

Cat Financial Launches Operations in India

By **Divya Azad** - August 7, 2019



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Caterpillar Financial Services India Pvt. Ltd. (Cat Financial India), a wholly owned subsidiary of Caterpillar Inc., announced today the launch of its India operations.

Cat Financial India, along with Caterpillar's two Indian dealers, Gmmco Ltd and Gainwell Commosales Pvt Ltd, will support customers in India by offering a one stop solution for customized financial services for a range of Cat products.

Most customers in the construction industry in India are looking for effective and efficient financing solutions. Cat Financial India will enable Caterpillar India dealers to provide financial solutions in a responsive and timely manner to meet customer's needs and support them in expanding their business opportunities.

"Our presence in India not only helps support Caterpillar growth in an emerging region, but also creates a competitive edge and opportunity to provide highly differentiated financial services for our customers that leverage data and technology to make their experience inclusive, seamless and transparent," said Caterpillar Financial Services Asia Pacific Vice President Shelley Barrett.

"Construction and infrastructure are priority sectors and key drivers for the Indian economy, and the launch of this Cat Financial further demonstrates and strengthens our commitment to our local customers," noted Caterpillar Financial Services India Private Limited Managing Director Christopher Lee Farrar. "We look forward to working with our dealers to ensure that our financial solutions reach our customers with ease and in a prompt time frame."

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“With the financing options and unique services Cat Financial India offers, our customers now have access to one-stop financing to easily buy Caterpillar’s productive, reliable and innovative machines in the competitive Indian market,” agreed Mr. Chandrashekar V, Managing Director & CEO, Gmmco Ltd. and Mr. Sunil Kumar Chaturvedi, Chairman & Managing Director, Gainwell Commosales Pvt Ltd.

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