

Chola inks pact with JCB

Chennai, Dec 15: Cholamandalam Investment and Finance Company Limited (Chola), the financial services arm of the Murugappa Group, announced a

strategic partnership with JCB India Ltd, a leading manufacturer of earthmoving and construction equipment in the country.

As part of the agreement, Chola will commence financing of JCB's entire range of construction equipment and machinery and will customize its products and offerings to suit the needs of JCB's customers.

N. Srinivasan, Executive Vice Chairman & Managing Director, Cholamandalam Investment and Finance Company Limited said, "JCB is a world leader and has state of the art products on offer to the Indian customers. This alliance is also in line with our continuous endeavour in enabling our customers to 'Enter a Better Life'."

Vipin Sondhi, Managing Director & CEO, JCB India Ltd. said, "Through this strategic partnership, our customers will be able to "Expect More" and we will aim to give them the best product and finance experience in the industry."