

PRESS RELEASE

Equity Bank Kenya Partners with Inchcape Kenya Limited to Empower Farmers with Affordable Tractor Financing

- *Farmers can access up to 95% financing for New Holland tractors with flexible repayment terms of up to 60 months.*
- *Inchcape Kenya will offer one year of free insurance cover through Equity Bancassurance Intermediary Ltd (EBIL).*

Loitokitok, Kimana 9th October 2025... Equity Bank Kenya Limited (EBKL) has partnered with Inchcape Kenya Limited, the newly appointed sole dealer for New Holland tractors and agricultural equipment in Kenya. This collaboration introduces a financing scheme designed to make tractor ownership more accessible and affordable for Kenyan farmers, marking a significant step toward modernizing agriculture and enhancing productivity through mechanization.

The partnership offers affordable financing options that make it easier for farmers to purchase modern agricultural machinery. Farmers can access up to 95% financing for New Holland tractors with repayment terms extending up to 60 months. Payment options are flexible, including monthly, quarterly, and seasonal plans aligned with farmers' cash flow cycles. This flexibility ensures that farmers can focus on their operations without worrying about fixed repayment schedules.

Speaking on behalf of Equity Bank Kenya Managing Director Moses Nyabanda, the Bank's Commercial Director, David Bagenda, highlighted the expected impact of the initiative, stating that it will benefit millions of farmers across Kenya by enabling them to boost yields and improve their incomes.

"This initiative reflects our commitment to empowering farmers through accessible financing solutions that drive agricultural modernization. By easing the financial burden of acquiring tractors and agricultural equipment, we are enabling farmers to modernize their operations, increase productivity, and contribute to Kenya's food security. Inchcape's reliable machinery and after-sales services complement our vision of building resilience in the agricultural sector and fostering economic recovery. The partnership aligns with Equity Group's Africa Recovery and Resilience Plan, which seeks to empower communities and drive sustainable development across the continent."

The financing scheme covers a diverse selection of New Holland tractor models, including the TT Series (55HP–75HP), TD Series (80HP & 95HP), and TS Series, with options for both 2WD and 4WD tractors. Farmers can also finance essential implements such as ploughs, harrow discs, boom sprayers, balers, and more, ensuring they have access to equipment tailored to their operational needs.

During the launch event, Inchcape Managing Director Marion Gathoga-Mwangi said: "We believe that access to the right equipment should never be a barrier to progress. This partnership is a major step forward in empowering farmers and agribusinesses to achieve more. By making tractor acquisition easier and more affordable, we are not only driving mechanization but also fueling productivity, growth, and food security in the country. Together with our financing partner, we are turning ambition into action - ensuring that every farmer, regardless of size or scale, can access the tools they need to transform their land, their yields, and their livelihoods. This collaboration is more than just about machines; it's about enabling possibility and building a sustainable future for our communities."

Additionally, farmers can be financed to acquire implements and equipment such as plows, harrows, planters, mowers, cultivators etc. alongside tractors under the same financing margin, simplifying the acquisition of all necessary equipment at competitive interest rates. Inchcape Kenya will further offer



one year of free insurance cover through Equity Bancassurance Intermediary Ltd (EBIL), enabling farmers to enjoy peace of mind as they invest in mechanization.

Inchcape Kenya Limited, headquartered in Nairobi, has established branches in Nakuru, Eldoret, and Kisumu to bring New Holland tractors closer to farmers. These branches offer aftersales services provided by trained technicians and genuine New Holland parts to ensure long-term reliability and performance.