

CASE Aims To Sharpen Its Focus On Indian Market



CE&CR: Please brief us about the focus of your display at the event?

S.C.: The focus of our display at this event is to promote the CASE brand, which is a strong global brand, in support of our Indian operations. It is the first event of its type since CASE purchased the 100 % interest in our previous JV company which has been based in Pithampur for many years now.

We have displayed at the stand not only our Case backhoe loaders and compactors that are produced locally but also the branding of Case.

CE&CR: Could you please comment on CASE's journey in India so far?

S.C.: We have a long history in India both through our previous JV operations and through our sister company New Holland Fiat India that produces agricultural equipment and is a global source of components in Greater Noida.

Because CASE decided to increase its profile in the market place, from April this year Case India is a wholly owned subsidiary

CNH Global NV plans to continue investing in its Case Construction Equipment product offering and strengthen the sales network to meet the needs of construction businesses in the important local market. Having acquired full ownership of L&T -CASE Equipment Private Limited JV, the newly owned company will be known as Case New Holland Construction Equipment India Private Limited (CASE India). During Excon 2011, CE&CR editorial team got an opportunity to interact with, **Mr. Steve Crowe, Head of Network Development & Communications** of CNH International (CNH Global's arm operating in all markets outside Europe and Americas). In a candid interface with the team, Mr. Crowe provided an insight into CASE's vision for Indian market following the acquisition.

of CNH. Today we are fully integrating Case India in our industrial and dealer network in terms of practices, technology and quality standards.

CE&CR: Does the takeover reflect your commitment towards Indian market?

S.C.: Absolutely! The full acquisition of the Pithampur operations last March represents an important step in our strategy aimed at creating a strong manufacturing base in India for our CASE construction business and at further consolidating our presence in the country. Today CASE India offers two models of backhoe loaders: the 76 horsepower CASE 770 and the 96 horsepower CASE 851, while the company's compaction equipment range consists of three models, the CASE 450, 752 and 1107.

CASE as a global company recognizes the potential of the Indian market which is substantial today and is increasing. Hence, our operations as CASE India are very important and are set for growth to ensure a stronger representation in the marketplace.



like to increase the number of product sales staff in the market. We will keep a constant focus on quality products, users' demand and after sales service to increase customer's satisfaction. We hope to have an exciting phase of growth in the Indian market in days to come.

CE&CR: Will there be any further expansion in the Pithampur unit?

S.C.: As said, for the time being, we will continue to invest in equipment offerings and strengthen the sales network to meet the needs of construction business in the local market.

The Pithampur plant is in a position to make the most of the opportunities for growth that the sector offers today.

CE&CR: How far will this acquisition shape-up in near future?

S.C.: Significantly, CASE is part of CNH, a global leader in the agricultural and construction equipment business, and because of our worldwide experience in construction equipment business and our local long lasting experience in the agricultural machinery sector, we have the resources and expertise to line up major plans for the Indian market.

We will study the market's growth here in India, and keep our focus on quality, innovative products and on strengthening our dealer network. Ever since our recent acquisition, our distribution network has grown to 61 dealers. We also would

CASE as a global company recognizes the potential of the Indian market which is substantial today and is increasing. Our operations as CASE India are very important and are set for growth to ensure a stronger representation in the marketplace.



EXCON 2011 - SHOW ROUND UP

CE&CR: Tell us about your company's future growth in the market?

S.C.: Case Construction is a full-line construction equipment brand. Our quality will hence be the top priority. In addition, our models are very popular because of overall performance and operating cost for the contractors and we are committed to keep developing our business accordingly.

CE&CR: Where do you wish to see CASE in India five years down the line?

S.C.: India is a developing market and there are many players in the construction market; the common thing across our markets is that we offer quality and innovative products. This is the key element and we believe that developing markets like India need a reliable product. Currently, we hold market leadership in vibratory compactor segment, and we are the second largest player in the backhoe loaders segment. I think CASE can offer more to the Indian market. We have a solid value proposition to start with. We



will develop new products and continue to offer the highest reliability, continue to build strong services within our dealer network to position a stronger CASE brand into the marketplace.

CE&CR: Please share your views on Excon-2011 event?

S.C.: Excon is the crucial event for the construction, infrastructure and road building industry for the whole country and surrounding areas. Particularly as we are promoting our new company, it is of

critical importance to us. We are pleased that this event has happened so quickly into our new company history and is of vital importance to us to expose our assets to the market players visiting here. This is an ideal venue that allowed us to raise our brand and product's awareness, make interactions with global and domestic players and meet with customers. Broadly speaking, we received a large number of customers at our CASE stand and we expect to get a good return from the event.

