



GMMCO-CATERPILLAR Celebrate 25 Years of Partnership

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 the company when it signed up the dealership of Caterpillar Inc., USA, the globally renowned heavy machinery, and engine manufacturer for South, Central, and Western India.

The company has made rapid strides over the last 25 years to grow into an INR 1600 Crore Company with 1500 employees operating out of over a 100 establishments today, including 75 full fledged branches. The India Inc. magazine, in their recent annual survey, recognized 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.

The company has been catering to the needs of core sectors of the economy whether it is roads, airports, ports, urban development, granite, cement, iron ore, coal and other quarrying and mining activities, power, oil & gas, marine and other sectors of infrastructural activity.

Mining Expertise

The company's mining customers include Coa India Limited (CCL, SECL, WCL, NCL & MCL), Singareni Collieries Company Limited, Hindustan Copper Limited, Neyveli Lignite Limited, NMDC, MOIL, and GMDC. Many 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 include:

- Supplying 14 Cat 773D, 60T trucks

valued at Rs. 25 Cr., to promote mining contractor for deployment in Malanjhkand Copper project in 2008-09

- Supply of 22 large-capacity 240T Dumpers to South Eastern Coalfields Limited 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 Limited's Kathara coalfields
- India's First CAT-certified Rebuild of Ambuja Cement's D9R Dozers



H. Jayaram addressing the audience

- 34,000+ operational hours achieved at Singareni Collieries Company Limited (SCCL) is an outstanding example of our 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

Construction Solutions

To meet and support the booming construction industry in India, the company offers 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.

Marine Solutions

The company also offers world-class total propulsion systems to meet unique requirements of its customers. The generator offered can be tailor-made for 'power management'. It also offers Diesel Electric Propulsion (DEP) units for Propulsion purposes. In a nutshell, the company 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 renders specialized support to shipyards during the execution process. The company 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.

Contribution to Oil & Gas Industry

Gmmco has been a very 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 in time in India, according to the company. These machines 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, etc.

The company has been taking up ambitious projects involving in-situ replacement of Caterpillar D399 Engines with Caterpillar 3512B Engines. The company offers its partners to utilize the varied services offered by its 5 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. It also received a prestigious order from OPG Energy for the supply of 3 x 2 MW Natural Gas power plant.

Gmmco Power, which is a subsidiary of Gmmco Limited, is Perkins' Distributor in India, and brings the complete range of Perkins Engines



Rob Charter presenting a memento to C.K. Birla

to Indian users. This apart, the company also offers Wheel Loaders from SEM, Tires from Eurotire, Technology Solutions from Trimble, and other allied products, all supported by our strong product support and after-sale service infrastructure.

State-of-the-art Facilities

Over the last 25 years, Gmmco has absorbed, assimilated, and implemented many of Caterpillar's world-class facilities and processes to train our people. The company's 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 its customers. Gmmco's 4 Star certified Learning Centre at Chennai helps train field personnel in support and service.

Over 1500 dedicated and trained Gmmco-ites propel the partnership forward. Strong organizational values such as Passion for Product Support, Excellence in Action, Delivery on Commitment, Enduring Partnership, and Teamwork, have been the cornerstone of the partnership's success, according to the company.



Audience

The company continuously strives to improve its processes through 6 Sigma processes. Incidentally, the company has won several awards for excellence in implementing 6-Sigma Processes.

A 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 its customers. Rental Stores and Yards at 8 different locations across the territory are fully equipped to serve 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.

Celebrating Gmmco-Caterpillar Partnership

An exclusive event was arranged 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 US \$ 1 billion turnover for Gmmco in the next few years being another stepping stone ahead in the partnership. Several of Gmmco's customers too sent in their appreciation of Gmmco's services on the occasion.

To quote "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 \$400mn to \$1bn," remarked Gmmco's ED & CEO, Mr. H. Jayaram on the partnership. □



C.K.Birla addressing the audience