

**Press Release for Immediate Distribution****PNB and CNH Industrial (India) Private Limited join hands to promote farm mechanisation**

**Image Caption (Right to Left):** Shri K. S. Rana, GM, Agriculture - PNB, signed MOU with Shri Sourabh Sharma, Head, Retail & WS Finance - CNH Industrial (India) Private Limited

**New Delhi, January 28, 2025:** Punjab National Bank (PNB), nation's leading public sector banks, and CNH Industrial (India) Private Limited have signed a Memorandum of Understanding (MoU) at PNB's headquarters in New Delhi.

The MoU was signed by Shri K. S. Rana, General Manager, Agriculture – PNB, and Shri Sourabh Sharma, Head, Retail & WS Finance – CNH Industrial (India) Private Limited, in the presence of senior officials from PNB and other representatives from CNH.

Speaking on the occasion, Shri Sourabh Sharma highlighted CNH's extensive portfolio of products, including high-powered tractors, combine harvesters, and balers, designed to support modern agricultural practices.

Shri K. S. Rana, GM, Agriculture – PNB, stressed the importance of adopting advanced technologies in modern agriculture. He reaffirmed PNB's dedication to enhancing the well-being of farmers, particularly small and marginal ones. He also underlined the benefits of the Agriculture Infrastructure Fund (AIF) scheme in promoting custom hiring centres and farm mechanisation. These initiatives aim to reduce farming costs, simplify agricultural processes, and promote ecological sustainability by encouraging efficient resource usage and environmental protection.

Through this strategic collaboration, PNB seeks to achieve significant business growth while furthering its commitment to strengthening the nation's infrastructure and empowering the agricultural community.

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