

SILVER LININGS

VOLUME 13

JULY - SEPTEMBER 2019



SHINRAI

• RELIABLE • TRUSTWORTHY • CAPABLE

Tata Hitachi Construction Machinery Company Private Limited



MESSAGE FROM THE **MANAGING DIRECTOR**

Dear Colleagues,
Greetings to you all!

FY 2019-20 started on a positive note with high expectations that the investment on the infrastructure development would continue leading to good growth prospects for the industry and the organization. However, much to our dismay, we are facing an economic slowdown which has led to decline in our industry by more than 30% as compared to last year. This has forced us to revise our sales and revenue targets downwards. There is stress on our financials due to:

- Higher stocks of machines, kits and spare parts.
- Increase in receivables
- Increase in borrowing and thereby higher interest cost.
- Higher fixed cost ratio.
- Increase in import cost due to weakening of rupee against the dollar.

We are taking several measures to counter the impact of the slowdown but we know that the next few months are going to be tough. Though the Government has announced plans to increase spend on infrastructure projects, we believe it will take some time for the market to rebound.

I urge you all to stretch and put in extra efforts to maximize our sales and keep our expenses in check so that collectively as a team we can tide over these difficult times and take the organization to greater heights.

Let us work towards combatting these not so good times with patience and diligence. Not forgetting to keep the customer at the center of everything we do and creating delight at every possible opportunity.

Sandeep Singh
Managing Director



MESSAGE FROM **ASST. VICE PRESIDENT**

(Sales and Marketing)

Dear Colleagues,
Greetings to you all!

As you all know, the last quarter has not been so good in terms of business, either for the industry or for us.

This year, there were elections in Q1 that were quite disruptive and there were issues with liquidity / NBFC funding. All these led to a contraction of demand in the H1 of the year. We expect the demand to slowly recover in the 2nd half of the year, given the Governments focus on infrastructure as well as the various measures taken to improve business sentiment & availability of liquidity.

We believe that India's infrastructure sector will grow significantly in the future with increasing demand for development of key infrastructure projects such as roads and highways, rural connectivity, urban infrastructure including metro rail projects, ports and airports, industrial corridors, smart city projects, etc. The Government has initiated various steps for accelerating infrastructure development. Investment and implementation of key projects along with corrective measures and industry friendly policies of the Government which we believe, will greatly help the infrastructure development in our country.

The need of the hour today, for us, is to take time and relook at all our operations. The mobility solution has been rolled out and all team members are asked to make it a success by

embracing the new method of working. We also need to focus on reducing unnecessary expenditure, improve the efficiency of our operations and up our game in delivering quality services to our customers.

We are now gearing up for the 10th edition of EXCON, the largest Construction Equipment trade fair in December.

I believe that together we will soon overcome the not so good times. And I am confident that with our team work, and passion, we will battle all odds successfully, and emerge winners.

Chalo Desh Banayen!

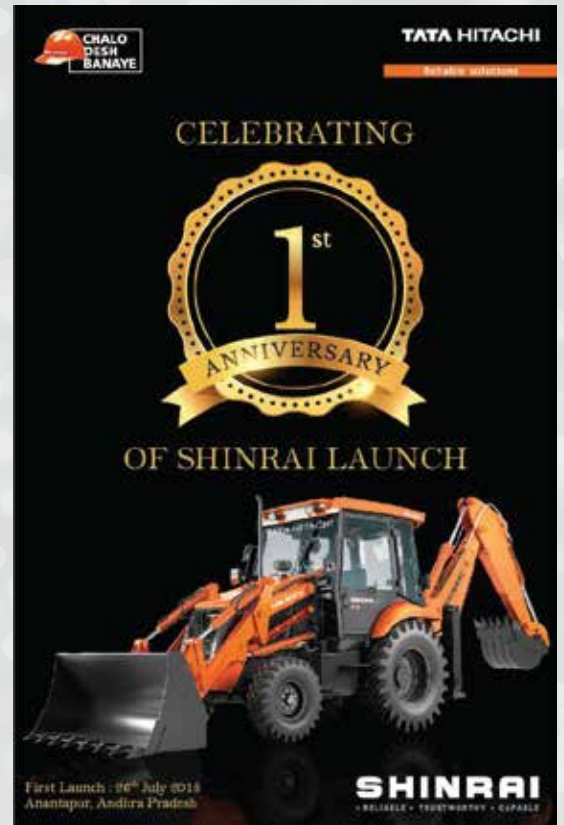
Hemant Mathur

Asst. Vice President, Sales & Marketing

MILESTONE MOMENT!

On July 26th, 2019, we celebrated the **FIRST ANNIVERSARY** of the launch of our all new Backhoe Loader **TATA HITACHI SHINRAI**.

With twenty - seven launches implemented till date, we are humbled by the enthusiasm and encouragement we have received from our customers and dealer partners.



► ANNOUNCEMENTS



Mr. Sandeep Singh and Mr. Shahid Ashraf with the GPTW certificate



We were proud to have received the **Great Place to Work certification** for the second year in a row. Commenting on the award, our Managing Director, Mr. Sandeep Singh, said, "While I am happy on receiving the certification, it is my firm belief that this is just the beginning of a challenging journey. We need to continuously work together to remove hurdles that come in the way of employee happiness and their commitment to Tata Hitachi. Senior leaders in every function have a major role to play in creating an excellent workplace with continued focus on employee development, employee performance and employee motivation."



Mr. Sandeep Singh takes over as the ICEMA President

It was a proud moment for the entire organization when **Mr. Sandeep Singh** - our Managing Director took over as the **President of ICEMA**.



The RT15 Leadership team

The **RT15** meeting was hosted at the Bangalore corporate office.



1000th and 1001st ZAXIS140H dispatched from the Dharwad plant

A milestone achievement for the organization: the **1000th and 1001st ZAXIS140H** hydraulic excavator rolled out from the Dharwad plant and was handed over to the customers.

► ACCOLADES WON

The Research and Support group, Design, Kharagpur, (Shivanshu Zamdagni, Dhruba Jyoti Gogoi and Pritam Kumar Katjhare under the guidance of Arijoy Roy) published a paper titled “ADAMS Application for the Development of Super Long Attachment for Excavator” for MSC Software Corporation India’s Indo Pacific Users Conference 2019.

The presentation was adjudged “**First runner up**” under the Machinery and Mechanism category out of the 70 papers that were submitted in the conference, winning the prize money of Rs. 50,000.



The team



The prize distribution

► CUSTOMER MEETS AND FELICITATIONS

Customer meets and customer felicitations were held at:



Nagpur customer meet

Nagpur showcasing the ZAXIS220LC-M in partnership with Ramdev Earthmovers.



Customer feliciation at Odisha



Machine walk around at Odisha



Gathering of customers at Odisha

Odisha showcasing the EX70 Super+ Aqua fitted with 600mm track.



Taki customer meet

A customer meet was held at **Taki** showcasing the **EX70 Super+** hydraulic excavator.

Organized by **Vedant Earthmovers**, a customer meet was held at **Tata Steel** showcasing **EH3500AC-3** and **ZAXIS140H**.



Customer meet at K R Puram

KR Puram, in partnership with **PSN Bangalore**, on 20T class of hydraulic excavators.



Siliguri customer meet

Partnered by **PSEMP**, a customer meet was held at **Siliguri** showcasing **ZAXIS140H**.



Customer meet at Oriental Earthmovers

In partnership with **Oriental Earthmovers**, a customer meet was held at **Sikar, Rajasthan**, showcasing the **EX200 Super+** hydraulic excavator.



Customer meet at Kochi

Cochin, in partnership with **PSN Kochi** and was attended by our Managing Director.



Orai customer meet

Orai, in partnership with **Shree Shree Babaji Earthmovers**, to showcase **EX200** and **210 Super+** excavators.



Customer meet at Banswara

Banswara, Rajasthan with a display of **EX130 Super+**.



Customer meet at Nagaur

Nagaur, Rajasthan with a display of **ZX220 LC-M (Quarry)**.



Khammam customer meet

Khammam, in partnership with **Rama Excavator** showcasing the **ZAXIS** series of excavators.



Amravati customer meet

Amravati, in partnership with **SS Excavation Solutions**.



Nagarbhavi customer meet

Nagarbhavi, in partnership with **PSN Bangalore**.



Kustagi customer meet



Kustagi, in partnership with PSN Hubli.



Lakhimpur customer meet

A small customer meet, with customers and local financiers was organized at North Lakhimpur, Assam.



Customer meet at Agartala showcasing the EX70 Super Plus

A customer meet was held by NE Equipment at their Agartala branch, showcasing the EX70 Super+ hydraulic excavator.



The second customer meet at Amravati

In partnership with SS Excavation Solutions LLP, a customer meet was held at Amravati showcasing SHINRAI and EX200LC Super+.



ACE Mangalore customer meet at Shivamogga

ACE Mangalore held a customer meet at Shivamogga.



Chattisgarh customer meet



TL340H customer meet at Raigarh

In partnership with Suryakiran Earthmovers, a customer meet was held at Mahasamund, Chattisgarh. The EX210 Super+ hydraulic excavator was displayed at the meet. A meet was also held at Raigarh showcasing the TL340H wheel loader.



Customer meet at Seoni, Madhya Pradesh



Customer meet at Kaimur

Small customer meets were organized at Seoni, Madhya Pradesh, Kaimur (in partnership with Shankar Equipments).



Kakarla Construction Customer felicitation

M/s Kakarla Construction was felicitated for purchasing two EX200 Super+ and one EX130 Super+ hydraulic excavators by the Hubli team.



Jayamala Exports, Ilkal felicitated on the purchase of ZAXIS 400MTH

M/s Jayamala Exports, Ilkal felicitated on the purchase of ZAXIS400MTH excavator.



Shiva Rockline, Ilkal felicitated on the purchase of ZAXIS370GI

M/s Shiva Rockline, Ilkal on the purchase of ZAXIS370GI.



Varsha Exports, Ilkal felicitated for the purchase of ZAXIS370GI

M/s Varsha Exports, Ilkal for the purchase of ZAXIS370GI.

► DEALER NEWS



NE Equipment Agartala branch inauguration



NE Equipment inaugurates their Agartala branch

NE Equipment Solutions Pvt Ltd inaugurated their Agartala Branch.



PSN office inauguration at Davangere



Onam celebrations at the PSN Kochi office



PSN Kochi celebrating Onam with customers

Onam – the annual Harvest festival in the state of Kerala – was celebrated with great pomp and splendor with customers and the dealer fraternity at PSN Kochi.



PSN inaugurated their new office at Davangere.



CAG Salem celebrates the highest number of excavators sold



C4S celebrations

Individual milestone achieved as **M/s CAG, Salem** celebrated their highest ever retail sales of 35 excavators in the month of July!

Chennai C4S held their excellence award night at Chennai.



Tree plantation at TIME Equipment



Blood donation camp at TIME Equipment Pvt Ltd

TIME Equipment held a blood donation and tree planting camp at their Faridabad office.



PSN Bangalore celebrates ten year's of operation



Another milestone was reached when **PSN Bangalore** celebrated 10 years of operation.



Adda meet at Bawana



Dealer training at Indore

Training of dealer personnel on 10T and 20T models was held at Indore.



Adda meet at Lal Kuan



Kharkhoda adda meet



Adda meet at Bhahdurgarh



Adda meets with customers were held at Bawana and Lal Kuan- Delhi, Bhahdurgarh and Kharkhoda, Sonapat.



Recon Technologies held a roadshow for ZAXIS140H at Kurnool, organized a Blood Donation and Tree plantation camp on the eve of 15th August at Hyderabad. An operator meet was held at Gadwal, a customer adda meet at Kukatpally, loan melas at Nalgonda, Tandur and Hyderabad. TL340H and two numbers of EX200 Super+ keys were handed over at Hyderabad.



Loan mela at Nalgonda



Loanmela at Tandur



Loanmela at Hyderabad



ZAXIS140H roadshow at Kurnool



Gadwal Operator meet



Kukatpally adda meet



TL 340 & EX200 SSV Aggregates Key handovers



Nalgonda Municipality Key Handover



Blood donation camp at Recon Technologies



Blood donation camp and tree planting at Recon Hyderabad



A blood donation camp and Tree Plantation Campaign was organized by Recon Hyderabad as a part of their CSR activities.



Gurcharan Roopra



The award winning photograph

Gurcharan Roopra, Dealer Principal, Rock Plant (K) Ltd won Photographer of the year at Kenya.



PSN KOCHI Skill Enhancement Program



A Skill Enhancement Program was held by PSN – Kochi for the dealership Sales, Service and Spare Parts team.



Vishwakarma Puja at GD Motors

Vishwakarma Puja Celebration was organized by GD Motors.



PSN Bangalore participating in an exhibition



M/s PSN Bangalore team participated in an event organized by the Directorate of Municipal Administration at Bangalore where officials from the Central Government came to promote the Swachh Bharat mission.

► FMC MINING SUPPORT



The inauguration of the container



The decorated container



The team

Container inauguration and puja was performed at the APCL Kothagudem site for better service support.

► FINANCIER MEETS

Financier meets were held at Satna, Kolkata, two at Dibrugarh, Darbhanga, Shillong, Jamshedpur, Bhagalpur and Indore.



Bhagalpur financier meet



Indore financier meet



Kolkata financier meet



Kolkata financier meet



Satna financier meet



The second Dibrugarh financier meet



► KEY ACCOUNT CUSTOMER MEETS

A meet for Key Account Customers belonging to **Harsheel Infraequip Private Limited**, was held at Bhopal. Another Key Account customer meet was held at Pune to strengthen relationships with customers and one at **Jabalpur** for mining customers.



Jabalpur customer meet



Bhopal customer meet



Pune customer meet

► KEY HANDOVERS

Seven **EX70 Super+** hydraulic excavators and two **EX200 Super+** hydraulic excavators were handed over in Kolkata on the auspicious occasion of Viswakarma Puja. **TL340H** was handed over at Jaisalmer. **EX210 Super+** was handed over at Bhopal. **ZAXIS870GI** was handed over at Lanjiberna Site -Rajgangpur - Odisha. Three **EH600 dumpers** were handed over to M/s Dalmia Cement (Bharat) Ltd, East Jaintia Hills, Meghalaya. Twelve **EX200 Super+** machines were handed over to NLCIL mines, Neyveli. The Bangalore branch handed over the third **ZAXIS400MTH** to Nisarga Granites Hassan. Two **ZAXIS140H** machines were handed over at Salem. **ZAXIS220** was handed over to M/s Aradha Granites by

the Hubli team. **EX200 Super+** was handed over at Kolar. **ZAXIS140H** handover took place at Bellary. Key Handing over ceremony was held for Mr. Adinaryana (M/s Sri Venkateshwara Earth Movers and Rock Cutting) by PSN, Bangalore. **EX200 Super+** was handed over to Mr. Senthil Murugan-Erode by the Salem team. Two **ZAXIS220** machines were handed over to M/s Salem Blue Metals. **ZAXIS140H** handed over to M/s Annai & Co, Sangagiri. **EH600 dumper** and **ZAXIS370GI** excavator was handed over at Chimakurthy, Andhra Pradesh. **ZAXIS470** key handover took place at Meghalaya. **ZAXIS33U** was handed over to a customer at Tumkur. **EX200LC Super+** keys were handed over to a customer by CAG Salem.



Dalmia Cement (Bharat) Ltd official key handing over for ZX-870GI at Lanjiberna Site-Rajgangpur -Odisha



EH600 handed over in Meghalaya



EH600 key handover at Chimakurthy



EX200 Super+ handover at Kolar



EX200LC Super+ key handover by CAG Salem



EX210 Super+ key handover in Bhopal



Key Handing over ceremony of EX200 Super+ at Erode



Key Handing over ceremony to Mr. Adinaryana



Key handing over of ZAXIS220 to Salem Blue Metals



Key handing over of ZAXIS400 to Nisarga Granites Hassan



Key handover to NLCIL



TL340H handover at Jaisalmer.



Vishwakarma Puja key handovers in Kolkata



TL340H key handover at Jaisalmer



ZAXIS140H handover at Bellary



ZAXIS140H handover at Salem



ZAXIS33U handover at Tumkur



ZAXIS140H being handed over to Annai & Co, Sangagiri



ZAXIS220 handover at Hubli



ZAXIS370GI key handover at Chimakurthy



ZAXIS470 key handover at Meghalaya

► LOAN MELAS

A loan mela was organized with Mahindra and Mahindra financial Services at Koderma. Loan Melas were organized at Nagpur, Satna, Akola, Sagar and Betul.



Koderma Loan Mela



Loan Mela at Akola



Loan Mela at Betul



Loan Mela at Nagpur



Loan Mela at Sagar



Satna Loan Mela



► OTHER NEWS



The SGA winning team

- The Tata Hitachi SGA competition: Congratulations to Team Frame Fighters for winning the contest that was held in three stages over Jul-Aug 2019. The theme of their SGA was Elimination of Fork Lift Movement for Material Feeding in the Frame Tacking Area, Kharagpur Plant. This year saw a record turnout of 42 teams participating!

Factory visit & machine inspection for NLC India Ltd: Five customers visited the Dharwad plant to inspect twelve numbers of EX200 Super+ machines.



The customers at the Dharwad plant



GET - MT training at Kharagpur



EX70 Super+ roadshow



Customers at the EX70 Super+ roadshow

- GET and MT training 2019 was held at Kharagpur.

- A roadshow with a display of EX200 Super+ was conducted at NH4 Highway, Nellore, Andhra Pradesh.



ZAXIS33U on display at the Swachh Survekshan event

► The **Bangalore team** participated in the **Swachh Survekshan 2020** event to engage with the **Municipal authorities** for solid waste management and promotion of our related products.



Tata Hitachi participates in the Waste Management event at Assam

► Tata Hitachi participated in the **Hailakandi Municipal Board Presentation on Waste Management** held at Hailakandi, Assam.



Winners of the skit at the SWAGAT employee induction program

► **Mukesh Choudhary, Ashish Madhaorao Bhute, Chandra Prakash Sharma and Sandeep Singh Lamba** formed the winning team for their skit as a part of the **SWAGAT employee induction program**.



Mr. Sandeep Singh attending the SREI Paise ki Nilam event



Mr. Sandeep Singh at the SREI event

► **ICEMA President and our Managing Director Sandeep Singh**, attended the **Paise Ki Nilam** event held by **SREI Equipment Finance Limited** at **HICC Hyderabad**.

► OUR HR INITIATIVES



Participants at the Value Engineering Competition

Value Engineering Competition:

The **3rd Tata Hitachi Value Engineering competition** was held at Dharwad. The final competition of six teams was won by the team comprising of **Shivanshu Zamdagni (Design), Manish Kumar (SCM) and Arunav Bhuyan (QA & QC)** all from the Kharagpur plant. Their topic of presentation was “**Value Engineering in KAB 514 Series seats for 20T class HEX**”. They were mentored by **Dr. Arijoy Roy**.

Development Center (DC):

The **Development Center** for 45 of our executives was conducted in 3 batches. The objective was to have an effective pipeline of leaders who are ready, willing and able to lead our organization through the complexities and growth opportunities that we are witnessing today in the **Construction Equipment industry**. Participants underwent various exercises designed to replicate real life work scenarios.



Development Center



Sales SOP training

Sales SOPs and Consultative Selling:

A new developmental initiative for our frontline sales staff titled “**Sales SOPs and Consultative Selling**” was rolled out this quarter. This 4-day training program targets sales managers from both **Tata Hitachi** and our **Dealer partners**.



Swagat:

Our orientation program for new officers was held at Bangalore and Dharwad. 22 participants from different departments and locations were taken through the company's legacy, values, organization, departments, rules and policies. They were given an introductory awareness session on the Construction Equipment Industry in India, our Products, Sales, Service and Spare Parts processes.

Japanese Culture & Business Etiquette training:

A program titled **Japanese Culture & Business Etiquette** is being organized across the company. The objective is to sensitize our employees to Japanese Business Etiquette and also enable them to pick up the good points from their culture. A similar program titled **Indian Culture & Business Etiquette** has been started to sensitize our Japanese colleagues to Indian cultural issue.



Training on Japanese culture and Business Etiquette



Lecture by Mr. Monikut Sharma

Lecture delivered at 5th Regional Workshop for Directors of Technical Education and Principals of Polytechnics of the North-Eastern States:

Mr. Monikut Sharma gave a talk on the "Challenges in bridging the gap between Industry and Institutes with a special reference to the North Eastern States" at the 5th Regional Workshop for Directors of Technical Education and Principals of Polytechnics of the North Eastern States at Guwahati.

► PARTS MELAS

Parts melas were held at Allahabad in partnership with Pawansut earthmovers, at Bellary in partnership with PSN at the Bellary office and at Panvel, Mumbai in partnership with Total Earthmovers, at Kolar, in partnership with PSN Bangalore, at Kumta in partnership with ACE Mangalore, at Karanampettai, in partnership with CAG Salem. A service cum parts mela was held at Bhopal. Parts Melas were held at Hooghly, Baripada, Jaipur, Krishinagar, Bihta, Dobaka – Assam and Shillong.



Bihta parts mela



Hooghly Parts Mela



Jaipur parts mela



Karanampettai parts mela



Krishinagar Parts Mela



Parts Mela at Allahabad



Parts Mela at Baripada



Parts Mela at Dobaka Assam



Parts Mela at Panvel, Mumbai



Parts mela at PSN Bellary



Parts Mela at Kolar



Parts Mela at Kumta



Parts Mela at Shillong



Service cum Parts mela at Bhopal

► PLANT NEWS

JAMSHEDPUR PLANT



MD san with JSR plant members

Senior colleagues from Tata Hitachi bade farewell to Telcon Union members at the Jamshedpur plant.

DHARWAD PLANT

The Dharwad plant was awarded the “Unnatha Suraksha Puraskara” Safety award by the **National Safety Council, Karnataka chapter** for maintaining the Best Management System and Safety Performance for FY 2017 and 2018. The National Safety council, Karnataka Chapter organized the safety award function at Bengaluru and the award was presented by Shri. DC Jagadeesh - Director of Factories and Boilers Government of Karnataka. On behalf of Tata Hitachi, the Dharwad plant Safety Manager Mr. Raphic and two operators - Mr. Mahesh Kadam and Mr. Prashant Betageri - received the award.



The Unnatha Suraksha Puraskara award



Customers visiting the plant

Customers from South Gujrat visited the plant.



Western region meet

Region Dealer Service Managers and Dealer Parts Managers Meet for the Western Region was organized at the plant.



Health camp at the plant

A health camp was organized at the plant in association with Global Insurance Brokers, Paramount Health Services and VLCC Healthcare.

An awareness program on the benefits of the Corporate Salary Package was held by State Bank of India.



SBI Awareness program



Industrial Visit from SK Arts college Hubli



Industrial Visit of Government First Grade College

There was an **Industrial Visit from S K Arts College Hubli**, as a part of their curriculum activity and one from the **Government First Grade College Dharwad**.

KHARAGPUR PLANT



Safety session at schools

Conducted a **safety training for school children at St Agnes** (for classes 5 to 10) at the behest of the Principal, Sister Sarita Menzes.



RT15 Kickoff meeting at KGP Plant

RT15 Kickoff meeting at KGP Plant: The kick-off meeting of RT15 was held in Kharagpur plant on 1st August 2019 followed by three days' workshop on RT15.



Meeting with Local Administration



Meeting with the principal of St Agnes school



Visiting the school at the tribal village



Visiting the village school

Meeting with Local Administrative officials:

Arup Mukherjee, Gautam Banerjee and Amit Thakur met local administrative authorities to strengthen their ties with Tata Hitachi. The team met the Sub-Divisional Officer, Mr. Vaibhav Choudhary (IAS) and Principal of St. Agnes School. He also visited the local schools undertaken our CSR initiative which included, Ghola Geria Primary School, Jakpur. Jafala Higher Secondary School and Jambandi Primary School.



Independence Day celebrations at the plant

Independence Day Celebrations at Kharagpur Plant: Independence Day was celebrated with enthusiasm in the plant. M Ravi Kumar hoisted the flag on the occasion.



Team of Dealer Managers visit the plant

Team of Dealer Managers visit (East zone): A team of 14-member from different dealers of east zone came to the plant. A plant visit was organized in first day with plant introduction ppt and shop visit. On the second day a workshop and training was organized to increase the absorption ratio and performance of dealers.



Nepal Key customer visit in KGP Plant



Nepal Key customers at the Kharagpur plant

Nepal Key customer visit: Key customers from Lumbini Earthmovers Pvt Ltd, Nepal visited the plant. They visited the Training Centre, Fabrication shop, Assembly shop, Reman Centre, Parts warehouse and the sheet metal paint shop. The visit ended with tree plantation.



Senior Delegates of Ninomiya Japan visited KGP Plant

Senior delegates from Ninomiya Japan visited the plant.

► REGIONAL NEWS



Ganesh Pooja at Udaipur



Ganesh festival celebrated at Nagpur



Ganesh festival celebrated at Pune

Ganesh festival was celebrated with great passion and fervor at Nagpur, Pune and Udaipur.



Members of the Chennai branch attended the **Tamil Nadu Earth Movers Owners Welfare Association's founder & president's birthday celebrations and the renovated office inauguration ceremony**. Two **ZAXIS650** hydraulic excavators were handed over along with the SLF attachment at Kudankulam. Mr. Hemant Mathur handed over the **keys of SHINRAI** to a repeat customer at Velappanchavadi, Chennai. A financier meet was organized with **Sunderam Finance** at the Sunderam Finance Training Center, Chennai. A **parts mela** was held at Chengalpattu.

Vishwakarma Pooja was performed at the **Tata Hitachi Raipur Branch Office**. All the Sales and Service staff, Branch Manager and Branch Service Manager with their families attended the same.



The **Tata Hitachi Rajkot office** was inaugurated by Hemant Mathur and Ram Iyer.

The **Tata Hitachi West Bokaro and Khondbond** team participated in a national level safety campaign "ZERO HARM TO CONTRACT EMPLOYEES" organized by Tata Steel Ltd, winning three out of four category awards. **Syam Sreedhar** won the award for the best site safety supervisor and **Anand Kumar and Shubham Upadhyay** won the awards for the best site supervisor (Winner and Runner up). A **Road Safety Campaign** was organized by Tata Hitachi West Bokaro inside the Tata Steel Premises.



►SERVICE CAMPAIGNS

Service campaigns were held at Aizwal, Mizoram (in partnership with NE Equipment Solutions Pvt. Ltd.); at Baripada and Jajpur, Orissa (conducted by Trishul Tread); Sheikhpura and Gwalior.



Service campaign at Gwalior



Service campaign at Jajpur



Service campaign at Mizoram, Aizwal



Service campaign at Orissa



Service campaign at Sheikhpura

►SERVICE COMPETITION

Dealer service competition for excavators was held this quarter. There were 426 participants from across regions.



Certificate and cash award being handed over to the winner



Glimpses of the competition



Regional champions



More glimpses of the competition



National champion



The competition judges

► SHINRAI NEWS



Aurangabad launch

After a slew of successful launches, SHINRAI was launched at Aurangabad this quarter.



Aurangabad launch



SHINRAI demos were held at Sidhauri- Sitapur, Transport Nagar – Faizabad, Near Indira Nagar Police Station – Lucknow, Biswan – Sitapur, Nandini Nagar, Gonda Road – Faizabad, Tarun Bikapur – Faizabad, Shidhauri – Sitapur, Awadh Shilp Gram, Bhatta Chauraha – Lucknow, Katra- Gonda, Lucknow Bypass Chauraha – Fatehpur, Tumkur – Karnataka, Chhapra and Gaya – Bihar Sarasdangal – Dumka, Raipur, Nagpur and Darbhanga among others. A display cum demo was organized at Bellary.



Darbhanga demo



Display and demo at Bellary



Raipur demo



Sarasdangal, Dumka demo



Shinrai demo at Bhatta Chauraha - Lucknow



Shinrai demo at Bikapur - Faizabad



Shinrai demo at Chhapra



Shinrai demo at Faizabad



Shinrai demo at Fatehpur



Shinrai demo at Gonda Road - Faizabad



Shinrai demo at Katra - Gonda



Shinrai demo at Nagpur



Shinrai demo at Lucknow





Shinrai demo at Shidhauri - Sitapur



Shinrai demo at Sitapur - Biswan



Shinrai demo at Sitapur



Shinrai demo at Tumkur



Shinrai demo at Yadgiri

Customer meets were held at Ranebennur, Salem Kustagi, Chakdah, Jalpaiguri, Jhargram, Daspalla- Nayagarh – Orissa and Boisar to showcase the machine.



Customer meet at Chakdah



Customer meet at Daspalla, Nayagarh - Odisha



Boisar customer meet



Customer meet at Kustagi



Ranebennur customer meet



Ranebennur customer meet



Customer meet at Jalpaiguri



Jhargram customer meet



Shinrai customer meet at Salem



Key handovers took place at Sangli, Kolhapur, Pune, Ahmednagar, Salem, Gulbarga, Raibag, Cochin, Tumkur, Mallapuram, Bangalore, Belgaum and, Gulbarga.



Key handover at Ahmednagar



Key handover at Cochin



Key handover at Gulbarga



Key handover at Kolhapur



Key handover at Mallapuram



Key handover at Pune



Key handover at Raibag



Key handover at Salem



Key handover at Sangli



Key handover at Tumkur



PSN Bangalore SHINRAI key handover



SHINRAI key handover at Belgaum



The second key handover at Gulbarga



The second key handover at Kolhapur



The second key handover at Pune



The second key handover at Sangli



Two SHINRAI's were handed over by PSN - Hubli

SHINRAI was displayed at Kolar and the Monsoon Scheme was launched in partnership with Sundaram finance.



Shinrai display at Kolar



Shinrai roadshows at Hanagal and Siggaon



Shinrai roadshow at Gulbarga



SHINRAI roadshows were held at Gulbarga, Hanagal and Shiggaon.

SHINRAI was handed over at Dharmapuri Dist., Tamil Nadu along with a customer felicitation.



Shinrai handover and customer felicitation at Dharmapuri Dist, Tamil Nadu.



Product Training on SHINRAI was held at the Dharwad plant for PSN Hubli

Product training for the PSN – Hubli sales team was held at the Dharwad plant.

Display cum mini customer meets were held at Anekal and at Bangalore.



Display and mini customer meet at Bangalore



Display and mini customer meet at Anekal

SHINRAI was displayed at the Auto Expo conducted by HDFC Bank at Rasipuram and Sankagiri in partnership with CAG Salem.



SHINRAI on display at the Salem auto show

► TRAINING



Certificate distribution at the KB and OCWWB training



KB and OCWWB training at Dharwad OTC



Felicitation of the dignitary



Group photograph with the trainees and dignitaries

We successfully completed operator training of the 1st batch of beneficiaries for Karnataka Building & Other Construction Workers Welfare Board at our Dharwad Operating Center. The training was followed by a valedictory function.

Operator trainings were conducted by SEMPL and Tata Hitachi Raipur at Mudhipar Crusher Belt, Balodabazar; Arunachal Pradesh; at a customer site at Barbil; Gaya and Sikkim;



Arunachal Pradesh Operator training



Operator training at Raipur



Operator training at Gaya



Operator training at Sikkim



RPL training program, Nellore

RPL training program for excavator operators was held at Nellore.

An operator training program for KA customers was held at Ballikurva, Andhra Pradesh.



Operator training program for KA customers

Customer staff training was held by PSN, Mysore on EX350 and ZAXIS220GI machines. Staff training was also held at Agartala, Aizwal, Jamshedpur and Sheikhpura.



Customer training at Agartala



Customer training at Aizwal



Training at Sheikhpura



Training at Jamshedpur



Training on EX350



Training on ZAXIS220GI



Operator training for DRN

RPL4 Certificates were handed over to DRN, Hubli, for 29 operators/mechanics.



Operator training by PSN Bangalore

An operator training program was conducted by PSN Bangalore.



Operator training at customer site

►USED EQUIPMENT

The **Tata Hitachi Value Plus Certification** along with **Delivery & Warranty Certificate** was handed over to Mr. Venu Vinod, MD, M/s Recon Technologies Pvt Ltd., on the successful completion of the refurbishment of the Tata Wheel Loader TWL3036 under the Certified Used Program.



TATA HITACHI

Reliable solutions

Registered Office:
Jubilee Building, 45 Museum Road, Bangalore - 560 025

www.tatahitachi.co.in