

INDIA HOSTS THE 21ST ASIAN DISTRIBUTOR MEETING – A FIRST-EVER MILESTONE

PRESS RELEASE

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Komatsu Ltd. fruitfully organised the 21st Asian Distributor Meeting in New Delhi, marking the first time the prestigious regional event was held in India on November 28, 2025.

1.0 This meeting brought together distributor partners and Komatsu leadership all across Asia, highlighting India's growing strategic importance within Komatsu's regional and global business landscape.

It highlights India's rising strategic importance within Komatsu's regional and global business landscape. The event focused on key themes central to Komatsu's future in Asia, including the region's growth strategy,

the introduction of upcoming new products, an evolving brand strategy, and critical regional initiatives aimed at strengthening market presence and customer engagement. These discussions reinforced Komatsu's commitment to sustainable growth and closer collaboration with its distributor network under the unified "One Komatsu Asia" framework.

2.0 As part of the agenda, L&T and BKS, leading distributor partners, presented practical case studies showcasing successful sales activities and efforts to promote the targeted mini excavator. These real-world examples provide valuable insights into

effective market approaches and demonstrate the benefits of sharing best practices across regions.

The sessions further strengthened alignment and collaboration among distributors, fostering a natural vision for growth across the Asian markets. Major highlights of the meeting were Komatsu India's showcased of its newly developed 7-ton hydraulic excavator, designed and manufactured in India.



3.0 The product received encouraging feedback from participating distributors, who praised its operability, robust build quality, and suitability for diverse applications. The

strong interest clearly demonstrated competitiveness of the India-manufactured Komatsu products in Asia and reinforced India's role as an emerging manufacturing and export hub within the Komatsu group.



The distributors expressed higher levels of satisfaction with the discussions and product offerings, while conveying stronger expectations for future sales expansion in their respective markets. The meeting was attended by 91 participants, including 43 representatives from 15 distributor companies across various Asian regions, as well as 48 members from Komatsu Ltd. and regional group companies, making it a successful and impactful event.



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