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GMMCO and Caterpillar launch Hindustan 2021E BS IV compliant Wheel Loader

GMMCO and Caterpillar, along with their customers, celebrated the launch of the Hindustan 2021E (an upgraded version of Hindustan 2021D) on 7th July 2021. The event was hosted online and saw an enthusiastic participation by the audience. Also present were Max Martin, Global Sales & Marketing Director, BCP, Caterpillar Inc, Amit Bansal, Director-Sales & Marketing, BCP, Caterpillar India, Sanjeev Malhotra, Director- Operations, Hindustan Wheel Loaders, and Magesh Swaminathan, Head of Strategy, GMMCO.

V Chandrashekar, MD & CEO, GMMCO, said, "This year marks the 50th anniversary of Caterpillar in India. And it is a big milestone for us to launch the new 2021E in 2021. The Hindustan wheel loader has been a darling of the customers due to its high performance and low cost of ownership."

The Legacy of 2021

The Hindustan brand has been recognized in India for over 50 years for its affordable, high-quality, ready-to-run, small wheel loaders and components. Hindustan products are proven to be reliable, and easy to use and maintain. They are sold within the region to compete with local brands.



CAT® dealer GMMCO in India sells and services these products to customers in many industry segments. It is currently supporting over 2500 Hindustan wheel loaders, many of which have been active for over 20 years, marking their long-term reliability. Hindustan 2021, especially, has remained a market leader consistently across multiple variants.





“At GMMCO, we deliver the best machines, and we continuously expand our services to ensure that the machines get the right care. This is because we owe it to our customers to take care of the health of their machines. We offer benefits like a toll-free number for any service issue, parts delivery, and periodic service visits,” **Prashant Harisingh Bisen, Senior VP – Construction, GMMCO.**

Features of the new Hindustan 2021E Wheel Loader

The new Hindustan 2021E Wheel Loader has been designed and developed to set higher standards in productivity, fuel efficiency, and operator comfort. The improved optimized Z-bar loader linkage delivers the quick loading 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, which will be offered as a standard feature.

The 2021E has time-tested technology optimized for Indian customers. Its powerful turbo-charged, new BS4 compliant engine has improved fuel efficiency, more structural strength, and comes with the 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 uses the Performance Series buckets for improved fill factor and reduced fuel consumption.

With all these features, coupled with the efficient product support from GMMCO, the new Hindustan 2021E will continue to dominate the market, much like its predecessor.

GMMCO’s Comprehensive Customer Support & Services

GMMCO is a Priority Cat Dealer for South, Central and Western India selling mining, construction, and energy equipment across 10 states, besides sale of used equipment, rental options, buybacks, trade-ins, and product support. The company also offers finance schemes in partnership with Cat Financial for machine purchase at competitive interest rates. For short-term and major projects, customers can get Cat machines on rent for timely project execution.

GMMCO tracks over 10000 machines and their key metrics with high-end telematics devices that give pre-failure alerts to customers through remote monitoring. It has the capability to diagnose equipment problems through Scheduled Oil Sampling (SOS). In addition to ensuring that problems are prevented, GMMCO responds to all service calls within 8 hours.

CAT products from GMMCO are bundled with value for money offerings, including extended warranty plans and customer value agreements. GMMCO has 8+ workshops, team of expert engineers, an integrated call centre, best-in-class technology solutions, and a robust online and offline presence. The company is currently serving 15000+ customers, and servicing an installed base of 15500+ active machinery and an equal number of active engines.



Scheduled Oil Sampling (SOS) Lab which is part of Gmmco Nagpur Workshop



EM Solutions Control Room, Chennai



GMMCO Workshop, Butibori, Nagpur



GMMCO Workshop, Murukancheery, Chennai