

Chola in pact with JCB India

Chennai, December 13

Cholamandalam Investment and Finance Company Ltd (Chola) has entered into a strategic partnership with earthmoving and construction equipment maker JCB India for financing latter's entire range of products. Chola will customise its products and offerings to suit the needs of JCB's customers, according to a statement. "Through this strategic partnership, we will aim to give them the best product and finance experience in the industry," said Vipin Sondhi, Managing Director & CEO, JCB India. Chola has relationship with several vehicle manufacturers and dealers, and is one of the leaders in the commercial vehicle financing segment. OUR BUREAU