





Setting
New
Heights
to manage
tomorrow

ABOUT US

After achieving great success in the field of Water Pumping projects and Genset installations across Asia and Africa for 2 decades, Late Shri Prakash Lal Luthra founded the 'Luthra Group' in 1988. The group's interests have ranged from Water Pumps, Diesel Engines, Water Turnkey Projects across Asia and Africa to more recent interests in DG Sets, On & Off-highway support for Cummins, Automotive Dealerships, Construction & Mining equipment & Real Estate in India for the last 4 decades.

Under the current leadership of Prashant Luthra & Nishant Luthra, the group has grown from strength to strength across Northern India and is considered one of the leading players in the Distribution business.

Companies under the Luthra Group Umbrella have consistently outperformed and set new benchmarks in the Industry with its young and energetic team, which always believes in providing Swift & Quality service to its customers.

At Luthra Group

'We are about People, Products & Services !'

VISION

Be the market leader in the engineering, Real-estate and Construction & automotive services providing best in class services to the industry

MISSION

To provide best in Class Products, Prompt and Swift services to our customers enabling mutual success and growth. And to be a One-stop solution for our customers' engineering needs

Core Values

Integrity

Diversity and Inclusion

Caring for others

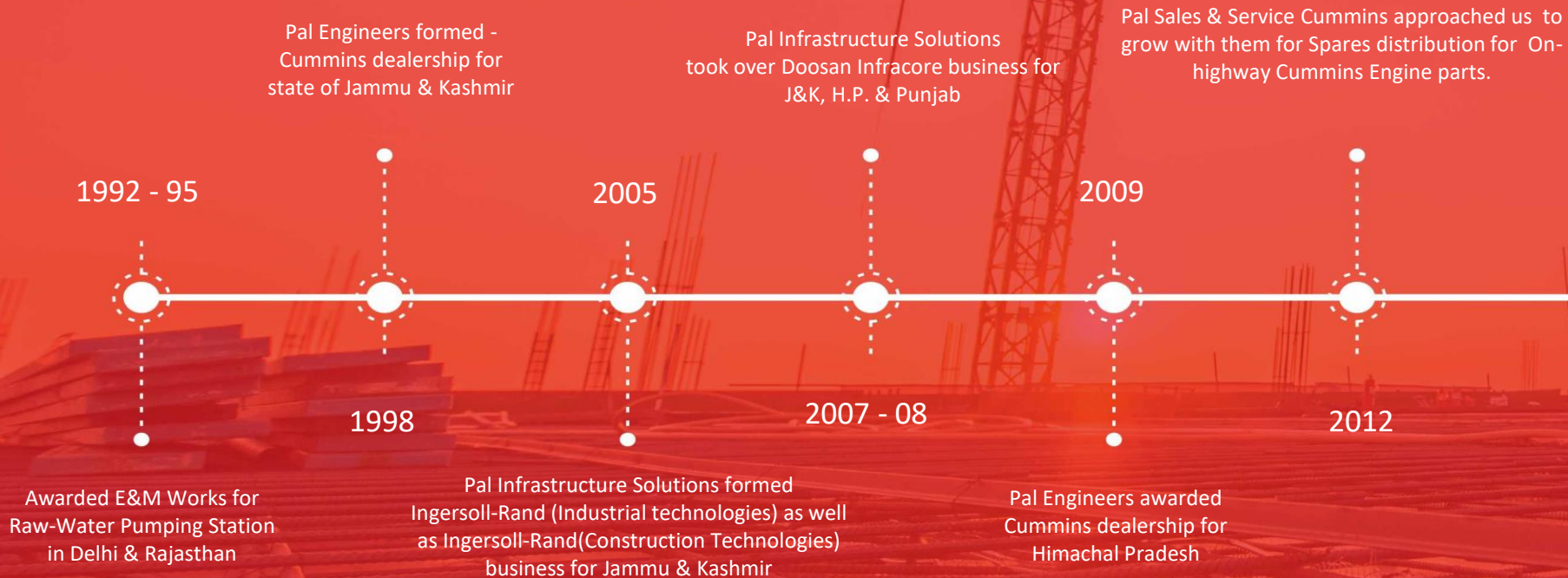
Excellence

Team Work

Customer Centricity

MAKE IT COUNT

We live to get things done.
we are much go than show.
we're all about making it count for clients.



2013

Pal Infrastructure Solutions awarded dealership for Volvo CE for J&K, Punjab and H.P.

Pal Sales & Service (P) Ltd
Dealership for AMW at
Jalandhar

2013

2015

Awarded dealership for Ashok Leyland
M&HCV for Jammu region Grew Market
share within first year of
Leyland operations from 12% to 40% +

Pal Engineers awarded
Cummins dealership for
Chandigarh region

2019

2019

Pal Jay Automobiles (P) Ltd. formed -
dealership for KIA Motors India for
Jammu

Pal Engineers asked to take over most
districts of Haryana and merges with
Svam Power Plant Pvt Ltd. to form one of
the largest Cummins dealerships

2021

PAL SVAM Power Solutions Pvt Ltd.

PAL Engineers commenced operations in 1998 led by Prashant Luthra as the authorized dealership of Cummins India Ltd. (DBU) in the state of Jammu & Kashmir, providing Service and Parts support to Cummins Engines powering various applications such as D.G.Sets, Construction Equipment, Mining Equipment, ON and OFF highway vehicles etc.

Due to its consistent performance & market penetration amongst other KPI's, PAL Engineers was awarded the additional area of Himachal Pradesh in 2009 & further in 2019, areas of Chandigarh and adjoining 6 districts of Punjab & 2 districts of Haryana were also attached to its territory.

Effective March 13, 2021, PAL Engineers and SVAM Power Plants Pvt. Ltd. Joined hands to form a new entity called PAL SVAM Power Solutions Private Limited to represent Cummins India Ltd (Distribution Business Unit) for the states & U.T.'s of Jammu & Kashmir, Ladakh, Chandigarh, Himachal Pradesh, 12 districts of Haryana and 6 districts of Punjab.



PAL SVAM is also a channel partner for Valvoline Cummins Ltd, providing industrial oils to all customer segments in the industry across the region

To achieve Service Excellence, Strong focus is laid on key parameters and drivers such as MTTR, QUICK SERVE, Supply Chain Management. Cummins Dealer Audits help in achieving this objective

The team of over 500 consists of trained manpower with over 25 years of experience in Service, Parts logistics & Sales. This is complemented with young & dynamic personnel to carry the baton forward and is seamlessly providing services across North India from Industrial belts of Haryana upto the difficult terrains of the Himalayas scaling heights of upto 18000 ft in Ladakh & H.P.



LOCATED AT

Gurugram | Faridabad | Sonipat
Bahadurgarh | Rewari | Mohali
Baddi | Shimla | Mandi
Jammu | Srinagar | Leh



PAL SVAM Power Solutions Pvt Ltd.

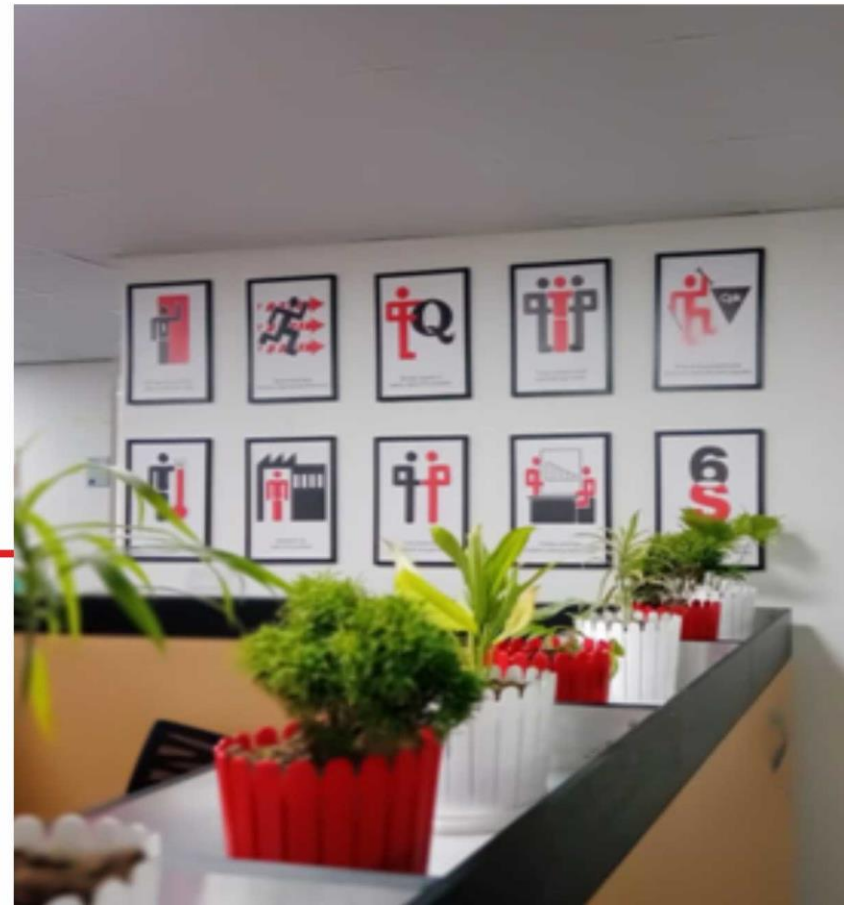
SERVICES OFFERED

PRODUCTS:

- ✓ Cummins Engines
- ✓ Cummins Genuine Spares
- ✓ Valvoline Lubricants
- ✓ Batteries
- ✓ Gensets
- ✓ Automotive Spare Parts
- ✓ Coil Coolers
- ✓ Heat Exchangers & Centrifuges

SERVICES:

- ✓ Annual Maintenance Contract (AMC)
- ✓ Comprehensive Annual Maintenance Contract (CAMC)
- ✓ Fixed Cost Annual Maintenance Contract
- ✓ Maintenance and Electrical Contracts (M&E)
- ✓ Operation and Maintenance Contracts
- ✓ Rental
- ✓ Fully equipped Service Centres for Engine repair



KEY CUSTOMERS

(PRIVATE)

- ✓ Afcons Infrastructure Ltd.
- ✓ APCO Infratech P Ltd.
- ✓ Hindustan Construction Co.
- ✓ Procter & Gamble
- ✓ Hindustan Unilever Ltd.
- ✓ Coca-Cola
- ✓ Pepsi

(PUBLIC)

- ✓ Indo Tibetan Border Police
- ✓ Military Engineering Services
- ✓ JK State Power Development Department
- ✓ JKPCC
- ✓ J&K Bank
- ✓ Indian Railways
- ✓ HPCL

2009

Awarded additional area of Himachal Pradesh by Cummins India Ltd. and VCL

2021

Pal Engineers asked to take over most districts of Haryana and joined hands with Svam Power Plant Pvt Ltd. to form one of the largest Cummins dealerships in India.

2020

Runner-Up for Achieving Cummins Annual Operating Plan for year 2020

1998

Pal Engineers formed - Cummins as well as Valvoline Cummins Limited (VCL) dealership for state of Jammu & Kashmir

2019

Awarded Cummins dealership for Chandigarh & surrounding districts of Punjab and Haryana

2010-12

Recipient of awards from Cummins for highest NPS & Consistent Dealer Performance for the period of 2010 - 2012

PAL JAY AUTOMOBILES (P) Ltd.

PAL Jay Automobiles (P) Ltd. was incorporated in October 2018 and is the Sole Authorised dealer for KIA MOTORS INDIA for the region of Jammu led by Nishant Luthra.

A Part of the Luthra Group, the company is focused on its partnership with KIA in achieving the highest market share in the segments offered and remain true to its group objectives i.e. 'We are about People, Products & Services!'

The state of the Art showroom and workshop facilities at Sunjwanand Sidhra respectively,located on the NH Bye-Pass at Jammu, providethe customers with a true KIA Experience. Operations were started in August, 2019.





Located at

Showroom at Sunjwan on NH Bypass
Workshop at Sidhra on NH Bypass

PAL JAY AUTOMOBILES (P) Ltd.



KIA Seltos



KIA Sonet



KIA Carnival





JOURNEY

(RESTRICTED MAINLY TO KIA JOURNEY IN INDIA)

2019

KIA Seltos was launched in India in August, 2019 with record bookings and record sales surpassing all its competitors in sales.

KIA Sonet crossed its sibling, the Seltos, in terms of popularity by garnering more than 6,500 bookings in the very first day of opening.

2019-20

The Seltos bagged the several awards for the Midsize SUV of the Year award in the years 2019-2020. Kia Motors India too won Manufacturer of the Year awards in 2020.

PAL INFRASTUCURE Solutions

PAL Infrastructure Solutions (PAL Infra) was established in 2005 and is led by Nishant Luthra. Today, the Company represents VOLVO CE, Doosan Portable Power, Exxon Mobil for the states / U.T.'s of Jammu & Kashmir, Ladakh, Chandigarh, Punjab and Himachal Pradesh. It also represents Ingersoll-Rand (industrial Technologies) for Jammu & Kashmir and Ladakh.

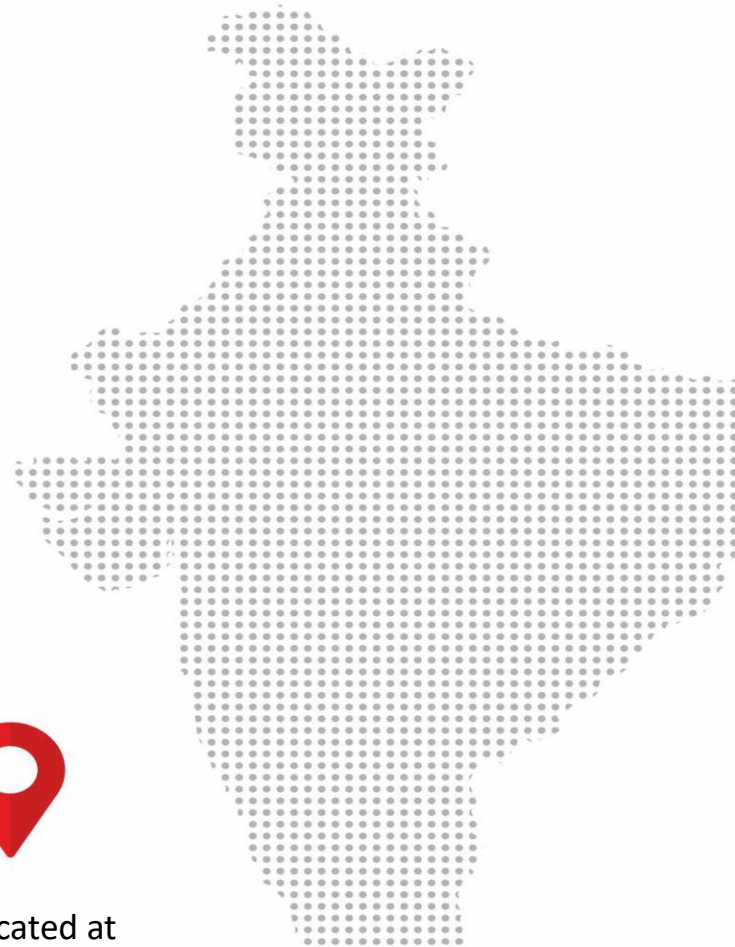
Pal Infra has successfully increased Market share for Volvo CE and Ingersoll-Rand in the region and grown the brand in absolute nos. exponentially. With a strong and dedicated team, Pal Infra is providing services at 15000 ft in Ladakh as well as in the plains of Punjab alike.





Located at

Zirakpur | Mandi | Jammu
Srinagar | Pathankot



PAL INFRASTRUCTURE Solutions

PRODUCTS:

Ingersoll-Rand

- ✓ Air Compressors
- ✓ T-30 Compressors
- ✓ Rotary Compressors
- ✓ Large Reciprocating Compressors
- ✓ Dryers

Accessories

- ✓ Volvo CE & SDLG
- ✓ Hydraulic Excavators ranging from 8 Ton to 70Tons
- ✓ Sensor Pavers ranging from 5.5m to 13m
- ✓ Soil Compactors
- ✓ Tandem Vibratory Compactors
- ✓ Pneumatic Tyre Rollers
- ✓ Wheel Loaders
- ✓ Motor Graders
- ✓ Rock Breakers & Attachments

Doosan (Portable Power)

- ✓ Portable Compressors
- ✓ Light Towers

All C&I grades of Exxon Mobil Lubricants

SERVICES:

- ✓ Installation & Commissioning of Industrial equipment
- ✓ Scheduled Maintenance
- ✓ Annual Maintenance Contracts
- ✓ Comprehensive Service Agreements (CSA – Blue, Silver, Gold)
- ✓ Rental of Construction Equipment



KEY CUSTOMERS

- ✓ Navayuga Engineering Company
- ✓ GammonIndia
- ✓ Patel Engineering
- ✓ Apcolnfra
- ✓ Gayathri Projects
- ✓ Megha Engineering India Ltd
- ✓ G.R. Infra
- ✓ M.G.Contractors (P) Ltd
- ✓ Ceigall Industries Limited
- ✓ DilipBuildcon
- ✓ ABCI



2007

Awarded dealership for
Doosan Infracore for J&K,
H.P., Punjab

2009

Awarded Best Dealer for
Doosan (Bobcat)

2019

Received Award for Volvo
Best Dealer (Road Machines)
and Best Dealer (Attachments)

2005

Started operations for Ingersoll-
Rand (Industrial technologies)&
(Construction Technologies)

2009

Sold highest no. of Bobcat
(Skid Steer Loaders) ever to
Punjab Govt

2013

Dealership for Volvo
Construction Equipment in
October, 2013

PAL SALES & SERVICE (P) LTD.

PAL Sales & Service (P) Ltd. was established in 2012 and appointed as Authorized dealers of AMW Motors Ltd. for the Doaba belt of Northern Region of Punjab with its 3S Jalandhar facility achieving almost 40% market share in the Tipper business in the first year itself.

PAL Sales & Service was awarded the dealership of Ashok Leyland (M&HCV) for Jammu region in 2015 and grew Market Share from 7% to 50%+ in the following year.

In line with the groups objectives, our young & energetic team led by Akshay Nagpal has successfully managed to retain high Market share through the tough years with highest Service penetration and Avg. CSI of more than 80%.

The dealership primary showroom is Strategically located on NH-1A at Jammu with branch locations at Kathua & Rajouri.

Also, awarded Ashok Leyland (LCV) for Jammu in 2016





Located at

National Highway in Jammu |
Chwadi in Jammu | National Highway at Kathua |
Rajouri | Sangaldhan

PAL SALES & SERVICE (P) LTD.

PRODUCTS:

- ✓ BharatBenz MDT Range 10 Ton – 16 Ton
- ✓ BharatBenz HDT (R) Range 28 Ton – 42 Ton
- ✓ BharatBenz HDT (C) Range 19 Ton – 35 Ton
- ✓ BharatBenz HDT (T) Range 40 Ton – 55 Ton

SERVICES:

- ✓ Fully equipped Workshops for all Type of Vehicle Repairs
- ✓ Annual Maintenance Contracts
- ✓ Spare Parts for complete Ashok Leyland range
- ✓ On-Site Support



KEY CUSTOMERS

- ✓ Navayuga Engineering Company
- ✓ Gammon India
- ✓ Patel Engineering
- ✓ Amar Flour Mill
- ✓ P Mark



2015

Ashok Leyland (M&HCV) -
Started Operations with an existing
MS of 7% in 2015. Increased to
50%+ in the following year

2018

PAN India 2nd Highest MS
in Buses at MS of 84% in 2018

2020

PAN India Highest
MS in Buses

2012

AMW business

2016

Ashok Leyland (LCV)

2018

Received the Best Performing
Service -Dealer Award at the Global
DealerConference held in 2018



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