EXPERTS FOR THE REAL WORLD SINCE 1842





TOP STORIES CX220C EXCAVATOR the wonder machine unveiled INDUSTRY UPDATE highlights of 2020 YEAR AT A GLANCE CASE activities 2020 EMPOWERING CUSTOMERS keys of success

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2020 has been a year that has tested our resilience. As we continued to witness a global challenge with an evolving pandemic situation, our businesses remained steadfast thanks to the tremendous adaptability of our people and stakeholders.

CASE Construction Equipment prides itself in its purpose to help build communities by distributing world-class equipment, after-market support, industry-leading warranties and flexible financing. It is this purpose that kept us going through the past year and helped us evolve into a better and tougher organization. I am heartened by the contribution from all our stakeholders; particularly our employees who continued to deliver CASE India's promise of excellence by walking the extra mile and our dealer partners who collaborated to deliver the best expression of CASE Construction Equipment's brand promise to our customers, even in dramatically challenging times.

CASE was poised for a strong 2nd Quarter in 2020. However with lockdown restrictions and disruptions in the supply chain – Q2 took the deepest impact. As restrictions eased, we worked tirelessly to find solutions, so we could hit the ground running. We adopted multiple safety measures and reaffirmed our commitment to customers with deliveries of machines, parts and services. Warranty periods were extended, and capital was made easily available for new customers. Interest waivers and salary support was given to our dealer partners to bolster their resilience and create opportunities in the face of adversities. All of these initiatives had a positive impact on our Q3 and Q4 numbers.

The other highlight of Q4 was the launch of our 22-Ton Crawler Excavator - Our first ever virtual launch! This much awaited machine was showcased to over 4000 people through the digital medium. We also created opportunities for potential customers to touch and feel the machine through our extensive road shows spanning 14 states in India.

2021 promises to be a year where we move beyond the challenges faced in the past year. CASE has been in the business of earth-moving for more than 175 years; and last year, we've also learned a thing or two about moving mountains. In 2021, we are introducing new machines, opening new dealerships and ensuring that our customers experience our 175-year legacy of excellence. Thank you once again for your support and unwavering enthusiasm. It is a huge motivator for us. I look forward to a good year and wish you all positivity, health and prosperity.

Raunak Varma
Country Manager, CNH Industrial India & SAARC



Dear All,

2020 has been a year full of challenges but in retrospect one of great learning as well. The quick spread of the pandemic and the sudden lockdown impacted all businesses forcing us to take a step back and evaluate the way we work.

As a result, we quickly adopted various new practices such as working from home, engaging via various digital platforms, introducing shifts at our plant, formulating new and beneficial financial schemes for our customers, changing the way we deliver parts and services to ensure safety etc.

We also launched our very first excavator in India, the CX220C, along with a new and efficient Dealer Management System. This new system is easy to use and has advanced features which help in managing enquiries, customer profiles, promotions, follow-ups, customer visits, dealer on-boarding etc. all in one place and in a much simpler and effective way. I urge our dealer partners to make the most of this platform.

We're proud of the entire CASE family for taking on a challenge as big as this pandemic and still thriving. This has reaffirmed my belief in our capabilities and I'm sure as 2021 progresses, we'llcontinue on this path to greater achievements. We're also humbled by the support our dealer partners and customers showed in this time and are further fueled to always walk the extra mile for them.

2021 is going to be an exciting year for us. We have a new line of machines coming out soon and we're also expanding our network with the onboarding of new dealers who share the same vision and values as us. We're ready to take on new challenges and continue on this journey and we hope to see you along the way.

Sandeep Mathur Brand Leader, CASE India



BEST COMPANY IN ROAD CONSTRUCTION AND EARTH MOVING EQUIPMENT

CASE India won the award for the best company in Road Construction Equipment and the best company in Earth Moving Equipment at the CIA WORLD Construction & Infra Awards 2020. CIA World is a leading B2B construction magazine and CASE India is proud to be honored and recognized for their quality products and consistent service towards customers.

BEST SELLER IN COMPACTION EQUIPMENT FOR THE EIGHTH CONSECUTIVE YEAR.

CASE Construction Equipment, once again, was announced the winner of the Best Seller – Compaction Equipment for its range of Compactors. The award was announced at the eighth edition of Annual Equipment India Awards, 2020. This is the eighth consecutive year that CASE is being awarded with this honour.

Recognizing this achievement, Mr. Sandeep Mathur, Brand Leader - India & SAARC, CASE Construction Equipment, said, "This acknowledgement is a testament to our product quality and the immense faith of our customers in our product portfolio."



21 DAYS OF PAUSITIVITY

The lockdown was an unprecedented event that brought the world to a standstill. At CASE, we decided to use this pause, pausitivily. We kept the morale high and energies flowing, despite the sudden shutdown of offices and public spaces. Here are a couple of examples of our first lockdown series #21daysofpausitivity.

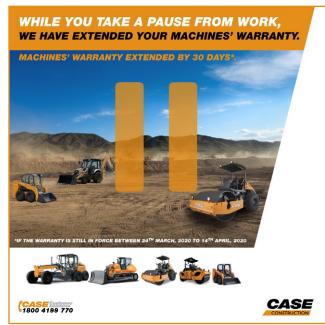




EXTENDED WARRANTY

CASE understood the sensitivity of the situation and the challenges it brought. To assuage the situation for our customers, we extended product warranties to mitigate the machine owners concerns regarding the non-utilization of the same.





EASY FINANCE

CASE helped build businesses by taking proactive steps and offering befitting finance options and easy processing to potential customers. We endeavor to delight business owners and are always ready to go the extra mile for our customers.





CASE DEALER FAMILY







CASE GUJARAT DEALER *R G Bhawnani completed 10 years of operation in the year 2020. This occasion was celebrated with customers and financiers at Gandhidham. R G Bhawnani holds a 70%+ SoM for VC in the area of operation.*

SSHEPL PUNE recorded the highest ever retail sales of 239 machines in the calendar year 2020, which includes 169 Tractor Loader Backhoes, 68 Vibratory Compactors and 2 Heavyline machines. This was YoY growth of 84% & 36% for TLB & VC respectively.

CASE NORTH KARNATAKA DEALER GOKUL ENTERPRISES made inroads with a sale of 91 machines in one calendar year. They also operate fully-functioning 3S customer touch points at Vijayapura, Bijapur and Belgaum.

CASE PARTNERS

Ganganagar Motors sold their 50th CASE machine within 4 months of starting their operations in Jaipur.







25 CASE Skid Steer loaders were delivered to the Municipal Corporation of Assam, Urban Development Department. The event was graced by the Chief minister, Finance Minister and other Govt. dignitaries.



CASE PARTNERS



Jagdamba Construction Solutions Pvt. Ltd. Kathmandu, one of the leading construction equipment dealers in Nepal, organized an operator campaign for a period of two months, starting 6th February.

As a part of the campaign, the team successfully connected with around 1400 customers and operators which further led to the generation of quality leads for new construction equipment for the dealership.





Pataliputra Earth Mover Pvt. Ltd. organized a Holi Milan in 2020. In line with the annual tradition in Patna, the festival organized by the dealership, had extended invitations to all the major financiers. The event was appreciated by all and was successful in further strengthening the brand in the territory.

With the addition of 3 new dealers, CASE expanded its network and reach in the country.



CASE SUCCESS STORIES

POWERTECH EQUIPMENTS PVT. LTD.

At CASE, we're proud to be associated with Powertech Equipments Pvt Ltd, a dealership that started in a small garage in 2000 and is now one of the oldest and the biggest dealers for CASE. In their 20+ years of service, they have sold more than 2200+ CASE units and won multiple awards and accolades from CASE as well as Gujarat Contractors Association. According to them, the real measure of success is not just the number of machines delivered but the number of satisfied customers you have earned and they continue to work by this principle.





VRUNDAVAN CONSTRUCTION



Vrundavan construction is one of the biggest construction groups in Gujarat. Since their incorporation in the year 2001, the company has executed several government as well as private sector projects such as the Statue of Unity, Sardar Sarovar Project, Jio tower and cabling in the state of Gujarat. They are an one stop solution for and excavation work, earthmoving pipeline projects, road projects, civil work and laying telecommunication networks. CASE products have played a great role in their journey by providing superior product performance along with high uptime and productivity. Vrundavan's fleet consists of over 100 CASE vibratory compactors and 25+ backhoe loaders which guarantee quality work in the stipulated time.

KEY CUSTOMERS

Our customers are our most valuable assets and we're extremely proud of our association with them. We strive to create products and services that boost their business while further strengthening our relationship and will continue to do so.

Mahalaxmi Infracontact Ltd., Ahmedabad

Sadbhav Engineering Ltd., Ahmedabad

Montecarlo Ltd., Ahmedabad

N G Projects Ltd., Ahmedabad

D R Agrawal Infrastructure Pvt. Ltd.,Ahmedabad

RKC Infrabuilt Pvt. Ltd., Ahmedabad

Chevrox Constructions Pvt. Ltd.,
Ahmedabad

Kalthia Engineering & Const Ltd.,
Ahmedabad

Patel Infrastructure Ltd., Baroda

Durga Infra Mining Pvt. Ltd., Baroda

Ashoka Buildcon Ltd., Nashik

Kalyan Toll Infrastructure Ltd., Indore

Dilip Buildcon Ltd., Bhopal

Barbrik Projects Ltd., Raipur

Dee Vee Projects Ltd., Raipur

Amar Infrastructure Ltd., Durg

Sainik Mining And Allied Services Ltd., Korba

Ravi infrabuild Projects Pvt. Ltd., Udaipur

Tyre Technocrats India Pvt. Ltd., Udaipur

Mundan Construction Company, Jodhpur

H. G. Infra Engineering Ltd., Jaipur

NG Gadhiya Infrastructure Ltd., Jaipur

Panil Infra Pvt. Ltd., Hyderabad

Expressway Services Pvt. Ltd., Hyderabad

Keystone Infra Pvt. Ltd., Hyderabad

AMR Mining, Hyderabad

Sushee Hitech, Hyderabad

GKR Infracon India Pvt. Ltd., Hyderabad

Trident Chemphar, Hyderabad

Power Mech Projects, Hyderabad

Gayatri Projects Ltd., Hyderabad

BVSR Constructions Pvt. Ltd., Hyderabad

Urmilla Enterprises, Chennai

SPK Infra, Chennai

SPL Infra, Chennai

Ajanta Mining, Chennai

PKM & Sons, Madurai

DRN Infra. Hubli

Star Builders, Bangalore

USK Constructions

Ashok Buildcon, Nasik

DP Jain, Nagpur

E5 Infrastructure Pvt. Ltd., NCR

G R Infra Projects Pvt. Ltd., NCR

Ram Kripal Singh Construction Pvt. Ltd., NCR

Shivalaya Construction Co. Pvt. Ltd., NCR

Aggcon equipment international Pvt. Ltd., NCR

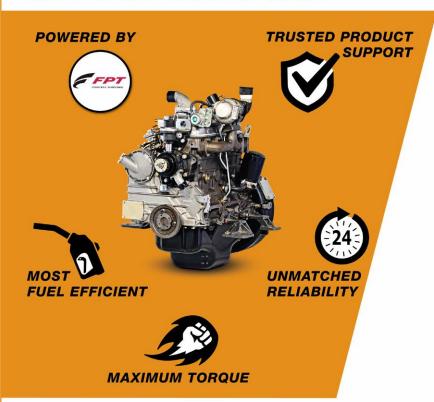
RELIABILITY REDEFINED

શ્રી ધીરજભાઈ કે ડાબોરિયા (જીલ્લા: રાજકોટ)



10,000 કલાકોના निशानने

पार इरनार CASEना आर्ट्ड



आभनी भशीन 10,000 इसाङो इरतांथ वधु यास्था પછી પણ એટલી જ કુશળતાથી, જરાય ત્રાંસ આપ્યા पगर डाम डरी रही छे. श्रेनो श्रेय CASE ना FPT हंिष्यनने काय छे



Follow us on 🛐 💓 🔯 @caseceindia









18,000+ **HOURS** AND STILL GOING **STRONG**

Efficiency and reliability are two key parameters that apply to all CASE Products. At the heart of our powerful machines lie the ultra-efficient FPT engines which offer unmatched power and performance. FPT engines are equipped with advanced technological innovations which guarantee optimal performance even in the most rugged conditions.

770EX TLB has clocked more than 18,000 hours of machine time with just a single engine overhaul

A testament to this is our Gujarat dealer M/S Classic Automotive's experience with his 770EX TLB which has clocked more than 18,000 hours of machine time with just a single engine overhaul at 16,500 hours. At CASE, we strive to create quality products that boost our customers' business and will continue to do so.

INDUSTRY HIGHLIGHTS FROM 2020



HIGHWAYS OF DEVELOPMENT

In an effort to boost infrastructure, the Finance Minister announced infra projects worth Rs. 103 lakh crore. She also promised that the government will soon release a logistic policy, besides accelerating highways construction. The Finance Minister said Rs. 1.7 lakh crore has been provided for transport infrastructure in 2020-21.

TECHNOLOGY ENHANCEMENT

Road Transport and Highways Ministry has issued a notification in respect of Construction Equipment Vehicles to address the issue of safety of the operator and to ensure safety while such machines are running on public roads. The notification aims to introduce Automotive Industry Standard, to introduce several safety including Visual requirements Display Requirements. Non-metallic Fuel Tanks. Requirements for Operator Station and Maintenance Areas, handrail and handholds and Operator Seat Vibrations for suspended seats.



11

KEY DRIVERS

The Federation of Indian Chambers of Commerce and Industry recommended for an accelerated pace of infrastructure investments. "National Infrastructure Pipeline (NIP) is a five-year plan. We should look at front-ending the projects under NIP and try and complete 40-50 per cent of them in the next two years. When the infrastructure sector moves, it pulls along more than 200 other sectors. It is also a key driver of unskilled employment generation," a statement by FICCI read.

INDUSTRY HIGHLIGHTS FROM 2020

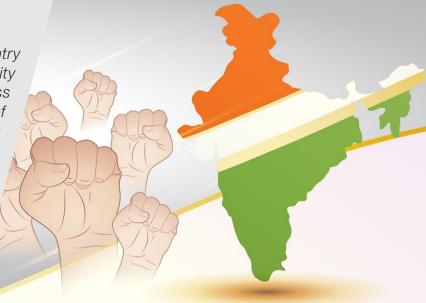
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EQUIPMENT UP-GRADATION

The Central Government has extended deadlines for the applicability of new emission norms for construction equipment vehicles and tractors to next year. According to an official release of the Ministry of Road Transport and Highways (MoRTH), the new emission norms for construction equipment vehicles and tractors will now come into force from April 2021 and October 2021, respectively.

SELF-RELIANCE

Prime Minister Narendra Modi said the country should view the Covid-19 crisis as an opportunity to achieve economic self-reliance. In his address to the nation, he stressed on the importance of promoting "local" products. He called it Atmanirbhar Bharat Abhiyan (Self-reliant India Mission) and said that in the days to come, his government will be unveiling the details of an economic package towards this aim, which, after including the earlier reliefs announced by Finance Minister Nirmala Sitharaman and the RBI, would be worth Rs. 20 lakh crore or 10 per cent of GDP in FY20.



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BENCHMARKING QUALITY

Dr. Sukhbir Singh Sandhu, Chairman- National Authority of India, addressed the awardees and attendees of the 6th India Construction Festival organised by FIRST Construction Council and announced that NHAI has awarded Rs. 48,000 crore worth of road contracts in the first six months of this year and planned to award contracts worth Rs. 2 trillion during the year. Dr. Sandhu also informed that NHAI will also be rating the best roads to enhance quality and speed of execution; NHAI has transferred Rs. 10,000 crore to pay for its dues to contractors through digital banking; and a Dispute Resolution Board is put in place to encourage resolution while the projects are in progress.

COVER STORY

CX220C MOVE ON TO THE BEST

We launched our much-awaited CX220C Crawler Excavator in the Indian market in December 2020. With the introduction of this new product, the Brand further strengthened its leading position in the Country's construction industry. The Excavator is 'Made in India' at the brand's state-of-the-art manufacturing plant in Pithampur (Madhya Pradesh).

The CASE CX220C is specially designed for the toughest applications. The machine is equipped with a powerful and reliable FPT Industrial engine to ensure high productivity with low fuel consumption. It is ideally suited for stone quarries, road works, general construction and earthworks. The product will be commercialized in the Indian sub-continent and across Asian and African markets from launch.

With so many satisfied customers across the country choosing our machines, we are confident that the CX220C Excavator will be a game changer for India and will become the epitome of excellence. Prior to the market launch, CASE India conducted roadshows across the Country to offer customers first-hand experience of the equipment. The Brand has also announced a rental service for its customers who want to try the equipment for a short period of time before purchase.

"

With the launch of the Excavator, we have expanded our offering to include the largest segment in the Indian equipment market. We are committed to this market and are growing consistently in terms of our product portfolio, manufacturing capabilities and customer touchpoints, said Raunak Varma, Country Manager, CNH Industrial India.





PRODUCT IN FOCUS

CX220C Excavator launch is a historic occasion. The machine sets new benchmarks of performance and efficiency, combining the cutting edge technology with robustness to deliver the best results in every condition.

The virtual launch in December 2020 was a landmark event with an impressive reach of 1.39 Million by engaging the audience in live videos, interactive events and media presentations.

The state-of-the-art machine brings forth rich dividends of value addition to business owners by maximizing their return on investments. Explore it more here or watch our launch video by clicking on the link given below

MAIN REASONS

TO CHOOSE THE C-SERIES



HIGH EFFICIENCY

Up to 4% more fuel efficiency due to hydraulic system control and 6% better efficiency from FPT engine. 5 energy saving control helps in constant consumption monitoring & ECO guage function.



AND CONTROLLABILITY

High performance. Smooth control. Improved fuel efficiency. With CASE Intelligent Hydraulic System.



OUTSTANDING VISIBILITY

Safe and fast operations. More comfort. With wider glazed area.



FAST CYCLES

Continuous operations Up to 10% higher digging capability. With A/H/SP modes and Auto Power boost.







COMFORT AND SAFETY

Spacious and safe cab. Low noise and vibrations. Ergonomic workstation. Real time parameters monitoring. With the newly designed cab, fully adjustable seat/ joysticks and brand new LCD cluster.



HIGH RELIABILITY

Robust design. Increased plate thickness on structures and attachments to improve durability. Lower cost of ownership. With the CASE top manufacturing quality.

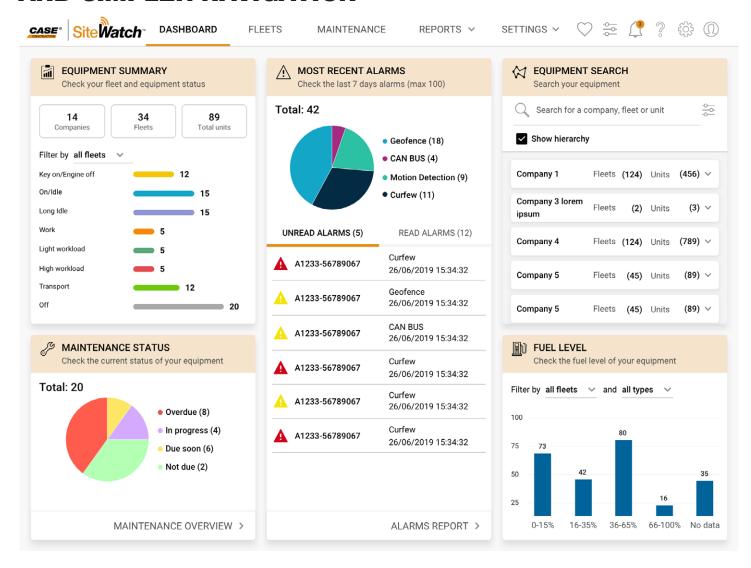


Longer service intervals. Reduced downtimes. Fast, easy and safe maintenance operations. High quality components and service points accessible from the ground.

To know about the features of the CX220C. (Click Here)



SiteWatch UP-GRADE WITH NEW DASHBOARD AND SIMPLER NAVIGATION



CASE Construction Equipment launched the next generation of its SiteWatch telematics platform with an all-new dashboard in July 2020. It has a more intuitive navigation and new overview sections that spotlight critical information without requiring the user to search extensively for the data.

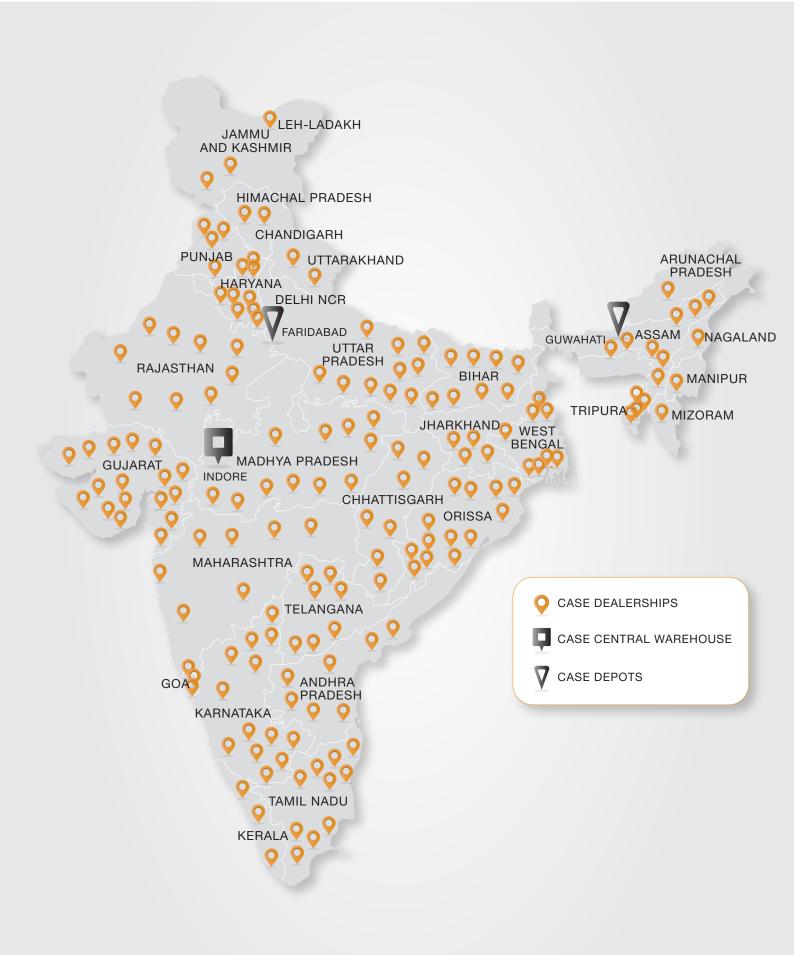
CASE SiteWatch is offered as a factory fitted option and is a part of the after-market kits for Heavy and Compact equipment in Asia, Middle East and Africa regions.

SiteWatch complies with the Association of Equipment Management Professionals (AEMP) 2.0 telematics standard, ensuring that the solution is compatible with mixed fleets.

The new dashboard features an easy-to-read horizontal menu at the top of the screen above five widgets that focus on core operating information such as equipment summary, equipment search, fuel level reports and alarm status. An easy dropdown menu makes critical reports on factors such as equipment utilization, fuel consumption and maintenance just a click away and topline menu buttons take users immediately to fleet and maintenance overview. Additional reports highlighting specific alerts and fault codes are also available.

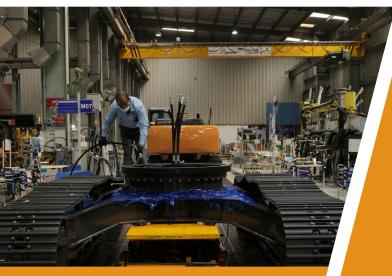
For a smooth transition, CASE has made it possible for a short period to switch from the new SiteWatch version to the previous one with a dedicated icon in the top right corner. The switch is meant to simplify the adoption of the new interface and to reassure regular users of the continuity of ease in navigation.

CASE CONSTRUCTION'S PAN INDIA PRESENCE



CASE CONSTRUCTION INDIA MANUFACTURING PLANT





Creating products with cutting edge technology.



Processes geared to meet the highest standards.

The WCM certified Pithampur Plant of CASE India is a state-of-the-art facility. Bringing best-in-class construction equipment to the world, the facility boasts of 9 high-end automatic machines.

These machines are designed to perform a set of specific jobs and deliver results that are at par with the best in the world. In addition, these machines play a significant role achieving specific design reauirements.

These requirements are in line with the globally set quality standards for the equipment. Also, the construction equipment manufactured in this facility, handled by highly-skilled technicians, is exported to the markets of Africa, South East Asia, Russia, Sri Lanka, Bhutan and Middle East countries. It's also interesting to note that the equipment manufactured here gets distributed across India through a network of around 60 dealers and 200 touchpoints.



COMMUNITY OUTREACH







For CASE Construction Equipment, operators and mechanics are vital stakeholders and their health and well being is of utmost importance. With this in mind 400+ operators and mechanics were offered health insurance cover worth fifty thousand rupees.

CASE installed a Blood bank connecting device and an RO plant in the district hospital of Pithampur, which has made an enormous contribution in the well-being of the people of the region. The move has been appreciated by the administration as well as the patients.

CNH INDUSTRIAL IS A GREAT PLACE TO WORK. SUCCESSFULLY CERTIFIED 2 YEARS IN A ROW.

Great Place to Work®, the global authority in workplace culture assessment and recognition, has certified CNH Industrial, parent company of CASE Construction India in its 2021 company ranking in India, once again. A point to note here is that this certification for the Company is for the second consecutive year.

CNH Industrial India's commitment to growth, company values, focus on quality and safety and participative decision making were cited as noteworthy differentiators by the employees who took part in the survey. During these tough times under the impact of COVID-19, the focus on employee well-being, innovation in people practices and honouring commitments were also highlighted by the participants.



This is to certify that CNH Industrial (India) Private Limited has successfully completed the assessment conducted by Great Place to Work® Institute, India, and is certified as a great workplace.

This certificate is valid from January 2021 to December 2021.



ote: The certificate is valid subject to the terms and conditions agreed to by the

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.



LOADER BACKHOE 770EX/770EX MAGNUM/ 851EX

CASE EX Series Loader Backhoes are powered by \$8000 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.



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.



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.





CASE NEW HOLLAND CONSTRUCTION EQUIPMENT (INDIA) PRIVATE LIMITED

Reach out to us on

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