



Dignitaries on the stage.

25 Years of Nation-Building

The Silver Jubilee of Gmmco's partnership with Caterpillar was celebrated at Chennai recently.

Gmmco was formed in 1967 when the GP-CK Birla Group took over Blackwood Hodge Equipment, who were distributors for the Terex range of products. On February 26, 1986, a new chapter opened for Gmmco, when the company signed up the dealership of Caterpillar Inc, USA, the world's leading heavy machinery and engine manufacturer, for south, central and western India.

Gmmco has made major strides over the last 25 years to grow into a 1,600-crore company with 1,500 employees operating out of over a 100 establishments today including 75 full-fledged branches. No surprise then, that India Inc. magazine, in their recent annual survey, recognised Gmmco for exemplary growth and sustainable success, and ranked the company in their Top 500 best-performing mid-sized companies list at an impressive 199. This, of course, could not have been possible without the customers' unshakable confidence in Gmmco's capability.

Gmmco participates in building India of tomorrow, serving the core sectors of the economy, be it in roads, airports, ports, urban development and other construction activities, granite, cement, iron ore, coal and other quarrying and mining activities, power, oil and gas, marine, and other sectors of infrastructural activity. Gmmco

does not just sell products and services. Instead, it offers one-stop solutions to customers looking for construction and road-laying machines, mining, and engines of various capacities and for various applications.

Gmmco's mining customers include Coal India (CCL, SECL, WCL, NCL & MCL), Singareni Collieries Company, Hindustan Copper, Neyveli Lignite, NMDC, MOIL, and GMDC. Most cement and iron ore mines have also valued Gmmco's capability to provide solutions to suit their needs.

Some of the highlights of Gmmco's solutions to mining customers over 25 years, specifically in developing the mining capability of our country, include the following:

- Supplying 14 Cat 773D, 60T trucks valued at Rs 25 crore to promote mining contractor for deployment in Malanjhkand copper project in 2008-09.
- Historic supply of 22 large-capacity 240T dumpers to South Eastern Coalfields with a 12-year maintenance and repair contract.
- Largest bulldozers commissioned at NMDC, Donimalai.
- Four 992K front-end loaders commissioned at NMDC.

- Largest hydraulic excavator deal for 12 sealed for a pipe-laying application at Corrtch Intl.
- First 988H front-end loader commissioned at Central Coalfields Kathara coalfields.
- India's first CAT-certified rebuild of Ambuja Cement's D9R dozers.
- 34,000+ operational hours achieved at Singareni Collieries (SCCL) is an outstanding example of product support capability.
- Breakthrough order for over 30 machines (15x962H, 8x966, 2xD9R, 6x140K) from Sesa Goa, one of the largest producers of iron ore in India.

To meet and support the booming construction industry in India, Gmmco offers customers a wide range of indigenously built and imported Caterpillar construction equipment, including backhoe loaders, hydraulic excavators, motor graders, off highway trucks, track-type tractors (dozers), and wheel loaders. Various models of the machines they sell are enhanced with best-in-industry features. Gmmco has the capability to get it done, backed up with outstanding product support.

While Gmmco has been selling and servicing Caterpillar engines for over 25 years, today they provide world-class total

propulsion systems to meet unique requirements of customers. The generator offered can be tailor-made for power management. Gmmco also offers Diesel Electric Propulsion (DEP) units for propulsion purposes. In short, Gmmco offers engines for all applications and all types of vessels.

Gmmco is tied up with all the major shipyards in the country, with ongoing project execution with almost all of them. A dedicated projects cell at Gmmco renders specialised support to shipyards during the execution process.

Gmmco has provided several marine engines for Mumbai Coast Guard boats. Caterpillar engines will also soon be put to use by the Indian Navy and the Indian Coast Guard in large numbers. Gmmco has supplied engines for various marine applications such as water barges, survey vessels, tugs, anchor handlers and tug support vessels, pilot launchers, patrol crafts, diving support vessels, interceptor boats, cement carriers, Ro-Ro Lo-Lo applications, bulk containers, dredgers, offshore supply vessels, etc.

Gmmco has been a successful and important partner of ONGC in their E&P effort. Over 400 Caterpillar engines owned by ONGC are supported by Gmmco and TIL, and so are over a 100 engines owned by private drilling contractors at any point of time in India. These are used on the most critical operations like power packs on jack up rigs and land rigs, emergency gensets, fire water pumps, cranes, well servicing and many more. Gmmco's engagement extends much beyond providing new engine solutions and runs deep into providing quality support to ensure high up-time of Caterpillar products.

Gmmco has scaled great heights by taking up ambitious projects involving in-situ replacement of Caterpillar D399 engines with Caterpillar 3512B engines. The company's pursuit of excellence leads the partners to utilise the varied services off-

ered by our five star certified workshop facilities to encompass activities like top, in-frame and major overhauls in the shortest possible time frame.

Gmmco won a service rate contract worth Rs 8 crore for Caterpillar engines on May 22, 2009, for maintenance of Caterpillar engines in ONGC's sites in Western and Southern India.

Gmmco also received a prestigious order from OPG Energy for the supply of 3 x 2 MW natural gas power plant.

Gmmco Power, a subsidiary of Gmmco, is Perkins' distributor in India, and brings the complete range of Perkins engines to Indian users. Gmmco also brings you wheel loaders from SEM, tires from Eurotire, technology solutions from Trimble, and other allied products, all supported by a strong product support and after-sale service infrastructure.

Over the last 25 years, Gmmco has absorbed, assimilated and implemented many of Caterpillar's world-class facilities and processes to train our people. Gmmco's People focus is evident from its best-in-class talent management processes, leadership development, simulation based and hands-on technical training to build talent to provide top quality services to our customers. Gmmco's 4-star certified learning centre at Chennai helps train field personnel in support and service.

Over 1,500 dedicated and trained Gmmco-ites propel the partnership forward. Strong organisational values such as passion for product support, excellence in action, delivery on commitment, enduring partnership and teamwork, are deeply embedded in the DNA of each and every Gmmco-ite.



Rob Charter, Vice President - Asia Pacific Distribution, Caterpillar presenting a memento to CK Birla, Chairman, C.K. Birla Group.

The company continuously improves their processes through the deeply embedded 6 Sigma processes. Gmmco has won several awards for excellence in implementing 6-Sigma processes. World-class 5-star certified contamination-controlled workshop at Nagpur and 4-star certified contamination-controlled workshop at Chennai bear testimony to Gmmco's flawless service to customers. Rental stores and yards at eight different locations across the territory are fully equipped to serve customers and reach out to customers.

To further increase customer focus and market penetration across the territory, Gmmco recently formed Strategic Business Units in close consultation with Caterpillar. The formation of the SBUs is the culmination of the metamorphosis of a good company into a great one – over a momentous 25-year period!

It was a fitting to celebrate Gmmco's Silver Jubilee of the partnership with Caterpillar at Chennai on February 28, 2011. Several senior officials from Caterpillar participated in the celebrations and lauded the role played by Gmmco in building the nation, as its partner. They were convinced that it is a very exciting future ahead for the partnership, the one billion USD turnover for Gmmco in the next few years being another stepping stone ahead in the partnership.

"We have a committed dedicated team in Gmmco, we have the Caterpillar focus and we are sure that we will definitely make our journey from what we are today, which is \$ 400 million to \$1 billion," says **H Jayaram, Executive Director & CEO, Gmmco.**

Sharing the goal and vision that we will be the market leaders in India, Gmmco and Caterpillar are committed to continue being the key players in nation-building in India. **EI**



H Jayaram ED & CEO, Gmmco addressing the audience.