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RAHUL SHOREY

Head, Construction Equipment, GMMCO

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Beyond the equipment itself, what are customers looking for most from their partners today, and how is GMMCO adapting to these expectations?

The traditional buyer-seller dynamic in our industry is completely obsolete. Earlier, selling a machine was purely transactional and led by a salesperson. Today, success requires being a true operational partner.

Customer priorities have shifted: contractors want to focus entirely on project execution without the burden of equipment management, maintenance headaches, or unplanned downtime. At GMMCO, in partnership with Caterpillar, we take full responsibility for machine lifecycle management. We ensure maximum uptime by managing parts supply, delivering operator training, and deploying advanced digital monitoring tools. Ultimately, our job is to run and support the fleet so our customers can focus on running their business.

With fuel directly impacting project economics, how critical has fuel efficiency become for customers?

Fuel accounts for at least 40% to 60% of total operating costs across most projects—averaging around 50%—and recent diesel price volatility has only intensified this pressure. Fuel efficiency isn't just a preference anymore; it is a paramount economic priority.

How do GMMCO's predictive maintenance solutions help customers minimize downtime and maximize equipment utilization?

All our machines are digitally connected to monitor critical indicators, including technical and running parameters, hydraulic pressure, and engine oil pressure. If any parameter deviates from normal operating ranges, the system immediately generates an alert to signal potential issues before a failure occurs. These real-time insights are shared simultaneously with both the customer and our support team, allowing us to address issues proactively. Predictive maintenance is no longer just a novelty—it has become an essential necessity for operational efficiency.

Why does GMMCO approach market support as a long-term strategy from the point of purchase rather than treating it as a standard after-sales requirement?

At GMMCO, selling equipment is not a one-off transaction; it is the start of a long-term partnership with the customer. We support our clients through every stage of the machine's lifecycle:

- **Financial Solutions:** We assist credit-worthy customers with tailored financing options to help them acquire the equipment.
- **Maintenance & Service:** We provide dedicated end-to-end service and maintenance throughout the machine's operational life.
- **Rebuild Capability:** Because Caterpillar machinery is built to be rebuilt, we offer a CAT-Certified Rebuild after 6 to 7 years of heavy use. This restores the machine to a like-new condition, giving it a second life for another 3 to 4 years of profitable operation.



Ultimately, this full-lifecycle support shifts the customer's financial model. Once the initial loans are fully paid off, the rebuilt machine allows the business owner to keep 100% of their earnings—rather than spending 70% to 80% of their income on ongoing machinery EMIs.

Which equipment categories or applications do you expect to drive demand for GMMCO over the next few years, and where are your largest growth opportunities?

Mining is going to be a major growth driver for us, largely because energy production remains heavily reliant on coal. We expect strong momentum in that segment. Additionally, rural road connectivity remains unfinished, creating significant opportunities across our entire excavator range—from compact models to heavy-duty mining machines.

In an increasingly competitive equipment market, how does GMMCO differentiate its approach to customer support?

At GMMCO, our customer support strategy centres on viewing every sale as the start of a long-term relationship rather than a one-off transaction. Rather than simply dispatching a service engineer to commission a machine, we welcome every customer as if they are entering their own home. Our relationship begins with a structured onboarding process, where we send a skilled technician directly to the customer's site to train their operators hands-on.

To ensure they get the most out of modern fleet management, we also walk them through installing our digital tools and train them until they are fully confident using them. Beyond the initial setup, we offer comprehensive Customer Service Agreements spanning two to four years, backing our commitment with explicit guarantees on uptime and dependable parts supply.

How is GMMCO leveraging its service network and industry expertise to support customers across India's diverse operating environments?

With a nationwide network



of outlets and skilled technicians stationed across the country, machine maintenance is never a bottleneck for us. However, our true differentiator lies in operator training. We empower our customers' operators to troubleshoot and resolve initial breakdowns themselves, minimizing downtime before a technician even needs to arrive on site. Building that operational self-reliance and confidence for our customers is a vital part of our service ecosystem.

How do major trade exhibitions like bauma support your business growth?

These events are invaluable on multiple fronts. First, they allow us to connect directly with walk-in visitors—many of whom are aspiring buyers eager to engage with the Caterpillar brand.

Second, trade shows serve as an ideal launchpad for new equipment. At this edition alone, we are launching three new products. A physical exhibition creates tremendous energy, driving customer demand while inspiring our internal team. It gives prospective buyers the opportunity to inspect machines up close in one convenient location without traveling long distances.

Finally, it provides a vital platform to strengthen relationships with existing clients, key accounts, and financial partners. Ultimately, these exhibitions are all about reconnecting with the market. ■

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