



*India's Leading Construction Equipment Manufacturer*

## **"JCB launches its 'Made-In-India' Gensets for the Indian market"**

*JCB manufactures these generators at its Ballabgarh facility in India*

**New Delhi, 11th March 2015:** JCB India Ltd. today announced its entry into the Indian Genset market by introducing Diesel Generators in the range of 63-100 kVA. It will subsequently expand its range to over 100kVa in the coming months followed by 15 - 200 kVA during the next year. The company has been successfully exporting these diesel generators to over 30 countries across 5 continents from India since 2013.

*"We are extremely delighted to venture into a new segment. Once again, JCB raises the bar in innovation with the introduction of this whole new range of diesel generators. We are the only major manufacturer in India manufacturing and assembling our own range of Generators, both for the domestic market as well for our markets worldwide."* **said Mr. Vipin Sondhi, MD & CEO, JCB India Ltd.** on the occasion. *"We have been championing the theme of "Make in India" for a few years now by making global quality products in India. Our world class range of Generators which are highly fuel efficient, compact and reliable are also manufactured on the company philosophy of One Global Quality."*

The JCB 'Made-In-India' eco-friendly Genset engines, besides being low on fuel consumption and maintenance are compliant with the new environmental norms (CPCB II) prescribed by the Central Pollution Control Board in India.

*"With significant investments in product design and innovation, we continue to deliver on our promise of bringing performance-driven and market-leading products built to the highest specifications for our customers in India."* **said Mr. Amit Gossain, Executive Vice President - Sales, Marketing and Business Development, JCB India Ltd.** *"JCB diesel generators*



*provide 5 star advantages to customers. Along with their highly efficient engine & compact size, they are easy to maintain and offer quality service through our world class JCB dealer network."*

Salient Features of JCB Diesel Genset range:

- Fuel Efficient, reliable and economical
- Easy on maintenance - Low maintenance spends ensures overall reduced running cost
- Adaptability to work in extreme environmental conditions
- Most Size Acoustic Enclosure
- Save significant floor area being most compact size in its class
- Best in Class Aesthetics
- Safest to operate, maintain & store

This particular range is most suited for residential & commercial real estate, infrastructure, hospitality, hotels, restaurants, BFSI and other service sectors. While the generators are being launched in select regions across the country, the company plans on pan India expansion in the coming year.

**About JCB India**

JCB India Limited, Ballabgarh (Haryana) is a fully owned subsidiary of JC Bamford Excavators Limited, UK, one of the world's leading manufacturers of earthmoving and construction equipment. Worldwide, JCB produces over 300 different models, which are sold in over 150 countries. In India, the company offers twenty six different machines in seven product types such as Backhoe Loaders, Wheeled Loading Shovels, Tracked Excavators, Vibratory Compactors, Telehandlers, Skid Steer Loaders and Pick and Carry cranes. An excellent network of 60 dealers and over 600 outlets throughout India along with a world-class customer service network support JCB.



In the Power Products segment, JCB today has a strong presence all across the globe with 110 dealers worldwide and is currently exporting to over 30 countries across 5 continents.

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