



## **Greaves Cotton Limited to grow the Construction Equipment Division**

In its endeavour to strengthen the Construction Equipment Division, Greaves Cotton Limited, one of India's leading engineering companies, is looking at growing from construction equipment business to that of becoming a comprehensive infrastructure player. Keeping in tune with this objective, the construction equipment division is embarking on key business initiatives including technology transfers and other streams of business like rentals to re-construct its current business model. The division is all set to tie-up with Samil Korea, for a technology transfer which will come into effect from Friday, April 27, 2012. This will result in technologically superior products being offered to the Indian market

Commenting on this, Mr. Sunil Pahilajani, MD & CEO said "Augmenting its growth strategy, the Construction Equipment Division is seeking to operate in the gamut of infrastructure, offering customers superior products and solutions. Being a solution provider we are constantly working on expanding our product portfolio so as to meet customer demands. The strong thrust provided by the Government to the construction and infrastructure sector has further catalysed our strategy. This tie-up is a positive step taken to ensure that our products are backed by world class technology that ultimately translate into increased customer benefit."

Added Mr. Ramachandran Nandagopal CEO, Construction Equipment Division, "In today's competitive environment, customers expect world class technology and service. We are seeking to revamp our existing product portfolio to offer a wide variety of products that deliver higher levels of customer satisfaction. By ushering in best-in-class technology, we endeavour to build a robust contemporary product basket and aim to be a one stop solution for our customers."

Greaves Construction equipment division manufactures wide range of Compaction and Concreting equipment. The complete range of concrete equipment like Transit Mixers, Concrete Pumps, Batching Plants, etc. are manufactured at the Company's ISO 9001 certified Plants at Gummidipoondi(Tamil Nadu). The division also manufactures the complete range of compaction equipment like Vibratory Soil Compactors, Heavy Tandem Rollers, Light tandem Rollers at Gummidipoondi.

Greaves construction equipment is mainly used for construction of roads, bridges, buildings, ready mix concrete applications, etc. Greaves caters to the service and spare parts requirement of customers through their large network of qualified and trained service engineers located a various branches and dealerships

**About Greaves Cotton**

Greaves Cotton Limited, a Rs. 1700 crore, multi-product, multi-locational company is one of the leading engineering companies in India with core competencies in diesel / petrol engines, gensets and construction equipment. The Company sustains its leadership through eleven manufacturing units which produce world class products backed by comprehensive marketing and service / parts network throughout the country.

**For further information, please contact:**

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