

GMMCO: To Tap Emerging Opportunities at bC India



GMMCO dominates the Wheel loaders, Track Type Tractors, Motor Graders, Dumpers & Shovels segment in the Indian CE market. “Our strategy is to enhance the customer experience by adding value with differentiated offerings. We at GMMCO, believe in consultative approach, lifetime value proposition and one-stop solution. Through our bC India participation, we plan to reach out to our existing customers and tap prospective customers showing our technical and engineering capabilities,” says **Mr. Tanmay Majumdar**, Associate Vice President – Construction Equipment, GMMCO Ltd in an interview with **Maria R.**

“What is your company’s plan to participate in bC India 2014? What is the key message you are planning?”

For us, bC India 2014 is a good opportunity to showcase our products, product support, expertise and our technical and engineering capabilities. We expect to reach out to our existing customers and tap prospective customers. Our representatives present there are at visitor’s service at stall no. 423 (Outdoor).

The message for bC India is BUILT FOR IT™.

What are the products and services proposed to be launched and displayed at the show?

At bC India 2014 Gmmco along with Caterpillar and TIPL will display CAT machines and CAT engines. Our product portfolio includes the indigenously manufactured Cat 320D Series 2 Hydraulic Excavator, Hindustan 2021 wheel loader, New Cat 424B Backhoe Loader, Skid Steer Loader and the other large machines Cat 950 GC Wheel Loader, Cat 120K Series 2 Motor grader, A C32 Generator Set and Cat work tools complement the earthmoving machines display. Apart from the products display we have service related solutions like Product support offerings and rental solutions.

What is the USP of your products?

We believe in giving customers best Product and unmatched Product Support. We have solutions which help the customers better returns by way of effective and productive utilization of assets. We provide our customers various Product Support Programs like CSA (Customer Support Agreement), MARC (Maintenance and Repair Contract) and value based services like SOS (Scheduled Oil Sampling).

We provide Training in world-class Training centre of Chennai and have component Rebuild Centre in Nagpur & machine Rebuild Centre in Butibori. The product once sold remains in our radar for the life time and thereafter we



again help the customers in Re-sale of high value asset. Our workshops and Parts warehouses are maintained in a contamination-free environment. We have strategically located our establishments and facilities to cater to the need of our customers across our territory. Our Infrastructure and experience, built thoroughly over the years, offer a great deal of real-value support.

A brief on GMMCO's technical products support services and operators' training offered by the company.

Gmmco conduct on-site trainings in regular frequent for all customer

operators to enhance their knowledge in operation and maintenance and skill level in different CAT machines.

We provide technical and MAPS training for customer operation and maintenance staff on maintenance and troubleshooting aspects. MAPS training helps customers to understand the application and use, the right machine for right application.

Also, we have our CDI operators trained by Caterpillar experts, who are well trained in operations and maintenance of various CAT machines. We regularly conduct onsite trainings for all customer operators, to enhance their knowledge

in operation and maintenance and skill level in different CAT machines. This helps operators for optimum utilisation of various features of the machine. These trainings help customer to get better performance, productivity, and lesser downtime and reduce operating cost of the machines.

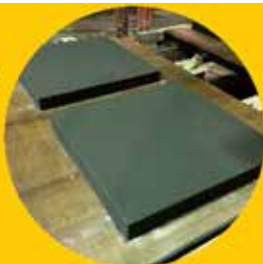
Financing small and medium contractors is really becoming difficult these days as the banks as well as the financing companies are become very selective in their financing approach. How can financing to the genuine buyers be eased and ensured?

Construction equipment financing market is dominated by NBFCs and Banks. The limitation is that the majority of branches are present in Tier 1 and Tier 2 cities, so it is challenging for contractors to get finance if they are present in Tier 3 or Tier 4 Cities or villages.

Secondly, the financing amount is also dependent on the machine population, so Majority of the CAT products are categorized as Level 1 products, so the funding for them is high. Additionally, Gmmco's continued association with the financiers ensures that our machines get good financing deals.

A word about the rental business from GMMCO-CAT Rental stores, its impact in providing tailor made rental solutions to meet diverse customer requirements.

GMMCO provides rental solution (machines and engines) through its rental stores located all across its territory in India. This offers customers the option of going for world-class





equipment at a fraction of the cost of investing into new equipment, a boon to small contractors.

Gmmco differentiates its Rental services by providing a very young fleet to its customers, offering high productivity & low downtime thereby making businesses more profitable for its customers.

What is your overview on the growth of construction equipment industry in general and your company business? What is Gmmco strategy to increase the market share in the CE product range?

After the 2011 spike in the industry, all the manufacturers ramped up their manufacturing capabilities to be able to feed the market demand. Subsequently, the industry shrunk across all the product segments with backhoe loader itself witnessing a steep decline in 2014 compared to 2011 industry numbers. At this time, there is an oversupply in the industry. Gmmco operates in the 10 states of Central, Western, and Southern India and dominates in the Wheel loaders, Track Type Tractors, Motor Graders, Dumpers & Shovels segment in the Indian market.

Our strategy is to enhance the customer experience by adding value with differentiated offerings. We at GMMCO believe in consultative approach, lifetime value proposition and one stop solution. Our customers are our partners for mutual success.

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