

## FEATURE-EXCON 2017



The Gmmco team handing over the key to the company's key customers.



KYB-Conmat launched four new construction equipment – the new Fixed Form Concrete Paver, the new Side Discharge Conveyor, the new 9 cu m truck mixer, and a high speed 1 tonne Rack and Pinion Elevator.



Hyundai Construction Equipment India (P) showcased its technological prowess with the company latest SMART Series of excavators. In the picture: Inauguration by Amitabh Kant, CEO, NITI Aayog.



SANY India launched futuristic products – Heavy Equipment Piling Rig SR285, BP HZS120, STM7, STM8, Rough terrain crane SRC750, truck crane SPC250, Concrete Pumps and Compactor and Excavators SY500LC-9H and SY120.



SDLG launched two new compact wheel loaders – the 3-tonne-rated L936L and 4-tonne-rated LG946L.

**Market growth:** The pick-and-carry segment has grown at 39-42 per cent over the past year. The compactor segment is over 23-25 per cent. In backhoe, the growth is just about 3-5 per cent. So, the overall market has been witnessing a growth of about 12 to 15 per cent. Amid this, we are growing at about 30 per cent. India is still an infra deficit country, and as per a study, infrastructure investment is expected to be around US\$ 7 trillion by 2025. Over US\$ 1.0-1.5 trillion is expected to be invested in infrastructure in the next five years. The current growth of 12 to 15 per cent is the result of the investments and activities happening on ground. The potential available for the construction equipment segment is about US\$ 20-25 billion over the next five years and hence we feel the growth of 10-12 per cent should be sustainable over the next couple of years. Another big opportunity is the housing sector, which is showing early shoots of recovery after demonetisation. Growth in the housing sector can be another big enabler for growth in construction equipment. Our current focus is to achieve sustainable growth in our strength areas and be profitable.

## GMMCO



(L-R) V Chandrashekhar, Robinson Devaprasad and P Ravishankar

## “Caterpillar and Gmmco marching ahead! ”

Gmmco has been successfully growing at about 25 per cent and is a leading player in the construction and mining industry. P Ravishankar, Senior Vice President (Allied Business); V Chandrashekhar, Vice President (CE-Sales)-MBG; and Robinson Devaprasad, Executive Vice President-HR, Training and 6 Sigma, Gmmco, share more on the company's success factors ...

**On the company:** Gmmco is a CK Birla group

company, in existence for over 50 years. The company has been representing Caterpillar for over 31 years. This has been one of the strongest partnerships in the industry. Caterpillar has a product portfolio to provide solutions for construction, power and the mining industries.

In addition to the Caterpillar business, Gmmco is representing other major brands such as Daimler, Kress, IMT, Sennebogen, Terex Finlay, Junttan, Allu, Trimble, etc, and is a one stop solution to meet customers' requirements.

**Market scenario:** Government is focusing on speeding up implementation of infrastructure projects in road, irrigation, hydro and other sectors with stringent timelines and high quality standards. Caterpillar and Gmmco brings in equipment, technology and support to meet this requirement.

**People practices and training:** We have over 1,800 technical people apart from functional specialists. We put them through a state-of-the-art, online training process. This happens over a period of two years and then they are put through rigorous examinations where they need to score around 80 per cent to pass, which is unusual. Further, we support customers and monitor the response time and solutions provided, and how they ensure that the client is supported the first time without error. Recently, we have also got the highest level of Product Specialist Certification by Caterpillar. We provide the same quality of services to our allied products as well. Gmmco's employee engagement is on par with industry best as rated by AON Hewitt. We are above national best on several parameters on McKinsey's Organizational Health Survey. Our Leadership Development Practices are comparable to global standards. We keep on improving as we go by.

**USP of the Gmmco and Caterpillar association:** Caterpillar has one of the most modern manufacturing facilities in Chennai, where it manufactures excavators, backhoe loaders, skid steer loaders, dumpers for India and certain other countries. Prime focus of Gmmco is to supply high quality equipment and support the same. Gmmco has 5-star rated state-of-the-art machine and component rebuild centres. The company has its own Scheduled Oil Sampling Lab, which enables Gmmco to proactively predict failures leading to repair, replacement of components before failure, which ensures lower down time and higher availability of equipment. It offers a range of product support programmes tailored to meet customer needs. Gmmco takes up complete responsibility on supporting the equipment and allowing customers to focus on timely execution of projects.