

Cholamandalam ties up with JCB India

CHOLAMANDALAM INVESTMENT AND Finance Company (Chola), the financial services arm of the Chennai-based Murugappa Group, on Wednesday announced a strategic partnership with JCB India to finance the latter's entire range of construction equipment and machinery. N Srinivasan, executive vice chairman & MD, Chola 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'." JCB India CEO & MD Vipin Sondhi said, "We look forward to a long standing alliance and are keen to work with Chola in addition to our other finance partners. Through this strategic partnership, our customers will be able to 'expect more'".