#### **VOLUME 11**

## SILVERLININGS









Tata Hitachi Construction Machinery Company Private Limited



# MESSAGE FROM THE MANAGING DIRECTOR

Dear colleagues,

Let me begin by thanking and congratulating each one of you for your contribution as a member of Team Tata Hitachi.

An eventful quarter and an equally eventful financial year 2018-19 has come to an end.

In 2018-19, the market overall was positive though there were challenges on the later part of the year due to liquidity issues. Despite external pressures and challenges, we continued with our leadership position in the excavator market. Other challenges this year were in the form of steel and commodity price increase and depreciating rupee which led to increase in material cost. Nevertheless, as you will be aware, we have achieved several milestones and won accolades and awards: In Sales &Marketing, we closed with a sale of 9275 machines and growth of 13%,successfully launched SHINRAI in East & Central India, launched our new EX Super+ series of Hydraulic excavators, enhanced the thrust on our Heavy Line/ Mining machines

In Customer Service & Spare Parts, we saw a 20% growth in Spare Parts sales and 18% growth in Service revenue.

We started the pilot for Mobility solutions.

In our operations, we witnessed the production of more than 9400 machines, saw improvement in our Daily Model-wise Production Adherence, started the production of the EX Super+series, reached the highest monthly Production level of 831 machines in Nov '18. The transition of Jamshedpur operations to Kharagpur is going on as planned. We completed the Solar energy installation at our Kharagpur plant & began sourcing from the grid at Dharwad

In the Human Resources & Administration department, we saw an improvement in our Employee Engagement Score (Hitachi Insights Survey) and were proud to have received the "Great Place to Work" certification. We held the first Ekiden marathons and organised Family Day activities at both plants.

But that was not all! We won the 1st rank in painting in International Skill Competition held at HCM Japan, the Regional Award (Inspire the world) at the Hitachi Inspiration of the Year Global Award, 2018, the Hitachi President's Sales Contribution award 2018 for Expansion of Market Share in India for 45-50T Excavators, the 1st Prize in the Consite Global Conference 2018. Our Jamshedpur plant won 'The Machinist Super Shop-floor Awards 2018' for productivity (Large) and we, as a company, won the Best seller for Crawler Excavators & Mini Excavators at the 6th Annual Equipment India Awards

The coming year will be even more challenging. Although we expect the growth in infrastructure development to continue, there are some uncertainties in view of the elections around the corner. While striving for bigger goals and targets, we also need to be very agile, alert and move with caution to be prepared to deal with any headwinds in the economy. I am confident that we will be able to tide over all the challenges with planning, team work and commitment.



Once again, thank you to each one of you and my best wishes!! Looking forward to a brighter, better and more fulfilling 2019-20!



### ASST. VICE PRESIDENT

(Sales and Marketing)

Dear colleagues,

We ended the last quarter of 2018-19 clocking a record breaking sales of 9275 machines, including the numbers for the newly launched Shinrai – a first for the organization! My congratulations to you all for making this happen – your commitment, dedication and perseverance helped us achieve this!

With competition intensity increasing, 2019-20 promises to be a year of new, and possibly greater, challenges. Financing of equipment may become tougher due to changes in NBFC related regulation, the upcoming regulatory changes on emission norms in 2020 & 2021 for wheeled and non-wheeled equipment – will cause both short and long-term impact on our business and strategy. We need to gear up to meet this.

Further, with the rise in steel & commodity prices, realizing fair prices from the markets and keeping costs under control will both be critical. The run up to the elections will impact demand, something we need to be alert to.

Our Annual Business Conference in March set the tone for 2019-20. Our theme for the coming year was Onwards and Upwards. Onwards with resilience and determination: upwards to achieve greater heights. We must maintain our market leadership in excavators and make substantial inroads into the Backhoe Loader and wheeled loader segments. Our Shinrai, which has been successfully launched in the South, East and in parts of Central, and North has started earning a good name



for itself, and will make its mark during the coming year.

As we all know, great things happen only when we try! Let us therefore, overcome challenges that come our way and strive to win – both in the marketplace and in the hearts of our customers!

I am confident that with our team work, and passion, we will battle the odds and conquer new territories in the coming year.

Let's make 2019- 20 more memorable!

Chalo Desh Banaye!

**Hemant Mathur**Assistant Vice President,

(Sales and Marketing)





#### **BREAKING NEWS!!!**

Tata Hitachi clocked 9275 units this year which is our highest figure in terms of Machinery Sales in the history of the organization!!!! A very proud moment for us indeed!







#### **ACCOLADES COME OUR WAY**

Believing that excellence is not an act, but a habit, we were delighted to have received recognition from the market and within our group. Congratulations to our team members for keeping the Tata Hitachi flag flying high.



• Tata Hitachi – Kharagpur plant was felicitated with the prestigious QCI-DL Shah National Quality Award 2018 (Platinum level) for its project titled 'Structural Ultrasonic Testing (UT) Straight Pass Improvement Journey towards Global HCM Standards' for significant improvement in UT straight pass in last 3 years. The award was presented by Mr. Hari Taneja (Trustee, DI Shah Trust) and Mr. K C Mehra (Chairman NBQP) to Tata Hitachi Team comprising of Mr. Anand (Quality-Head Tata Hitachi), Mr. Ravi Marrapu (DGM, Production KGP), Mr. Pranay Kumar (DM, Fabrication KGP) and Mr. Kumar Sawrav (ADM, QC KGP) at the 2nd Regional Quality Conclave - the flagship event of Quality Council of India held at Hyatt Regency Pune.

• We had participated in **Inspiration of the Year Global Award 2018** with the topic "Layout finalization of the plant using linear programming and Systematic Layout planning tools". Our entry was selected for Hall of Fame.



### TATA HITACHI WORLD CORPORATE GOLF CHALLENGE

The third edition of the Tata Hitachi World Corporate Golf Challenge rolled out in Mumbai, Delhi, Hyderabad and Bangalore with enthusiastic participation from the customers and trade.

Our celebrity participants included musician Raghav Sachar in the Mumbai leg and cricketer Murali Karthik in the Delhi leg. From HCM, Senzaki Masafumi san and Koji Tahara san participated in the Delhi leg.











#### **INAUGURATION OF NEW PREMISES**

New premises of the Udaipur branch office at Pula Road, Fatehpura was inaugurated on March 27th by Mr. Shin Nakajima and Mr. Hemant Mathur





Mr. Sandeep Singh and Mr. Shin Nakajima inaugurated the new integrated facilities of TIME Equipment, Faridabad.

#### **ANNUAL BUSINESS CONFERENCE**

This year's **Annual Business Conference**was held in Kolkata on March 22nd.

A visit to the Kharagpur plant was arranged on March 23rd. The theme for the Annual Business Conference was 'Onwards and Upwards' – urging us to see opportunity in every difficulty – instilling confidence in us to move onwards and upwards, charter new courses, overcome challenges that come our way and strive to win – both in the marketplace and in the hearts of our

customers! The two days saw us introspecting on the year that has ended and identifying and outlining the challenges for the year ahead. The first day ended with a musical evening with artists on the saxophone and synthesizer. The next day was a visit to the Kharagpur plant where our dealership fraternity was taken around our excavator assembly line, the new Re-man center, the Operator Training School and the Parts Warehouse.



#### **PLANT NEWS**

#### **KHARAGPUR**

The First EKIDEN marathon
relay was successfully conducted
on 11th January 2019. A total of
around 250 employees, 198
runners including 10 volunteers
gathered for the event. Registration
started at 07.30 am and race was
conducted in two batches.
The team with best timing was
declared winner for the event.





**The 2nd Family Day** was celebrated with pomp and grandeur. It started with the welcome of employees along with their families and they were guided towards food stalls for breakfast. Simultaneously the painting competition started for kids. MD along with Plant Head and other senior dignitaries inaugurated the event with lighting the lamp. The series of events saw the showcasing of internal talent along with entertainment by RJs and singers. The program ended with a sumptuous lunch and vote of thanks by Plant Head.



#### Mr. Koji Tanaka, Director HCM visited the plant and was welcomed by MD, Plant Head & HOD's. He visited the Fabrication shop, assembly shop, OTC and Re-man center during the visit and planted a sapling in the premises.

#### A Paint Booth Training Dojo was inaugurated in the Sheet Metal Paint Shop by the Plant Head along with Production Head. Mr. M. Ravi Kumar and Advisor.







National Safety Day was celebrated with a whole week of activities including training on defensive driving by expert from the Tata Motors road safety faculty, training on safe bike driving and safe four-wheeler driving by an outside agency, a slogan competition on road safety and an idea competition on road safety.

#### A voluntary blood donation camp was organized to celebrate Sir JRD Tata's birthday in association with the State blood transfusion council. 48 unit of blood was collected.





Mr. Mani Bhushan Kumar and Mr. Salil Srivastav participated in one day seminar on Suggestion scheme by the Indian National Suggestion Scheme' Association (INSSAN) at Jamshedpur. The objective of this seminar was to stimulate creative thinking and to encourage employees to participate atheistically and regularly for improvement of company.



**The first ZAXIS650** was dispatched from the plant. Mr. Arup Mukherjee (Plant Head), Mr. Ravi Marappu (Production Head) and HOD flagged off the truck carrying the machine.

We participated in the **33rd Indian Engineering Congress** at Udaipur, organized by the institution of Engineers (India), IEI. The team was led by Mr. Arup Mukherjee (Plant Head-KGP) with Sanjiv Ranjan (PE) and Abhijit Kar (PPC). The team presented apaper on "Elimination of Gear Grinding Operations of Gear by Finish Hobbing Manufacturing of Gears".





**Tata Hitachi, Kharagpur emerged** as the Winner (Institutional Category) in the Annual Flower Show held at Tata Metaliks, Kharagpur.

#### **DHARWAD**

**A cleanliness drive** was carried around the shop floor roads of paint shop, Shot blast, and maintenance.





An Inter shop Cricket tournament for employees was held at the Police Head Quarters Ground Dharwad. A total of 11 teams participated in the tournament (Fabrication, Gear Shop, Mini Shop, Office 1, Midi Shop, New Attachment, Office 2, Shinrai Shop, Stores, Paint/Maint/SB, Dispatch team). The Plant Head Mr. Umapathy & Deputy Plant Head Mr. G B Kulkarni inaugurated the cricket tournament. The Best Batsman - Rajashekar Reddy - PE, Best Bowler - Nikhil Hiremath - SCM, Man of the series - Sandeep Khot - CSD, 2nd Runner Up - Office 1 Team (Captain - Nikhil Hiremath), 1st Runner Up - Paint/Maint/SB Team (Captain - Mahesh Kadam), Winner - Office 1 Team (Captain - Naveen Kumar R T).







A Tools Display Exhibition at Assembly training Centre was conducted by M/s. Cromwell Industrial Supplies Pvt Ltd, Bangalore. During the Exhibition tools of KENNEDY, COBE and CROMWELL made some special tools required for production and quality inspection. These were displayed along with regular tool, like pneumatic nut runner, grinding tools and different type of bits, PPEs and open-end ratchet spanners, combination spanner, broken tap remover, Head damaged bolt remover, 4 sizes in 1 tool and tools for electrical uses were displayed.

#### **JAMSHEDPUR**

**The 70th Republic Day** was celebrated at Tata Hitachi's Jamshedpur Plant Mr. Rakesh Kashyap collaborated with the Tata Hitachi Security

personnel and conducted a parade and march past. The National Flag was hoisted by the Mr. N C Mahapatra, Sr. GM (Kharagpur & Jamshedpur Plant). Patriotic Songs were rendered by the Rivaaz Musical Group. Mr. Pankaj Kumar Jha, Head Administration (Kharagpur & Jamshedpur Plant) delivered the vote of thanks.









The **180th Founders Day** was celebrated at the plant.



National Safety Day was conducted by Mr. Ravindra Sharma from EHS department. The Safety Flag was hoisted by Mr. N C Mahapatra, Sr. GM (Kharagpur & Jamshedpur Plant) along with Mr. C. Majhi, President, Telcon Workers' Union. The Safety theme was unveiled by Mr. N C Mahapatra.

#### **CORPORATE OFFICE ACTIVITIES**

**The Corporate office** celebrated founder's day on March 3rd. Taking a break from work, we celebrated Holi! And shifted into a new premise on the second floor! In the sports front, Team Tata Hitachi lifted the 2019 One Hitachi cup again! Congratulations!!!



#### **OTHER NEWS**

M/s. Shankar Equipments Limited, the Tata Hitachi Dealer for Bihar, had organized an Annual CSD meet in the premises of their Head Office at Patna. The Entire CSD Team of SEL attended the same.







**International Women's Day Celebrations:** This day was celebrated with great gusto at the corporate office, the branch offices and the plants.













Total Earthmovers Private Limited participated in a tree plantation and school bag distribution program at Raigad Zilla Parishad Prathamik Shala.







The training department went on an annual meet cum adventure tour to Whistling Woodzs, Dandeli.





**Team Tata Hitachi Hyderabad** participated in the **5K Walk for Children Education** organized by the Rotary Club of Hyderabad, Gachibowli. Seven members of Tata Hitachi participated in the walk along with their families.

The All Kerala Earthmoving Companies
Cricket Tournament was held at Kochi.
Four teams participated – CINZAC,
POPULAR JCB, PSN and Sundaram
Finance. PSN Kochi emerged winners.

#### **LAUNCHES**

This quarter saw a slew of Shinrai launches at Bhubaneswar, Kolkata, Gulbarga, Varanasi, Faridabad and Jodhpur. EX130 Super+ was launched at Kota, Nanded, Vishakhapatnam, Villupuram, Bodeli and Coimbatore. EX130 Super+ and EX200 Super+ at Rewa. EX130 Super+ at Raipur and EX70 Super+ at Kundapura.











EX130 Super+ launch at Coimbatore - machine display



EX130 Super+ launch at Coimbatore





EX130 Super+ launch at Raipur





EX130 Super+ launch at Villupuram



EX130 Super+ launch at Vishakhapatnam



EX210 Super+ and EX130 Super+ launch at Rewa



EX130 Super+ launch at Villupuram







EX130 Super+ launch at Villupuram



















Shinrai launch at Kolkata









Shinrai launch at Kolkata







Shinrai launch at Kolkata



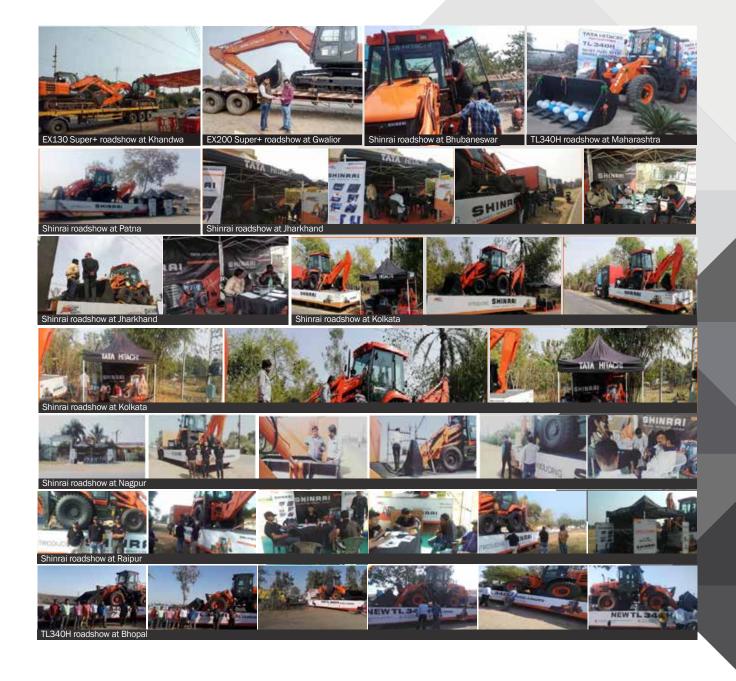
#### **KEY HANDOVERS**

Four Shinrai key handovers took place at Raipur, One at Salem. One more at Senthamangalam, Namakkal, Five EX210 SUPER+ excavators were handed over at Naharlagun. TL340H was handed over at Bharuch. The Chennai team handed over two numbers of ZAXIS470H.





Roadshows were held for EX130 Super+ at Khandwa and Aurangabad. Shinrai roadshows were held at Kolkata, Bhubaneswar, Patna, Jharkhand and Raipur. Roadshows were held for TL340H was held at Bhopal and at the Mumbai-Goa highway, Maharashtra. A roadshow for EX200 Super+ was held at Gwalior.



#### **CUSTOMER MEETS**

A customer meet for Shinrai was organized at Hyderabad for Key Account customers. On display was the new Backhoe Loader, Tata Hitachi Shinrai. In partnership with Rama excavators, a customer meet was held at Karimnagar for the new Super+ series of hydraulic excavators. PSN Karnataka hosted a customer meet for

**ZAXIS220GI and TL340H** at Kolar. A small customer meet along with the **display of Shinrai** was held at the **Hubli office**. A presentation to the board and contractors of the **Sonal Municipal Board** was made at **Silchar**.
A customer meet was held at **Aizwal** with **EX200LC and EX130 Super+**.

















































#### **OPERATOR TRAINING**

Our service team from Nellore conducted a training program on operations and maintenance of our Dumpers at Rasun. Operator training was held at UPS, Tekkali office. Service engineers participated in an Operation and maintenance training on ZAXIS370LCH-GI at Gwalior. Trishul Tread conducted a training on TL340H for M/S Saranda Construction and Earth Movers at Barbil. In partnership with Harsheel Infra Equipment Private

Limited, a training was conducted to increase awareness about safety, importance of timely maintenance, best operational practices & do's and don'ts in machine operation. Training to enhance the knowledge of M/S MIPL staff was held in partnership with Trishul Tread on EX210 Super machines. A training cum meet for Backhoe Loader operators was held at Ranebennur, Haveri.



















#### **PARTS MELA**

ss Excavation Solutions held a mela showcasing Genuine Tata
Hitachi parts at Panchgaon,
Nanded and Goindia. Kailash
Infratech held a parts mela at
Jhabua, MP. But that is not all!
A mega celebration for achieving
Rs. 1 crore parts billing in
December 2018 was held at the
Mumbai branch!











#### MILESTONE ACHIEVEMENT



The 601st Tracked Excavator for FY 2018-19 was handed over to M/s. Yadav Earthmovers by the Delhi branch at TIME Equipment's 3S facility at Faridabad.

#### **FINANCIER MEETS**

A Financier Meet with **HINDUJA Leyland Finance Ltd** was held at Jabalpur. In partnership with **Kailash Infratech**, a financier meet was held at Gwalior. **Patna and Agartala** too hosted a financier meet. **ACE Mangalore** organized a financier meet at Mangalore inviting financiers from Mangalore, Udupi, Shimoga and Hassan.





### THE MARVEL OF TATA HITACHI MACHINES

As testimony of our commitment towards excellence in customer service by putting customer's interest first in our actions, we provided a customized solution to customer by **dismantling and re-assembling his EX110 Super model** at a height of 11,500 feet from sea level which also called for transporting machine parts through a MI17-V5 Helicopter.













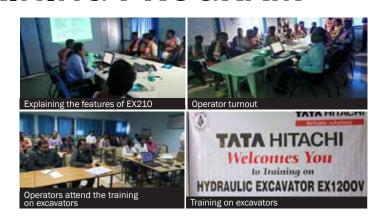


Tata Hitachi excavators were supplied for the world's largest religious congregation: **Kumbh Mela 2019.** In the 48 day record holding religious extravaganza, our excavators were deployed for site preparation and extensive cleaning work. For this, we supplied **two TMX20's**, **two EX70's and one EX200 to Allahabad Nagar Nigam.** 

#### **CUSTOMER TRAINING PROGRAM**

A training for customers was organized by Trishul Tread at Tata Steel, Kalinganagar to enhance their knowledge about the EX210 excavators.

A customer training program was held at Western Coalfields Limited on the operation and maintenance of Tata Hitachi excavators.



#### **LOAN MELAS**



A loan mela with HDB Finance was held at CAG Salem.



We participated in the "2W to 20W" Mega Loan Mela organized by Mahindra Finance, Silchar.

#### **SKILL COMPETITION**



#### The Technical Training Center at Kharagpur &

**Dharwad,** organize skill competitions for Tata Hitachi and Dealer engineers on regular basis. For dealers, two competitions are organized every year, one on Excavators and the other on Backhoe Loaders. The Skill Competition for Dealer Engineers on Backhoe Loaders was organized on 6th March' 2019. Regional Champions from different regions competed for the title of National Champion. The competition

was won by South 1 region. Mr. Christopher J of CAG Construction Equipment Pvt Ltd, Salem was the winner. He is now the National Champion-Backhoe Loaders (2018-19). The other Regional Champions who participated in the event were Mr. Ramesh Chand Khatik (Ramdev Earthmovers), Mr. Prasant Nayak (Trishul Tread Pvt Ltd), Mr. Kalim Isak Sayyad (Total Earthmovers) and Mr. Shaid Famid (MG Brothers Industries Pvt Ltd).

#### **MACHINE DEMOS**





Demo at Bannerghatta Road

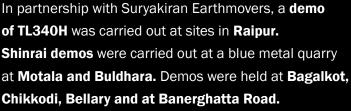






Demo at Chikkodi







Demo at Motala and Buldhara



Shinrai demo in dirt at Raipur









TL340H demo at Raipur

#### **PRIDE WINNERS**



**PRIDE,** Tata Hitachi's idea generation program, was conceived to ensure involvement of all employees in improvement initiatives of the organization. We take pride in congratulating the winners for December 2018, January and February 2019.

#### **SMAT-RAN TEAM**





A team from SMAT-RAN - Sunny Shaw,
Lalit Shah, Abhishek Das and Manjunatha Rao participated in a blood donation camp – **Project Life Force**. Dipankar, Souvik, Rajesh, Giriraj,
Prosenjit, Goutam, Zeeshan, Juhi, Rittika, Shova
and Biswajit participated in the **TCS inter process Cricket Tournament** on behalf of Tata Hitachi.

### TATA HITACHI

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