

GMMCO's Product Support Offerings

At bCIndia2014, Gmmco along with Caterpillar displayed a comprehensive range of Cat equipment, machinery and engines. Apart from product display, Gmmco highlighted its product support offerings and rental solutions.

Wide distribution network and world class differentiated product support

Gmmco operates in 10 states of Central, Western, and Southern India and dominates in the Wheel loaders, track type tractors, motor graders, dumpers and shovels segment in the India market. While Caterpillar machines are the mainstay for Gmmco, our focus is to enhance the customer experience by adding value with differentiated offerings, said H Jayaram, managing director & CEO Gmmco Ltd. Driven by the philosophy of "being available at the right place at the right time", Gmmco has been continuously ramping up its services and distribution network across the

country to maintain a close proximity to its clients and minimize lead time for ensuring availability of spare part and related technical services, he added. Gmmco has one of the largest networks of over 100 establishments close to the customers providing pre-sales and after-sales services.

One stop comprehensive shop

Elaborating on its product support and service capabilities, Jayaram said that we believe in providing total solution to customers depending on their needs and requirements. Gmmco is also in the rental business through its well established rental stores located across our territory which offers machine and DG Sets to customers on rental and certified used equipments for sale at affordable price point, added Jayaram. This way we are able to provide solutions to our customers and help to contribute in their productivity and profitability. Over the years, we have also been able to

significantly expand our product range, offerings and capabilities to cater to all our customers' infrastructural needs.

Technical competence

Operators training, after sales services, spare parts supply areas are very critical for Gmmco. Gmmco has world class training centres. It conducts on-site training on regular intervals for customers' operators to enhance their skill and expertise to handle different Cat equipment.

Projections for 2015

Sharing his observations for 2014, Jayaram said, the last three years have been subdued for the infrastructure sector. However, the industry sentiment for 2015 seems positive. The green shoots have started to appear but the real significant growth can only be witnessed in the second half of FY2015. It is important that infrastructural bottlenecks are removed for any significant changes in industry dynamics, he added.

