for their relentless commitment and trust in the organization, which has helped us achieve this recognition and milestone."



“ CASE’s Pithampur plant near Indore is a testimony to the company’s efforts to nurture the best technology and organizational practices under one roof. It is a World Class Manufacturing facility that operates to the industry’s highest global manufacturing standards, with automated processes and advanced technology that enhance the productivity, efficiency, and overall output of the plant. ”

INDUSTRY HIGHLIGHTS

2021 QUARTER II



MINING, CONSTRUCTION EQUIPMENT INDUSTRY MAY GROW BY 15-20 PERCENT IN 2021: ICRA

The mining and construction equipment (MCE) industry is poised to grow by 15-20 percent in CY2021 following a 10-12 percent contraction in CY2020, dragged down primarily by the 39 percent decline in H1 CY2020. Strong construction activities in ports, metros, and airports could aid demand though there might be discrepancies due to the pandemic. While the second wave throws up challenges, particularly in the manpower-intensive construction sector, a better prepared ecosystem, buffered by ample liquidity is expected.



CONSTRUCTION EQUIPMENT INDUSTRY PICKS UP SPEED ON EXPORTS

The \$6.5 billion construction equipment industry in India sees an increase in exports as the new BS4 emission standards have opened up opportunities to tap developed markets like North America, Europe and UK. Indian companies -- both local and MNC -- have so far been exporting 12-13% of their products but that is now set to change with BS4 adoption which is equivalent to BS6 of the auto industry. This development will open up a number of developed markets for Indian manufacturers who can now look beyond the Middle East and Africa to Europe, North America and the UK in terms of export opportunities.



HIGHER INFRASTRUCTURE SPEND INCREASES 'CONSTRUCTION EQUIPMENT' VOLUMES

Heightened focus on infrastructure spend, particularly in the road infrastructure segment has led to a sharp scale up in 'Construction Equipment' volumes since July, 2020. Factors such as sharp increase in the awarding and execution pace of road construction; increased focus on rural infrastructure; strong rural volume off-take for equipment on the back of second consecutive good monsoon; improving demand from railway and mining segments and the regular payment flow from the government to contractors has supported healthy revival in industry volumes over the last few months.

INDUSTRY HIGHLIGHTS

2021 QUARTER II



ICRA PROJECTS 'STABLE' OUTLOOK FOR INDIAN CONSTRUCTION SECTOR IN FY2022

Shrugging off the pandemic-induced slowdown, the country's construction sector is poised for good times in FY2022 due to a strong pipeline of projects and various government measures. Investments planned under the National Infrastructure Pipeline will be key growth drivers for the sector. Furthermore, strong operating profitability is expected to remain stable with the benefits of improved execution scale.



INDIA CONSIDERS EASING RULES TO ATTRACT FDI IN CONSTRUCTION SECTOR

India is considering easing foreign investment rules for the construction sector to lure overseas capital needed to create jobs in an economy cratered by the pandemic. A proposal to allow limited liability partnerships to invest in the construction of townships, roads, hotels and hospitals is under discussion. The government estimates India will require investment worth \$777 billion across infrastructure for development by 2022.



CONSTRUCTION FUELS JOBS REVIVAL IN RURAL INDIA, CITIES STRUGGLE

Increased construction activity in rural areas is driving a recovery in India's labour market instead of cities, services sector and industrial belts. Of the nearly 12 million net additions to the employed workforce in January, most are helping rural India build houses and roads. The construction and real estate sector in rural India absorbed more than 8.23 million workers in January, as per the Centre for Monitoring Indian Economy (CMIE) report. In comparison, the labour-intensive construction sector in urban India added less than 350,000 people.

ON-GROUND REPORT

CRAWLER EXCAVATOR



Customer: Krishna Kumar Chhetri

KRISHNA KUMAR CHHETRI

CASE Construction Equipment India launched the CX200C Crawler Excavator in December 2020 - in a first ever virtual event, which was attended by close to 1000 people and 40 media personnel. The launch was well received by customers and the media. The virtual launch and the road shows which were conducted in Q4 of 2020, generated close to 150 hot leads and numerous prospects. Through Q1 of 2021, the sales teams and dealer partners, worked to ensure some of the serious leads were given product demonstrations and personal attention, resulting in a few conversions, and some very good feedback from customers.

The momentum built in Q1 was unfortunately truncated due to lockdowns in numerous states of India as the 2nd wave of the pandemic ravaged through the country. Out of the many CHEX stories and anecdotes from customers who are currently using the machine, one from Mr. Krishna Chhetri from Gangtok, Sikkim stands out.

Mr. Krishna Kumar Chhetri, from Gangtok, Sikkim, is one of our many happy CHEX customers who have been using the recently launched crawler excavator, CX200C. He purchased the CX220C through our trusted dealer partner Rateria Entrepreneurs who introduced Mr. Krishna to this product and its many benefits. About the purchase process Mr. Krishna said

“ When I heard about the launch of the new CASE excavator, I reached out to Rateria Entrepreneurs. Since I already own a CASE Loader Backhoe, I enjoy a good professional relationship with their sales and service teams. They took me through some catalogues, product specs and demo videos for this machine. As time passed, they resolved all my queries, showed me the machine up-close and convinced me to close the deal. ”

Servicing and availability of spare parts were the two main factors that influenced his purchase, something that the dealer and CASE teams assured him of. Having owned a CASE product before, he had a warm association with the brand, and this went a long way in helping him make the decision.

ON-GROUND REPORT

CRAWLER EXCAVATOR

Mr. Krishna is a well-known construction contractor and owns a fleet of 6 Excavators, 3 Loader Backhoes, around 16 Trucks from different brands such as Volvo and L&T. He was introduced to CASE Construction a year and half ago, when he purchased the Loader Backhoe. “The performance of the Loader Backhoe has still not wavered, since it has joined my fleet,” he says. Another point in favour of CASE.

Currently Krishna is contracted to finish a power project for a dam in the state of Sikkim. Construction equipment is typically used by his company for activities such as excavation of sand and gravel and riverbed dredging and de-silting.



Key Handover Images

ON THE CX220C'S PERFORMANCE:

The fuel consumption of the CASE Crawler Excavator particularly impressed Krishna. The machine currently consumes 11-13 litres of fuel / hour, while running at an average of 8 hours daily. He also mentions the bigger loading bucket which is an advantage over other machines in his fleet. “Even though CASE is a new entrant in the category, the machine is at par with brands that have been making excavators for decades,” he says. “It is at par or better than some of the big brands like Volvo and L&T. The feedback from our operators is also good.”

The machine is driven by operators Mr. Pema and Mr. Dinesh who have more than a decade's worth of experience between them in operating heavy construction machines.

Pema, who has driven other machines before, commended the fuel efficiency of the CX220C and was impressed with the ease of operation. “I find the machine very easy to operate. It has a smooth joystick and levers. To me, this is the first indication of the quality of the product. I operate this machine for about 8 hours a day and the work is completed without fatigue.”

ON-GROUND REPORT

CRAWLER EXCAVATOR

Pema recently also experienced the scheduled service and maintenance from the CASE brand. He said that “The CASE team reaches out to us whenever a service is due, as per the designated service intervals, we confirm the requirement and soon after the machine is serviced. It’s a hassle-free process.”

The second operator, Dinesh has operated excavators and other heavy line construction equipment for more than 10 years. He rates the CX220C highly on power, fuel consumption and performance but the stand-out feature in his opinion is not so much the machine, but the after sales service.

“ The company’s employees ensure timely contact with us; this means we are able to identify and highlight any service or maintenance requirements before-hand. The machine is at par with others I have used, but the prompt support helps us reduce downtime and helps us in maintaining our productivity. ”

Owning the new CX200C Excavator has also resulted in a peculiar situation for Mr. Krishna. He says that people from nearby areas visit their site to see the 22-ton excavator working in full swing and many have expressed their desire to know more about the product.

Known to be passionate about his work, whenever he gets time, Krishna visits his jobsite to observe the working of his machines. In conclusion he says, “This machine is a strong contender amongst other brands with similar offerings. It has performed well so far, and I’ve had a good experience with the after sales service. I would definitely recommend it to others in the business.”

FACE-TO-FACE EVENTS & PEOPLE



770 EX MAGNUM DEMONSTRATION – ALLAHABAD

In the regions of Varanasi and Allahabad in Uttar Pradesh, roadshows for the 770 EX Magnum Backhoe Loader were conducted on various construction sites. The roadshow showcased activities relevant for road construction, Brick Kiln, Crusher plants, garbage handling and rural waste management techniques for the audience. The demonstration garnered many views and enquiries after witnessing the machine's performance and fuel efficiency.



CASE HOSTS FHEAN EVENT IN NEPAL

On 13th March, 2021, CASE held the 2nd National Assembly and 4th AGM of Federation of Heavy Equipment Entrepreneurs Association of Nepal (FHEAN) at Sarathi Hotel, Dhulikhel. The event showcased the features, benefits and USPs of our Excavator which will be available in the Nepal market by March, next year.

The audience included a few people from a mechanical engineering background who were very keen to know how this product functions and have requested for factory visits and product training to further their association with us.

FACE-TO-FACE EVENTS & PEOPLE



EVENT HOSTED AT SHER-I-KASHMIR INTERNATIONAL CONVENTION CENTER

On 16th January, 2021, a social event “**SKICC Srinagar**” was conducted and sponsored by CASE Construction. The event was graced with the presence of the honourable chief guest Sh. Manoj Sinha- *Lieutenant Governor of Jammu and Kashmir*. The event was attended by various municipal corporation officers, contractors, businessmen and local influencers.



OPERATOR MEET – SRINAGAR

Jehlum engineers conducted an operators meet in Srinagar, where more than 40 machine operators were invited. The event showcased the new CX220C, and its product development guide for the audience. A walkaround was organized for new operators to introduce them to the machine along with its features and capabilities.

FACE-TO-FACE EVENTS & PEOPLE



KEY HANDOVER TO A VALUED CUSTOMER

Firoz Khan Munirkhan Makarani has been associated with us since 2008 and he recently also became our first CHEX customer in Gujarat. A small ceremony was arranged to hand over the machine at their quarry site in the presence of his team and the people of Bhiloda region. Mr. Firoz currently also owns 9 CASE TLBs in his fleet and is satisfied with their performance along with the after sales support offered by our partner Shree Amee dealers.

FUTURE CONSTRUCTIONS SHINES AT THE CE OWNERS ASSOCIATION MEET

Future Constructions, a CASE dealer in Kerala was actively involved in the yearly Construction Equipment Owners Association meet, which was held in Ernakulam and inaugurated by Mr. V.D. Satheeshan, a member of the Kerala Legislative Assembly, in the presence of 300 other patrons. The event was done in collaboration with major CE dealers and it helped in increasing our brand awareness across the state.



FACE-TO-FACE EVENTS & PEOPLE



Customer: Mr. Chimanbhai H. Kher

CHIMANBHAI KHER PROLIFIC CASE AMBASSADOR

Mr. Chimanbhai H. Kher is one of the biggest Carting contractors in Surat with a fleet of 20 plus machines including our TLBs, VCs and the latest CX220C Crawler Excavator. His tryst with CASE began in 2003 and since then he's been a vocal ambassador for our products. He's enabled dealers through his industry connections and recommendations and we thank him for his patronage. His effervescent personality along with an affinity for our brand is highly appreciated and we hope to continue our association with him.



SHREE AMEE CONSTRUCTION EQUIPMENT- A NOTEWORTHY GROWTH STORY

Shree Amee started their journey with CNH in 2000 as a customer of L&T CASE (a joint venture between L&T and CASE). In 2002, they joined hands with us and became authorized dealers in North Gujarat. In 2008, they started afresh by the name Shree Amee Construction Equipment and by the year 2012, they had established their new name and identity in this industry and expanded to 11 more districts across Gujarat. They continue to grow today and focus on parts sales, service quality and workshop operations with the CASE team always by their side.

FACE-TO-FACE EVENTS & PEOPLE

लोकमत

पगारिया ऑटोची समाजकार्यासाठी नेहमीच अग्रेसर राहण्याची ग्वाही

औरंगाबाद : पगारिया ऑटो हे नाव सर्वत्र परिचित असून, लोकांच्या मदतीसाठी व समाजकार्यासाठी नेहमी अग्रेसर असलेलं एक नाव आहे. याचं नुकतंच उदाहरण म्हणजे लॉकडाऊनच्या काळात समाजबांधवांसाठी केलेले जेवण वाटपाचे अनेक आयोजन. तसेच पुढेही असेच समाजकार्य करण्यास आमचं नेहमी पुढाकार असेल, असे पगारिया फाउंडेशनचे पुखराज पगारिया यांनी सांगितले.

पगारिया ऑटोने ऑटोमोबाइल क्षेत्रातील बजाज, मारुती सुझुकी, नेक्सा, अशोक लेलंड यांसारख्या नामांकित कंपन्यांचे वितरक म्हणून उल्लेखनीय कामगिरी केलेली आहे. शिवाय त्यांनी अल्पावधीत केस कन्स्ट्रक्शन इक्विपमेंट कंपनीचे अधिकृत विक्रेते म्हणून उत्तर महाराष्ट्रातील जळगाव, धुळे, नाशिक, नंदुरबारसह अहमदनगर आणि औरंगाबाद, जालना, बीड, परभणी आणि हिंगोली या जिल्ह्यांत आपला ठसा निर्माण करण्यात यशस्वी झालेले आहेत. केस कन्स्ट्रक्शन ही जगात



पहिली बॅकहो लोडर बनवणारी अमेरिकन बेस कंपनी असून, पगारिया ऑटोने कमी कालावधीत केस कन्स्ट्रक्शनचे १०० वे मशीन नाशिक जिल्ह्यातील नांदगाव येथील संतोष वाल्मीक शेरमाले यांना विकले आहे. केस बॅकहो लोडरची विश्वसनीयता त्याचा उपयोग ग्रामीण भागातील शेतकऱ्यांसाठी अत्यंत उपयुक्त आहे. पगारिया ऑटोने कमी वेळात जास्तीत जास्त मशीन्स विकण्यात एक नवीन कीर्तिमान प्रस्थापित केला आहे. आपला पगारिया ऑटोवर विश्वास हेच सर्व काही असून, आपल्या सर्वांची अपेक्षा याच प्रकारे नेहमी पूर्ण करण्याच्या आशेने पगारिया ऑटोने सर्व ग्राहकांचे आभार मानले आहेत. (वा.प्र.)

PAGARIYA AUTO DELIVERS THEIR 100TH MACHINE

Pagariya Auto is the authorized dealer for CASE Construction equipment for Aurangabad, Ahmednagar, Nasik, Jalna, Beed, Parbhani, Hingoli, Jalgaon, Nandurbar, and Dhule districts. In a short time span they have earned tremendous customer confidence, as a result of which they delivered their 100th machine from the Nashik branch. Pagariya Auto has always contributed to various social causes and they are committed to serve the society. During the pandemic as well, they distributed food and water and extended medical support to whosoever necessary, adding another feather to their cap. CASE is inspired by the work they do and commends their dedication.



S.S. ALUR & CO - OUR 1ST CX220C CUSTOMER IN SOUTHERN INDIA

S.S.Alur Construction Company is a multi-domain infrastructure development organization which executes the construction of technically complex and high value projects. They've been in the business for two decades and have worked with multiple products and brands. It gives us immense pleasure to say that they are our first customer for the Crawler Excavator from Southern India. They were really impressed with the performance of this machine, in terms of fuel economy and performance which boosts our confidence in our product's quality and efficiency.

FACE-TO-FACE EVENTS & PEOPLE



GOKUL ENTERPRISE – INSPIRING GROWTH STORY

Mr. Jagannath Kulkarni, Managing Partner of Gokul Enterprise, is an Electrical Engineer and extremely passionate about customer needs, quality products and the construction industry. In the short span of a year, Gokul Enterprise has concluded the sale of 42 machines. During the last year, Gokul Enterprise managed to sell 100 machines despite the Lockdown. They have taken their market share from 2% to 25 % in their area and have also sold their first CX220 Excavator in Southern India. CASE is extremely proud of its association with Gokul Enterprise and hopes to continue it in the future.



HARSHA'S SOLUTIONS PRIVATE LTD- NEW ASSOCIATION

CASE is now associated with Harsha's Solutions and is looking forward to a fruitful partnership. Owned by Mr. G. Selvakumar who has 28 Years of Experience, Harsha's Solutions is a pioneer in the construction equipment field and deals with sales, service and part supply. They have a wide presence spread across Chennai, Kanchipuram, Thiruvallur, Villupuram, Tiruvannamalai, Vellore, Cuddalore, Kallakurichi and Puducherry.

FACE-TO-FACE EVENTS & PEOPLE



FINANCIER MEET – SILIGURI

“ On 16th Jan, 2021, a mega financier meet was organized by Rateria Entrepreneurs at the Marriot Courtyard, Siliguri. All major financiers such as HDFC, AXIS, ICICI, Sundaram Finance, IBL, Kotak Mahindra, Mahindra and Mahindra finance, TATA capital, Chola Mandalam, HDB, Yes Bank and SREI, graced the event with their presence. The CASE Crawler Excavator was showcased to the guests which resulted in a great response towards the machine and promising leads on providing financial aid to our customers. ”

COVID-19 RESPONSE AT WORK LOCATIONS



VACCINATION DRIVE FOR ALL CNH EMPLOYEES

CNH Industrial, a global leader in the capital goods sector with agricultural equipment (CASE IH and New Holland Agriculture) and construction equipment (CASE Construction Equipment) in India, successfully carried out a positive step in keeping its employees safe. A COVID vaccination drive was arranged for all the employees of CNH Industrial. As a part of the drive, the organisation sponsored the vaccination of 4000 employees, including contractual workers. The drive was initiated on 7th June at the CNH Industrial plant, Greater Noida and will be extended to the Pune and Pithampur plant as well. Mr. Raunak Varma, the Country Manager, CNH Industrial India & SAARC said that, “The health and well-being of our employees have been our utmost priority. We have started vaccinating our employees in a phased manner and we hope to create a safe environment for all our employees. We will continue to monitor and support the employees, in case of illness and hospitalization.”



COVID-19 RESPONSE AT WORK LOCATIONS

PROACTIVE MEASURES TO FIGHT AND CONTAIN COVID-19

The second wave of COVID-19 in India has been one of the deadliest waves, witnessed till now. CNH Industrial has taken a note of the seriousness of the issue and the risks it poses to the organisation and the nation at large.

As a result, CNH Industrial has taken quite a few proactive measures such as daily temperature checking, maintaining social distancing, the provision of safety gear including masks, gloves and eye-protection along with regular sanitization at all the facilities.

In addition to these general precautionary measures, CNH Industrial has also taken a few other steps such as insurance for all the employees and their immediate families for COVID infection. Financial support of INR 50,000 is provided to the employees who test positive or are home quarantined. Also, a Home Care Coverage of INR 20,000 for all employees and their families per instance, has been put in place.

CNH Industrial has tied-up with Apollo Hospitals and has also put a dedicated task force in place to track all employees suffering from the illness and arrange for any required assistance.

CNH Industrial has also worked with their global teams in China and Italy to proactively source Oxygen Concentrators during the oxygen crunch in India.

All the employees are given the choice to work from home and have been asked to report on duty at Offices/ Plants only when required. CNH Industrial has deployed COVID Marshalls in factory premises to maintain social distancing amongst employees. Even in the canteen facilities, following social distancing norms has been made mandatory.



STANDING WITH THE FAMILY

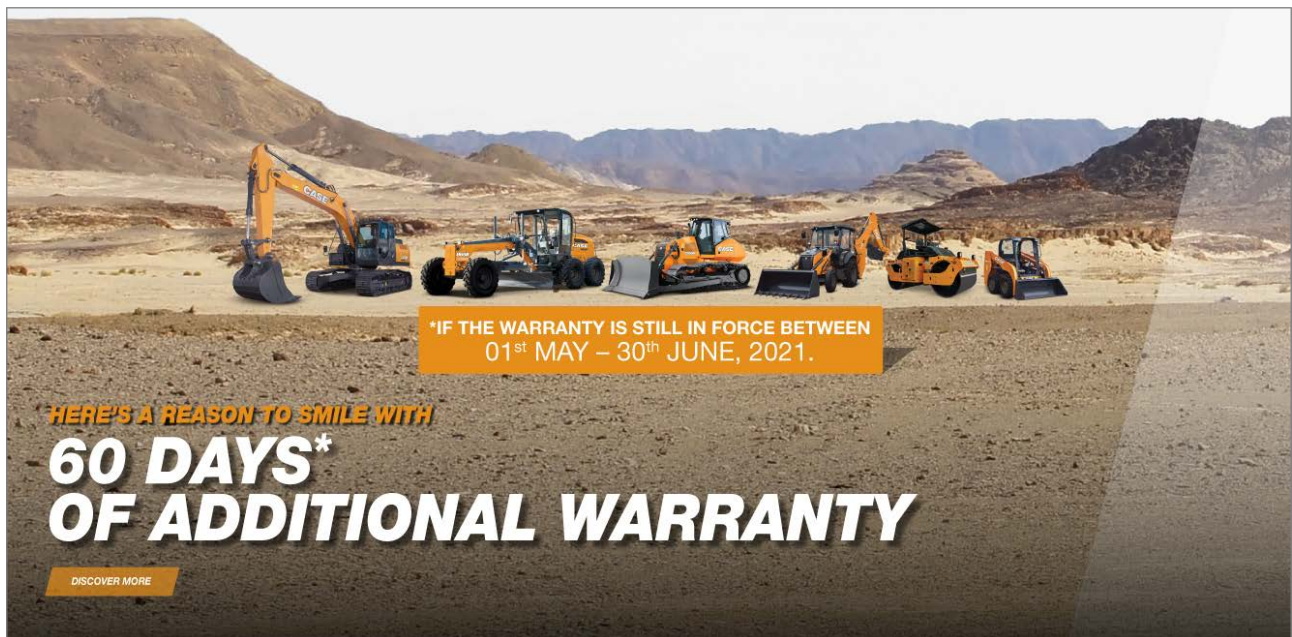
60-DAY EXTENSION OF WARRANTY ON ALL CONSTRUCTION EQUIPMENT

CASE Construction understands the plight of its customers and is sensitive to their needs. So to ease out the difficulties for their customers.

CASE Construction announced a 60-day warranty extension on all construction equipment in light of the second wave of the COVID 19 pandemic in the country.

This extension is applicable on all such units whose warranty is expiring between May 1, 2021 and June 30, 2021. Mr. Sandeep Mathur, CASE Construction Equipment Brand Leader- India & SAARC, said,

“ A number of states have announced lockdowns or travel restrictions. Consequently, many customers may struggle to avail warranty benefits during this period. Acknowledging their challenges, we have extended the warranty for all CASE Construction customers across India. ”



COMMUNITY OUTREACH

JAL SANCHAY - A WATER CONSERVATION INITIATIVE LAUNCHED BY CASE CONSTRUCTION

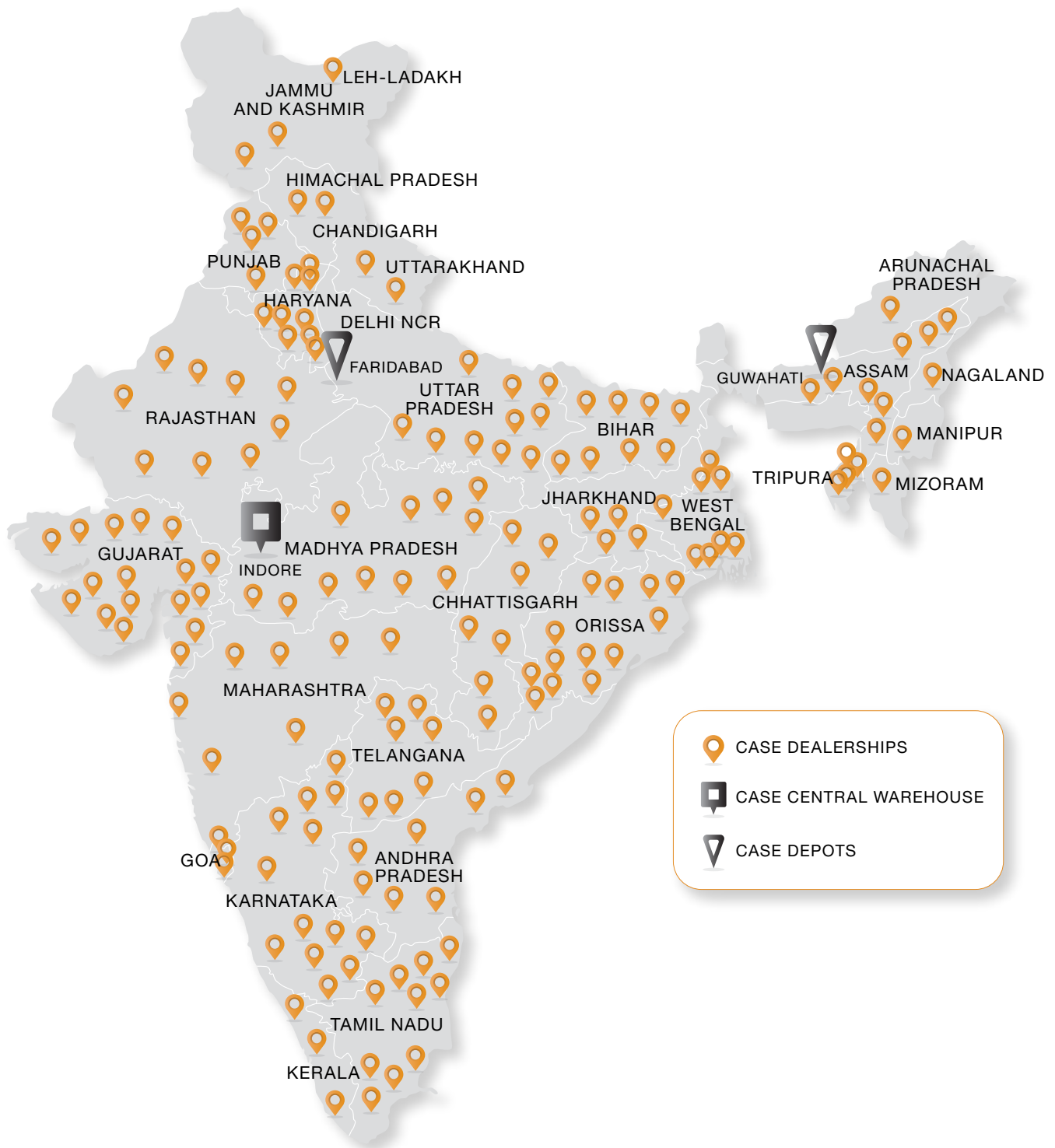
CASE Construction Equipment, a brand of CNH Industrial launched Jal Sanchay-Water Conservation and Rejuvenation of Traditional Water Body initiative at the Sanjay Jalashay in Pithampur. The objective of the initiative is to work together with the local communities to conserve water. The project will help in the renovation of Sanjay Jalashay, conservation and storage of excess run-off water from catchment as well as improvement in the sanitary conditions around water bodies.

The project was inaugurated in the presence of Mrs. Nina Verma, Member of Legislative Assembly, Mr. Alok Singh, District Magistrate, Mr. Sanay Vaishnav, President Nagar Palika, Pithampur, Mr. Satyanarain, SDM and Mr. Vinod Rathor, Pithampur Tehsildar, Union President, Secretary. Also, Mr. Satyendra Tiwari, Plant Head, Case Construction Equipment India, Pithampur along with other CASE employees were present at the occasion.

CASE understands the importance of the role our environment plays and hopes to contribute to its preservation and spread further awareness.



CASE CONSTRUCTION'S PAN INDIA PRESENCE



EXPLORE THE CASE RANGE OF EQUIPMENT

CASE offers an extensive range of construction equipment to the Indian market. From heavyline machines like Dozer, Grader and Excavator to compactline equipment like Skid Steer Loader and Compactors, CASE has solutions for both road construction and general construction.



CRAWLER EXCAVATOR CX220C

With an advanced design CASE Excavators deliver up to 17 percent more horsepower, have lower fuel costs and faster cycle times. Four minimum swing radius models excel at digging and lifting in the tightest work areas. These Excavators are designed for high performance.



MOTOR GRADER 845B/865B

CASE Motor Graders are built with a powerful engine, rugged A-frame and moldboard design, industry-leading flip-up rear hood, best-in-class serviceability and outstanding visibility. They'll make you more productive on the toughest jobs and longest days.



CRAWLER DOZER 2050M/1650L/1150L

CASE Crawler Dozers deliver best-in-class powertrain technology for superior track power and outstanding blade force through the turns. An ultra-comfortable operator platform with intuitive controls and great visibility boosts productivity and operator comfort.



LOADER BACKHOE 770EX/770EX MAGNUM/ 851EX

CASE EX Series Loader Backhoes are powered by S8000 Engine and designed to deliver powerful performance with a 5% higher productivity and fuel savings of up to 13%. The new EX Series Backhoe Loaders have robust structural frame for stability, performance and serviceability.



VIBRATORY COMPACTOR 450DX/752EX/1107EX/ 1107EX-D/1107EX-PD

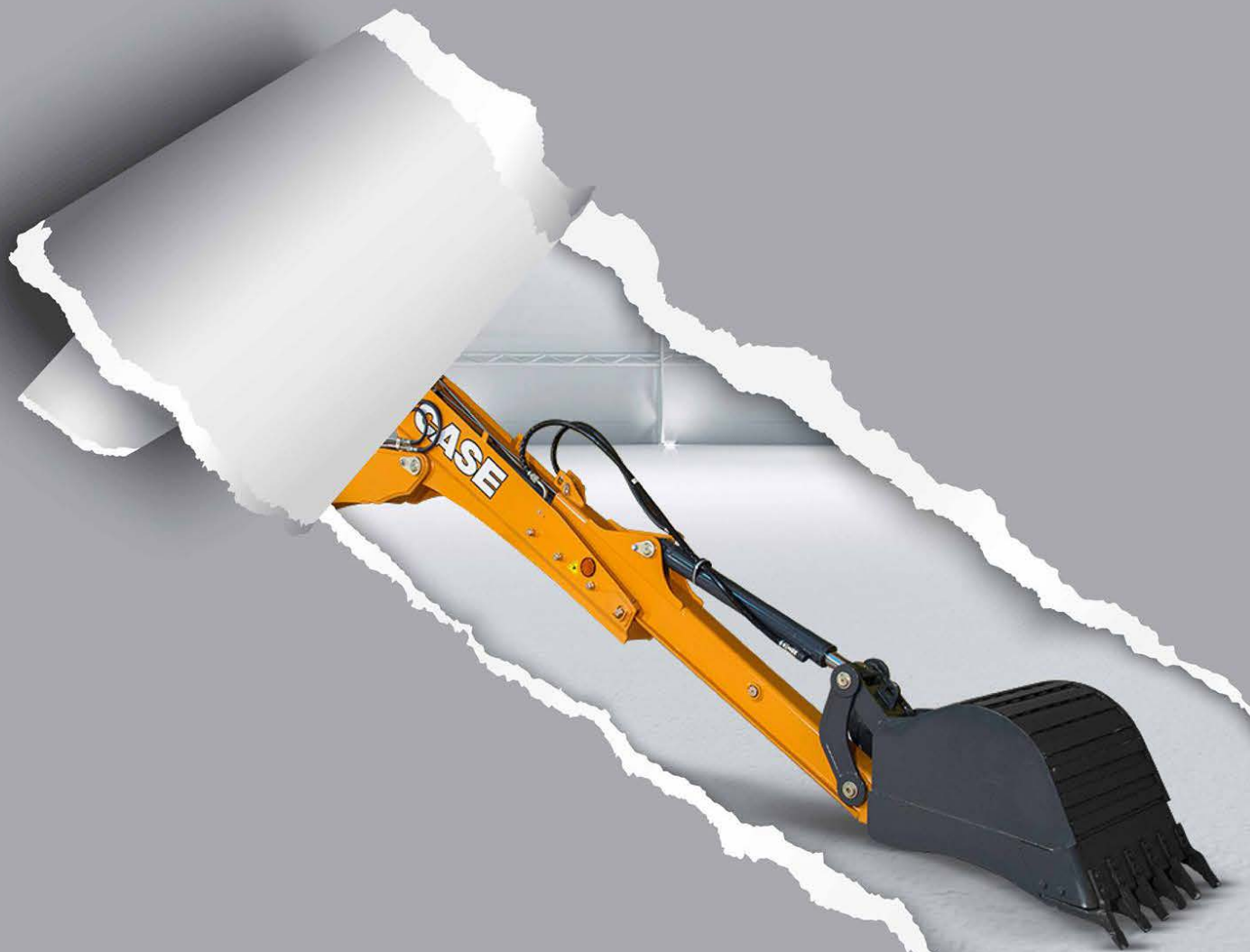
CASE Compactors combine climbing power, high centrifugal forces and 360-degree visibility to provide you with superior productivity and power. The whole compaction line offers easy operation and outstanding serviceability.



SKID STEER LOADER SR130

Built tough with more power and torque, CASE Skid Steer Loaders boost productivity and increase operator comfort. Ergonomically positioned controls, industry-first side lighting and improved reliability and serviceability help you get more work done daily.

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