

Chola inks strategic alliance with JCB



Cholamandalam Investment and Finance Company Limited (Chola) announced a strategic partnership with JCB India Ltd. As

part of the agreement, Chola will commence financing of JCB's entire range of construction equipment and machinery and will customise its products and offerings to suit the needs of JCB's customers. N Srinivasan, MD, Cholamandalam Investment and Finance Company Limited said, "This alliance is also in line with our continuous endeavour in enabling our customers to 'Enter a Better Life.'"