

New Holland Agriculture Inaugurates State-of-the-Art Training Center in India

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New Holland Agriculture, a brand of CNH Industrial, has introduced a new training centre in India (Greater Noida) to enhance the technical skills of employees, dealer teams and customers. The facility offers technical and commercial training for tractors, harvesters, and balers. Currently, it has a capacity to train 75 individuals at a time and will be soon increased to 90 trainees in the coming months, for various training programmes.

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The knowledge centre is equipped with a virtual reality (VR) space with the latest technology to train operators, as opposed to more traditional in field training, to provide a safe learning environment especially for new operators.

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Narinder Mittal, Managing Director of CNH Industrial Agriculture Business, India and SAARC said, "With the establishment of first hi-tech training facility in India we provide solutions to our stakeholders to increase their farm productivity. We are confident that the new training centre will assist our customers, dealer partners, and employees to learn about new technologies. It is also a step towards personalizing our interactions with our customers and better understanding their needs for future product developments."

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Michael Moore, APAC Commercial and Technical Training Manager, CNH Industrial said, "We are delighted to inaugurate our new training center for operations of farm equipment in India. The state-of-the-art facility will help operators across India as well as our employees to understand the new technologies in the industry".

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â?? The facility offers three different training workshops for live assembly and disassembly on different tractor series. Moreover, offering hands-on training to participants, it also has a crop solutions workshop to handle combine harvesters, square balers and rakes, which makes it a unique facility. Four dedicated trainers for tractors operations and oâ??ne for crop solution operations will conduct these workshops. They are vastly knowledgeable about the brandâ??s products available in India.

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â?? With the evolution of machines in the market, driven by the new emission regulations, New Holland will ensure that the right skills are provided to dealer technicians to keep customers going in the field.â??