

CHANDRASHEKAR V

CLIMBING THE SUCCESS LADDER

The dynamic, versatile, and future-focussed MD and CEO of GMMCO, Chandrashekar V is a great leader who has found strength in his family. He extends a great feeling of warmth and support to his subordinates and leads the business with a distinct vision

BY MANSI SHARMA



Born into a lower-middle-class family with humble roots, Chandrashekar was willing to make it big for himself from a very young age. He aspired to change his family's fortunes and he was greatly motivated to achieve this by his mother. She imbibed in him an attitude of winning, not to get bogged down by challenges and failure. She taught him that with no financial support to offer, the only way he could come up in life is by staying focussed, working hard, and being honest and sincere.

A curious student with big dreams, Chandrashekar always remained a topper of his class and completed his graduation in mechanical engineering. During his college days in 1990, he even managed to work on a collaborative project to build a robotic arm. It was considered a revolutionary project as robotics was a novel concept then. It got him immense fame and he read his name being printed in national dailies for the first time, making him believe even more in his dreams.

BUILDING A ROCKSTRONG CAREER

After graduating from Bangalore University in 1990, Chandrashekar started his career as a shop floor engineer with Larsen and Toubro, assembling earthmoving equipment. After 4 years in the role, he felt that he had to have better exposure if he has to contribute. His life and education were limited to the four walls of the factory. He shifted to sales and marketing and was posted in Kolkata. He further spent a decade in the sales and marketing department and then moved on to executing infrastructure projects of national importance in hydropower, roads, bridges, mining, and other sectors for over 12 years. Through these experiences, he gained tremendous expertise in Project Management, learned the importance of teamwork, sharpened his decision-making abilities, and learned

to adapt to adversities in challenging ever-changing work environments.

Finally, in April 2019, he took over as the managing director and CEO of Gmmco limited, a C.K. Birla group company. He started working on expanding business profitability. He restructured the organization into business verticals, namely Construction, Surface Mining, Underground Mining, Energy and Transportation and Allied business, with each vertical operating as an independent profit center. He believes in developing leaders as any organization is as good as its leaders.

AN EXEMPLARY LEADER

Chandrashekar reckons that a leader's biggest strength is one's team and it is important to nurture, collaborate, and promote the growth of every individual working with him. He completely understands that leadership is not about power or position but about taking responsibility, and therefore, allows people the freedom to operate, communicate transparently, take risks, and celebrate failures. GMMCO has always been an employer providing equal opportunities and Chandrashekar has taken up initiatives to provide opportunities for youngsters with the talent to reach leadership positions. A strong believer in inclusion and diversity, he has made sure that a great gender balance is maintained in his firm. Realizing the importance of technology in modern society, under his leadership, Gmmco implemented SAP, CRM for sales and product support and effectively digitized the complete workforce. Gmmco created applications to enhance support to customers and digitized the inspection of equipment. These applications allowed customers to monitor operations and costs remotely. Gmmco also implemented artificial intelligence to monitor employee engagement and satisfaction under his leadership.

ENVISIONING GREATNESS

Too much analysis will only lead to paralysis in decision making; with this thought, Chandrashekar makes sure that the workings of GMMCO are maintained raw and organic. He takes more time acting on plans than discussing the roadmaps and that makes him a unique leader. Chandrashekar realizes the importance of Gmmco to be a solution-provider. The organization



“TOO MUCH ANALYSIS WILL ONLY LEAD TO PARALYSIS IN DECISION MAKING; WITH THIS THOUGHT, CHANDRASHEKAR MAKES SURE THAT THE WORKINGS OF GMMCO ARE MAINTAINED RAW AND ORGANIC. HE TAKES MORE TIME ACTING ON PLANS THAN DISCUSSING THE ROADMAPS ”

has moved away from only selling and supporting equipment to executing prestigious underground coal extraction projects. The company was awarded the largest underground contract for operation and maintenance of longwall equipment for the extraction of coal, on a cost per tonne basis. He has guided Gmmco in the last year to be rated within the top 100 best places to work for by GPTW. The company is rated the best in the infrastructure and construction sector. Chandrashekar has engineered associations with Linnhoff, Sandvik and Maxam to expand the product portfolio. Gmmco is also in advanced stage of discussions for associations with other leading companies in the world.

He is also leading the group's many CSR ventures as an opportunity to give back to the society he belongs to. He is as passionate about them as the group is. The company's goals don't stop with maximization of shareholder value but lie in maximizing the interests of a much wider set of stakeholders

that encompasses the owners, employees, customers, environment and the society that they operate in.

FINDING STRENGTH IN FAMILY

The women in Chandrashekar's life have always been a guiding and nurturing force. While his mother gave him the vision to attain greatness, his wife, Chitra, whom he married in 1992, supported him in achieving success. She has stood with him through thick and thin and has always been there for his growth. A helping hand and a supportive shoulder, Chitra has been a great contributor to Chandrashekar's beautiful journey. The couple together has two children, Sheetal and Atthin, who are learning a great deal of patience, gratitude, and hard work from their parents. Chandrashekar admits that his family is his greatest strength and with their constant support and encouragement, he is scaling towards newer heights of success, fame, and recognition, every single day.



GMMCO

THE GIANT TURK

A future-focused and socially responsible organization, GMMCO is a part of the legendary CK Birla Group, working in diverse sectors and pushing boundaries with each passing day to surpass its existing laurels to continue being the best in the industry

Beginning its journey in 1967 as a part of the 2.4 billion USD conglomerate called CK Birla Group, GMMCO today is one of the most successful enterprises in the heavy machinery and equipment industry with 100+ branches, 80+ warehouses containing 60000+ line items of parts inventory, 5 workshops, an SOS laboratory, and 3 repair facilities. Headquartered at Chennai, Gmmco has the most extensive network and best-in-class infrastructure.

A long-standing priority dealer for Caterpillar – the world leader in machines and engines – for more than three decades in India, the company is also executing long-term maintenance contracts for CIL and its subsidiaries supplying, erecting and supporting a large fleet of heavy earthmoving equipment.

It also has deep partnerships with other industry leaders like Daimler, Perkins, FG Wilson, SEM, Maxam, Schneider Electric, Terex Finlay, Junttan, Linhoff, IMT,

Loadstar and Sitech and is also extracting underground coal for SCCL & CIL subsidiaries on cost per tonne basis.

The organization is helping to build world class roads, airports and major infrastructure projects, modernise railways, keep maritime boundaries safe, produce oil and gas and serve the ever increasing demand for power through a wide range of engines, generators and renewable energy solutions

GREAT PLACE TO WORK

Recognized in the top 100 best places to work for 2020-21 by GPTW, Gmmco is an equal opportunity employer and has a great deal of focus and success in skilling, leadership development and employee engagement programs. It also has a cultural transformation initiative, across the organization, called Unleash, to support greater diversity in the workspace.

GMMCO has developed complementary solutions for increased customer engagement and improvement of process

efficiencies. The organization has digitally enabled its workforce completely and has invested in data analytics to provide right insights for decision making.

The company's 2500+ employees are the reason for its continued growth and success. The Gmmco team's network and service capabilities are the biggest differentiators, and their knowledge and ethics are the reasons for their customers' continued trust in them.

FUTURE-FOCUSED INITIATIVES

With a focus to be future ready, Gmmco has recognised digital and technology as a key enabler. The company has implemented solutions for remote monitoring, fleet management and equipment utilization.

Giving back to the community is a strong DNA in the CK Birla Group. Gmmco does not look at CSR as an activity but as an opportunity to give back to the society they belong to.

The company's goals do not stop with shareholder value maximisation, but lie in maximising the interests of a much wider set of stakeholders that encompasses the owners, employees, customers, environment and the society that they operate in. Gmmco's endeavour is to make a positive impact on society and the environment by suitably leveraging technologies and resources for the greater good of the world.