



# “We are launching Cat 320D Hydraulic Excavator at bC India 2013 exhibition.”

H Jayaram, Managing Director & CEO, GMMCO

Headquartered in Chennai, Gmmco, a CK Birla Group company, has been engaged in the sale and support of construction and mining equipment as well as engine power systems. The company offers one-stop solutions to customers looking for mining, construction and road-laying machines, and engines of various capacities



and for various applications. Starting with advice and consultancy in choosing the right product, to round-the-clock on-site support, its business solutions include both new and used products, as well as rental options.

**Visit the company at Booth no. 248 (Outdoor)**

Gmmco markets and supports a wide range of Caterpillar machines and engines in south, central and western India. The products include dump trucks, wheel loaders, track type tractors (dozers), wheel dozers, hydraulic excavators, motor graders, articulated dump trucks, track loaders, backhoe loaders, paving products like soil compactors, tandem compactors (asphalt rollers), asphalt pavers, cold planers (asphalt milling), and a complete range of gensets and engines for marine, petroleum and industrial applications.

### Rental and used equipment business

The company offers its clients machines and engines on a rental basis or even as used machines. With this, customers have the option of opting for world-class equipment at a fraction of the cost of investing into new equipment, a boon to small contractors and for short-term contract jobs, and major corporates wanting to outsource the equipment.

### World-class workshops

Gmmco maintains a state-of-the-art workshop and repair facilities across the country. Of these, the Nagpur workshop is one of the very few in the Asia-Pacific region to be accredited with the 5-star

contamination control certification by Caterpillar. This certification is awarded following a rigorous audit to assess the levels of contamination in the workshop and processes, which have been adopted to control the same. Gmmco also has a 4-star certified workshop in Chennai and a state-of-the-art SOS lab in Nagpur. Also, its machine rebuild centre at Nagpur is equipped to carry out bumper-to-bumper repairs of any type of machines as per Caterpillar's procedures. Gmmco's workshops ensure truly modern and cutting-edge services to customers in any maintenance tasks – be it in repair, rebuild or rehabilitation.

### Four-star learning centre

Gmmco's state-of-the-art 4-star learning centre, at its Chennai facility, ensures world-class training with the latest tools in the business. The centre includes four spacious classrooms, a unique lab facility for applied failure analysis, a multimedia lab, machine simulators, exclusive bays with adequate training aids for each system, viz, engine, electrical and electronics, hydraulics, and power train, and machines and engines for on-iron training.

### SEM construction equipment

Gmmco is the exclusive distributor for SEM China in south, central and western India. Under the arrangement, Gmmco currently brings SEM's 658C 5-tonne (BSIII Compliant) wheel loader with complete support from its facilities. With SEM being a Caterpillar-owned company, Gmmco also provides sales and support of SEM construction equipment.

### Allied businesses

Gmmco's allied business brings leading machines and support equipment or services to make its offerings complete and comprehensive. The company has partnered with the following leaders as authorised representatives:

- Steel plant material handling equipment from Kress





- Crawler cranes from Sennebogen
- Piling rigs, hammers and power packs from Junttan
- Construction technology solutions from Sitech
- Heavy-duty tower cranes from Kroll
- OTR tires from Eurotire
- Mining trucks from Daimler India Commercial
- Crushers and screens from Terex Finlay

**Gmmco Power**

Gmmco Power, a division of Gmmco, is the distributor for the wide range of Perkins Engines in south, central and western India.

Hence, with over four decades of experience in the field, and over 25 years of association with Caterpillar, Gmmco is well placed to take full advantage of the construction and infrastructural boom that India is experiencing today, further gearing to be a market leader. An exhibitor at bC India, **H Jayaram, Managing Director & CEO, GMMCO**, touches upon its launches and expectations from the event.

**Tell us about the products that you are exhibiting at bC India 2013.**

We are exhibiting key machine models, which form the backbone of the construction industry. The models on display are:

- Cat 424B Backhoe Loader – made in Caterpillar Tiruvallur facility, near Chennai.
- Cat 320D Hydraulic Excavator – now being manufactured in state-of-the-art plant of Caterpillar in Thiruvallur near Chennai.
- Hindustan 2021 Wheel Loader – a workhorse wheeled loader for any and every material handling and loading.

**Any new launches at the event?**

The Cat 320D Hydraulic Excavator, which is now rolling out from Caterpillar Tiruvallur Facility, near Chennai, is the new product that we are launching at bC India 2013.



**What volume of business do you expect to generate from the event? Is there any specific visitor group that you aim to target?**

For us, bC India 2013 is a good opportunity to showcase our products, product support, expertise and our technical and engineering capabilities. We expect to reach out to our current customers and tap future customers. We also expect good bookings for retail models like Cat 424B Backhoe Loader, Hindustan 2021 Wheel Loader and Cat 320D Hydraulic Excavator. While Indian customers seek value in product and services, we – from Caterpillar and Gmmco – provide value products with unmatched product support and numerous solutions.

**Did you participate in the first edition? How was it for you?**

We participated in bC India 2011 and received excellent footfall at our stall. We had one-to-one interactions with the customers to enhance our relationship with them. Visibility of Caterpillar equipment dealers was an important feature of the event. We also improved our business for hydraulic excavators the same year. | CW |

