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Gmmco Workshop, Muruganचेery, Chennai.

Booth: O.I.30



Said V Chandrashekar, Managing Director and CEO, Gmmco, “Gmmco is part of CK Birla Group. We upkeep the legacy of our Group’s efforts in building the India of tomorrow, by offering world-class and innovative solutions for infrastructure and mining. Throughout our journey of

55+ years and 35+ years of association with Caterpillar, we have been a trusted partner for our customers by demonstrating superior customer service over the many decades. Our biggest strength is our highly committed, passionate, and skilled people who are pushing boundaries to exceed customer expectations. With the ever-changing customer requirements and expectations, we redefine ourselves by embracing the new. We are continually leveraging digital technology to provide a seamless experience to our customers in conducting business with us. The

trust imposed on us by our customers strengthens our resolve to continuously maximise value for them.”

On the role of product support in business, Prashant Bisen, Senior VP, Construction Industries, Gmmco, said, “Aftermarket performance of a brand is a critical decision point for a customer in choosing an equipment brand. Machine uptime and availability are directly proportional to the success of the business of the customer. In the 55+ years of heavy earthmoving equipment business,



Prashant Bisen, Senior VP, Construction Industries, Gmmco

we have aced ourselves in providing best-in-class aftermarket product support. We have strategically positioned our customer support engineers across the territory to ensure a minimal service response time. Our wide network of parts delivery touch points and optimised supply chain operations assure parts availability within the need-by date. Through our assured parts availability and rigorously trained service engineers, we promise a quicker mean time to repair to our customers. We run various customer support contracts



EM Solutions Control Room, Chennai.



Cat product range.

that are customised based on the requirement of the customers. Through these contracts, we ensure superior machine performance, lower machine breakdowns and higher machine availability.”

Speaking on digital business, Bisen added, “Smartphones and Internet penetration has changed the landscape of businesses. Businesses without online/digital channels are deemed non-existent. We have equipped ourselves to offer a gamut of online digital services to exceed the expectations of our customers. Our equipment monitoring solution enables customers to monitor their machine and its performance remotely using a smartphone. Our Gmmco Assist mobile application helps our customers to transact with us digitally by ordering parts, booking a machine service, etc. through the app. We are

actively present across major social media channels like WhatsApp, Facebook, Instagram, etc. for our customers to interact and collaborate with us. We have a wide appreciation amongst our customers for being physically and digitally present with them to enable their success.”

“Almost all customers purchasing construction equipment prefer to purchase equipment through a financing option. More than banks it is the NBFCs that command a higher market share in equipment financing. Offers extended by the financing institutions and confidence of financing institution on equipment brands play a crucial role for customer to choose a particular equipment brand. We at Gmmco have cordial

relationship with all leading financial institutions across our territory. Over the years, financial institutions have developed trust on the products and services we offer resulting in ease of processing of funding to our customers during the sale. Higher uptime of

our machine resulting in higher revenue for our customers and better resale value of our equipment are the major drivers for the trust of financing institutions on us,” said **Magesh Swaminathan, Head of Sales – Construction Industries, Gmmco**, while speaking on the role of NBFCs in construction



Magesh Swaminathan,
Head of Sales
– Construction
Industries, Gmmco

equipment sales.

On customer demands and expectations, Swaminathan said, “Requirements of customers vary from application to application. A customer seeking our products can be largely classified into life cycle cost and life cycle value. Caterpillar equipment are known for their lower refill capacities, higher maintenance intervals, and better component life minimises the total cost of ownership thereby benefitting the lifecycle cost category customers. Higher fuel efficiency and enhanced productivity demonstrated by Caterpillar equipment make it a go-to-choice for lifecycle value category customers.”



For more information:

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Gmmco service engineers support at site.