

Gmmco, Caterpillar celebrate 25 years of partnership

PV News Bureau

Gmmco celebrated 25 years of its partnership with Caterpillar at Chennai on February 28th, 2011. At the silver jubilee celebrations Gmmco announced its aim to reach \$one billion turnover from current \$400 million within next few years.



Mr.H.Jayaram,ED & CEO, Gmmco Ltd addressing the audience

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, Gmmco signed up the dealership of Caterpillar Inc. USA - the world's leading heavy machinery and engine manufacturer - for South, Central and Western India.

Gmmco has made major strides over the last 25 years to grow into a Rs 1600 crore company with 1500 employees operating out of over a 100 establishments today including 75 full fledged branches.

Over the last 25 years, Gmmco has also absorbed, assimilated and implemented many of Caterpillar's world-class facilities and processes to train its people.

To further increase customer focus and market penetration across the territory, Gmmco recently formed strategic business units (SBUs) in close consultation with Caterpillar. The formation of the SBUs is the culmination of the metamorphosis of a good company into a great one - over a momentous 25-year period. ■