



## Our innovations will not only expand our portfolio but also usher in impactful changes to the construction industry, reinforcing our position as a leader in digital and technological advancements

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**Q-1. How does Case Construction Equipment strategically position itself in the heavy equipment market, and what measures are taken to maintain a competitive advantage?**

**Ans.** With a rich heritage spanning over 180 years, CASE Construction has a strong commitment to stay ahead in the industry, providing cutting-edge solutions that meet a wide range of customer demands. CASE offers versatile, Made-in-India products, for India and the world. With over 90% localization levels, we provide equipment that are suitable for the Indian terrain. Our machinery is equipped with a range of features meticulously designed to prioritize performance, security, ease of operation, fuel efficiency, and real-time equipment monitoring. Operator comfort and safety remain at the forefront, exemplified by ergonomically seats and advanced control systems. Our engines are thoughtfully engineered for maximum fuel efficiency and productivity.

We also provide comprehensive aftermarket support with our extensive network around the country, complete with warranties and robust customer service, reflecting our dedication to ensuring a holistic ownership experience for our valued customers. We believe CASE's dedication to research, functionality, efficiency, and customer centricity is what helps make it stand out in the industry.

**Q-2. Can you provide examples of recent product innovations or technological advancements introduced by Case Construction Equipment, showcasing the company's commitment to staying at the forefront of the industry?**

**Ans.** At CASE, our commitment to innovation and staying at the forefront of the heavy equipment industry is evident through our recent developments. We have recently upgraded two of our product categories; Loader Backhoes and Excavators. The CASE 770 NXe and 770 EX series of Loader Backhoes have been upgraded with a new and advanced cabin that enhances functionality, safety, visibility and ergonomic comfort. The Backhoe Loaders along with CASE 1107 EX Vibratory Compactors are also upgraded with CASE's SiteWatch Telematics system that tracks real time equipment operating data, communicating that information to an internet interface to help better manage the equipment.

**Q-3. How does Case Construction Equipment maintain a customer-centric approach, and what specific initiatives or feedback mechanisms are in place to ensure high levels of customer satisfaction?**

**Ans.** At CASE, our commitment to customer-centricity is ingrained in our approach to addressing industry challenges. We prioritize the enhancement of customer experience through

various initiatives that reflect our dedication to their success. All our equipment come with a base warranty of 1 year. To further support our customers, we have implemented programs such as 'CASE Protect' and 'CASE Care,' which provide various extended warranties and service packages. Understanding the financial considerations our customers face, we offer various financing options through our in-house retail finance company, 'CNHi Capital.' These flexible financing solutions are designed to alleviate economic strain and make acquiring our equipment more accessible. In line with our dedication to providing comprehensive solutions, we are introducing a dedicated value line platform under CNH Industrial. These initiatives are designed to give our customers peace of mind, knowing that they have additional layers of protection and support throughout the lifecycle of their equipment. This platform offers genuine parts and accessories, ensuring the reliability and longevity of our equipment.

Another key aspect of our customer-centric approach is our investment in skill development. We provide comprehensive operator training to empower users with the knowledge and skills necessary to operate our machines efficiently. This not only ensures the optimal use of our equipment but also contributes to a safer and more productive work environment for our customers.

**Q-4. In what ways is Case Construction Equipment incorporating digital technologies, automation, or IoT capabilities into its equipment solutions to enhance functionality and improve user experience?**

**Ans.** At CASE, we are at the forefront of leveraging digital technologies, automation, and IoT capabilities to enhance the functionality of our equipment and provide an unparalleled user experience. Our commitment to digital innovation is reflected in the smart features embedded in our machines, designed to monitor performance, security, and efficiency in real-time.

A standout technology in our arsenal is our renowned SiteWatch Telematics system, offering real-time information on maintenance, tracking, utilization, and security. This system sends immediate alerts on critical parameters such as fuel usage, battery status, and ge-fencing, enabling proactive maintenance and risk mitigation. The technology, allowing operators, owners, or machine managers to remotely monitor the working status of our machines.

Looking forward, we are poised to introduce advanced innovations in India, building on successful deployments in global markets. These innovations will not only expand our portfolio but also usher in impactful changes to the construction industry, reinforcing our position as a leader in digital and technological advancements.

**Q-5. What are Case Construction Equipment future growth strategies, both in terms of expanding existing operations and potentially entering new markets or diversifying its product range?**

**Ans.** Case Construction Equipment is strategically poised for future growth by expanding operations and embracing innovative technologies. Leveraging new regulations, the brand is increasing exports from India, capitalizing on the ability to manufacture both domestic and export products on the same assembly line. This move enhances global competitiveness and caters to both domestic and international markets.

As we gear up for the upcoming EXCON, we are excited to unveil six new products and showcase ten machines. We are also marking our entry into two new product categories in the country. One notable advancement is our proactive approach to emission standards. We will be displaying our BS V (CEV/TREM) compliant machines ahead of the official transition time, demonstrating our preparedness to meet and exceed regulatory requirements. This holistic growth strategy positions CASE Construction Equipment for sustained success, emphasizing innovation, capacity expansion, and global market presence.