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TOP CHALLENGERS 2021



There are a few from India Inc that braved the COVID-19 pandemic crisis in FY21 by growing their top-line and bottom-line, and staying profitable.

CW honours these as our Top Challengers!

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New Avatar

Gmmco and Caterpillar launch Hindustan 2021E wheel loader, an upgrade to the iconic Hindustan 2021D.



Gmmco and Caterpillar, along with their customers, celebrated the launch of the Hindustan 2021E on Wednesday, July 7, 2021. The event was hosted online and had enthusiastic participation from customers. The new Hindustan 2021E was unveiled with a detailed showcase of its features and benefits. Hindustan 2021E is an upgraded version of Hindustan 2021D.

V Chandrashekar, Managing Director and CEO, Gmmco, said, “The 2021 wheel loader has been launched in a new avatar. This wheel loader has been the darling of the customers. This is high performance product with low cost of ownership. This year marks the 50-year anniversary for Caterpillar in India. And it is a big milestone for

us to launch the new 2021E in the year 2021,” commenting on the new Hindustan 2021E.

Commenting on the convenience of owning the new Hindustan 2021E, **Prashant Harisingh Bisen, Senior Vice President-Construction, Gmmco**, said, “At Gmmco, we deliver you the best machines in the market. We have also continuously expanded our service offerings to ensure that your 2021E gets the right care. We own the health of your machines. Toll-free phone number for service issues, parts delivery to your nearest location and periodic service visits are some of the many benefits our customers enjoy.”

Max Martin, Global Sales and Marketing Director, BCP, Caterpillar Inc.; Amit Bansal, Director of Sales

and Marketing, BCP, Caterpillar India; and Sanjeev Malhotra, Director of Operations, Hindustan Wheel Loaders, Magesh Swaminathan, Head of Strategy, Gmmco were also present.

About Gmmco

Established in 1967, Gmmco is part of the \$2.4 billion diversified CK Birla Group. Gmmco is a Priority Cat Dealer for South, Central and Western India selling mining, construction and energy equipment to customers across 10 states. Gmmco offers a one stop-shop for all your infrastructure needs and are committed to providing the best experience in new product sale, used and rental options, buyback, trade-in and product support. Gmmco serves

15,000+ happy customers, and services an installed base of 15,500+ active machinery, and an equal number of active engines

Gmmco service capability

Cat products from Gmmco are bundled with increased value for money offerings including extended warranty plans and customer value agreements. Gmmco also offers finance schemes in partnership with Cat Financial for your machine purchase at highly competitive interest rates. For short-term and high-importance projects, customers can get machines on rent to experience the high productivity of Cat products and ensure timely project execution.

Gmmco tracks over 10000 machines and their key metrics with high-end telematics devices and give pre-failure alerts to customers through the state-of-the-art remote monitoring services. Gmmco has the capability to diagnose equipment problems even before failure through Scheduled Oil Sampling (SOS). In addition to ensuring that problems are prevented, Gmmco respond to all service calls within eight hours

Gmmco has 8+ workshops, well experienced service engineers, an integrated call centre, best-in-class technology solutions and a robust online and offline presence. All these capabilities enable us to provide the right solution to you as a one-stop-shop for all infrastructure needs.

The legacy of 2021

The Hindustan 2021 series has been in the Indian market for 50 years. Gmmco supports over 2500 Hindustan wheel loaders. Currently, there are machines that have been active for over 20 years, marking their long-term reliability.



V Chandrashekar, Managing Director and CEO, Gmmco



Prashant Harisingh Bisen,
Senior Vice President-Construction,
Gmmco

Consistently across multiple variants, the 2021 has remained the market leader.

The new Hindustan 2021E Wheel Loaders set the standard for productivity, fuel efficiency and operator comfort. The improved optimised Z-bar loader linkage delivers the quick loading performance of a traditional Z-bar with the parallelism and load handling capability of a tool carrier. 2021E will continue to have the best lift height in its class with industry best dump

clearance and it will be offered as a standard feature.

The 2021E comes with an efficient and powerful turbo-charged engine. With improved fuel efficiency and better structural strength, the new BS4 compliant engine has better structural strength and comes with common rail fuel injection system for better engine life and reduction in exhaust gas emissions. The cab is spacious and ergonomically designed to ensure better visibility, low sound levels and smooth joystick controls. The new 2021E is connected wirelessly giving important health alerts to ensure maximum productivity. The 2021E also use Performance Series buckets for improved fill factors and reduced fuel consumption.

All these features create the platform for the 2021E to shine in the market of small wheel loaders. Coupled with the expert product support from Gmmco, the new Hindustan 2021E is set to continue dominating the market similar to its predecessors.

(Communication by the management of the company)