

# EPC World

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*at*

## Bauma Conexpo India 2023



**E**stablished in 1967, Gmmco is part of the 2.9 billion dollar diversified CK Birla Group. Gmmco is a Priority Cat Dealer for South, Central & Western India selling mining, construction and energy equipment to customers across 10 states. Gmmco offers a one stop-shop for all your infrastructure needs and are committed to providing the best experience in new product sale, used and rental options, buyback, trade-in and product support. Gmmco serves 20,000+ happy customers, and services an installed base of 19000+ active machines and 14,000+ active engines.

At Bauma Conexpo India 2023, Gmmco will be displaying its superior products and technologies and customer service. “Gmmco is part of CK Birla Group, a diversified conglomerate. 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 seamless experience to our customers in conducting business with us. The trust imposed on us by our customers strengthens our resolve to continuously maximize value for them,” says **V Chandrashekar, Managing Director & CEO, Gmmco Ltd.**



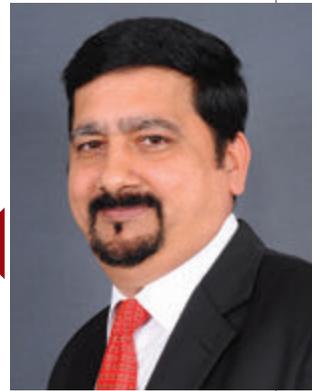
On the role of product support in business, **Prashant Bisen, Senior VP, Construction Industries, Gmmco Ltd,** commented, “Aftermarket performance of a brand is a critical decision point for a customer in choosing an equipment brand. Machine uptime and availability is directly proportional to the success of business of the customer. In the 55+ years of heavy earth moving equipment business, 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 that are customized based on the requirement of the customers. Through these contracts, we ensure superior machine performance, lower machine break downs and higher machine availability.”

Gmmco realised the importance on Digital Business quite early and have taken various initiatives to provide superior customer to their clients. “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,” says **Prashant Bisen, Senior VP, Construction Industries, Gmmco Ltd.**

Non Banking Financial Companies (NBFCs) is playing a very important role in the growth of Construction Equipment industry in India. On the Role of NBFCs in Construction Equipment sales, **Magesh Swaminathan, Head of Sales, Construction Industries, Gmmco Ltd,** says, “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”.

### Customer Demands and Expectations

Requirements of customers vary from application to application. Customer seeking Gmmco 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 minimizes the total cost of ownership thereby benefitting Life Cycle Cost category customers. Higher fuel efficiency and enhanced productivity demonstrated by Caterpillar equipment makes it a go-to choice for Life Cycle Value category customers.

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