



VOLUME 10

OCTOBER – DECEMBER 2018

SILVERLININGS



Tata Hitachi Construction Machinery Company Private Limited



MESSAGE FROM THE MANAGING DIRECTOR

Dear colleagues,

Greetings to you all! As we begin 2019, let's look back on 2018 - a year which has been very eventful for the organization. With a lot of 'firsts', the year will be remembered for some significant milestones:

- We achieved the highest ever monthly production of 831 machines in November 2018.
- Our Dharwad & Kharagpur plants achieved their highest ever monthly production numbers in October (539 Nos) & December (311 Nos) respectively.

2018 also saw us launching two new machines!

- The first was the commercial launch of our all new Backhoe Loader –Shinrai. It has been successfully launched in South, East & Central India. Shinrai was launched at Bauma Conexpo India for the North Region. Shinrai is already making its mark in the market with over 150 machines commissioned till date! We also launched the Shinrai app which will be an intrinsic part of our dealership 'Experience Zone' allowing the customers to have a good touch and feel experience of the product virtually.
- The second was the upgradation of our most successful product range the EX Super series to Super + series of hydraulic excavators. This formidable line up consists of EX70 Super+, EX130 Super+, EX200 Super+ & EX210 Super+. Packed with superior aesthetics, telematics, hydraulics efficiency boosters and promising best in class fuel efficiency and return on investment – the Super + series of machines bears testimony to our long-standing market leadership in Hydraulic Excavators!
- IMME, CONMAC Nepal and Bauma Conexpo India were the main exhibitions we participated in 2018: these exhibitions gave us the opportunity to showcase our products, parts and service offerings.

The 'Great Place to Work' certificate awarded to us boosted our spirits. And made us commit ourselves more forcefully to the organization.

Our challenges this year were in the form of steel & commodity price increase & depreciating rupee which led to increase in material cost. With the competition intensity increasing, this year is likely to be even more challenging.

However, I am confident that with our Team work, Innovative ideas, Passion & Resilience, we will battle the odds and charter new territories in the coming year. We will need closer engagement with customers, team work & discipline to tide over the challenging times ahead.

Let's work together to make 2019 a great year.

Let's strive to make our country cleaner, greener and sustainable.

New Year Greetings to you and your family. May you all have a fun-filled, happy and a safe 2019.

Chalo Desh Banaye !

Sandeep Singh
Managing Director



MESSAGE FROM SR. GENERAL MANAGER

Dear colleagues,

Happy New Year! 2018 has been eventful for the organization.

As the demand for our machines improved, our factories rose to the need and achieved higher production levels, including the highest ever monthly production of 831 machines in November 2018.

The Dharwad & Kharagpur plants clocked their highest ever monthly production numbers in October (539 Nos) & December (311 Nos) respectively. On the product front, 2018 saw us launching two new machines!

- The first was the commercial launch of our all new Backhoe Loader - Shinrai. Successfully launched in South, East & Central India. Shinrai was launched at Bauma Conexpo India for the North Region. Shinrai is already winning the hearts of the customers, with 200 + machines commissioned till date! We also launched the Shinrai app which will be an intrinsic part of our dealership 'Experience Zone' allowing the customers to have a virtual feel of the product.
- The second was the upgradation of our most successful product range - the EX Super series to Super + series of hydraulic excavators. This formidable line up consists of EX70 Super+, EX130 Super+, EX200 Super+ & EX210 Super+. Packed with superior aesthetics, telematics, hydraulic efficiency boosters and promising best in class fuel efficiency and return on investment - the Super + series of machines will help us sustain our leadership in excavators in India.

We received the award for Best seller for Crawler Excavators & Mini Excavators at the 6th Annual Equipment India Awards. We also won the prestigious Hitachi President's Sales Contribution award 2018, for Expansion of Market Share in India for 45-50T Excavators from 17% to 28%.

2019, with competition intensity increasing further, is likely to bring on a new set of challenges. The regulation related to norms of funding for NBFCs, and the upcoming regulatory changes on emission norms in 2020 & 2021 - will cause both short and long-term impact on our business. We need to gear up to meet this. Furthermore, with the rise in steel & commodity prices, keeping costs under control will be critical. Also, the run up to the elections will impact demand & our industry, to which we will be alert.

I am confident that with our team work, and passion, we will battle the odds and charter new territories in the coming year. Let's work together to make 2019 a great year.

Wishing you and your families a fun-filled, happy and a safe 2019.

Chalo Desh Banaye !

Hemant Mathur
Senior GM, Sales & Marketing

▶ AWARDS

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 wins Awards again !



Mr Sandeep Singh, Mr Hemant Mathur and Mr BKR Prasad receiving the award for Bestseller in Mini excavators



Mr Hemant Mathur and Mr BKR Prasad receiving the award for Bestseller in Crawler excavators

We won the awards for the Bestsellers in Mini Excavators and Crawler Excavators at the 6th Annual Equipment India Awards 2017-18



Satish Kumar Singh, Sidharth Bharadwaj, Avinash Shaw and Payal Potnis from Design & Development, Kharagpur won the 1st prize in the theme based KAIZEN competition, organized during the Quality Month-2018.



Mr Shenodh, receiving the award



The winner with MD and Nakajima san

Mr Shenodh KM and team from the Dharwad plant were the proud recipients of the Regional Award – Inspire the World – at the Hitachi Inspiration of the Year Global award 2018.

▶ EXHIBITIONS

IMME

At IMME, we demonstrated our unmatched strength in Mining by showcasing our Hydraulic excavators: ZX870H, ZX650, ZX470H (Backhoe), & the Wheel Loader TL340H. Along with this, our support pavilion showcased ConSite, the Training Simulator, the FMC Pavilion, attachments (Rock Breaker), spares support counter and the new Hammerless tooth points designed and developed by Hitachi for the Ultra Large Class of excavators.



The Tata Hitachi Booth



Inaguration of the Tata Hitachi booth



Lighting of the lamp in the Tata Hitachi booth



ZAXIS870



CII Meeting



Interaction at the protocol lounge



The Machines on display



Mr Amit Mitra being taken around the stall



Mr Sandeep Singh and Mr Shin Nakajima with Mr Amit Mitra

CONMAC, NEPAL

Participating in **CONMAC, Nepal**, in partnership with **Sipradi Trading Private Limited**, we launched the new EX200 Super+ hydraulic excavator and the compact and powerful mini excavator ZAXIS33U. Apart from the launches, the show stoppers at our stall was the display of the ZAXIS220 Quarry variant promising unbeatable performance and the hydrostatic wheel loader TL340H. Customized attachments meeting the demands of several specific industry applications were also displayed. A wide range of Tata Hitachi Genuine Spare Parts were also showcased at the exhibition.



Booth inauguration



Machine launch



Customer felicitation



BCINDIA

Participating in **bcIndia** for the first time, our stall showcased the commitment of the organization to our corporate message of Chalo Desh Banaye. The star attraction at the booth was the launch and commercial rollout of the all new backhoe loader - TATA HITACHI SHINRAI. Apart from SHINRAI, the attractions at the Tata Hitachi stall included the display of the new Super + series of hydraulic excavators - EX130 Super + and EX 210 Super +, ZAXIS370LCH: custom made for quarry and granite applications and the durable and reliable ZAXIS220 LCM. Also displayed was TL340H, the "Made in India" fuel saving hydrostatic wheel loader and the compact and power packed ZAXIS20U. Added attractions were remanufactured components from Tata Hitachi's Re-Man center, the display of a wide range of customized attachments addressing specific customer needs and genuine Tata Hitachi spare parts.



Booth inauguration



Lamp lighting



Brand shop inauguration



EX130 Super Plus launch



EX130 Super + demo



Shinrai App Launch



Press conference at the Tata Hitachi booth



The Shinrai demo



ZAXIS870



Spare Parts booth

ACC MINES SAFETY WEEK

ACC - one of the largest cement producers in the country - conducted the "Mines safety Celebrations" at ACC- Wadi in December. The Tata Hitachi booth showcased and highlighted the safety features of ZAXIS470H, ZAXIS650H, ZAXISX870H, EX1200, EH600 & our Rock Breakers.



▶ PLANT NEWS

KHARAGPUR

- A team from the IndusInd Bank, North East visited the plant and were taken around the Tata Hitachi booth at IMME. The objective of the visit was to increase the IBL's Team confidence in our products and to help build a long term relationship.
- A group of customers from Classic Granites, Deepam Granites, Souparnikka Quarry & E/M, Super Sands/Granites, Delta Mac and Arhanikkal Granites visited the Kharagpur plant.



Tata Hitachi Stall IMME 2018



Machine walkaround in IMME 2018



Roam around in IMME 2018



Guest arriving in Mandarmani



Local Sight Seeing in Mandarmani



Guest Enjoying Sea Drafting



Machine PDI Area



Finished Machine Despatch Section



Arrival in Kharagpur Plant Guest House



Walkaround in Excavator Assembly Shop



Excavator Simulation in Training Centre



Lunch in Plant Guest House

• Quality Month celebrations:

Every year the month of November is observed as Quality Month. This year too the Quality month was celebrated at the plant.

- This year's Quality Month was special as new category of events were added:
 - Dealer Skill Enhancement Program
 - Customer First Exhibition-2nd Edition
 - My Quality My Pride- Card Event
 - In-house calibration audit



Quality Month Celebrations



• The "Customer First" Exhibition was held with the objective of boosting Quality consciousness among all stakeholders. This year's theme "Rise above and go beyond customer expectations" focused on the thought that with the winds of progress blowing. It was time for us to unite, transform and unleash that inner lion-spirit and roar in the market to achieve maximum customer satisfaction.



The Inaugural Ceremony was held on 20th November 2018, in the presence of all the Vendor Partners, Dealers, and Transporters & In-house Team. Mr. V Ramesh, VP - Operations Excellence, addressed the gathering and explained the main theme of this exhibition. Mr. Shin Nakajima's message requested the organization to be prepared for achieving higher quality level. Mr. Sandeep Singh, spoke about improving quality & services which we deliver to our customer.

• **Sports Tournament - Badminton & Volleyball** -With the sports season is at its full swing in Kharagpur Plant, activities kicked off with the commencement of the badminton tournament inaugurated by the Plant Head on December 5th. This was followed by a volleyball tournament on 19th December.



Sports tournament volleyball



Sports tournament Badminton



1st Position International skill competition

• **1st Position in international skill competition –Japan:**
Mr. Seikh Wasim - painting operator - stood first in Painting in the International Skill Competition at Japan. During the 'Customer first' event, MD met the winner of International Skills Competition and congratulated him. He also encouraged other participants to continue their efforts which is going to pay off eventually.

• **Roll out of first ZX650 excavator from Heavy Excavator Shop:**
 The plant rolled out the first Heavy excavator ZAXIS650 from the new Heavy Excavator shop, KGP



First ZX650 Roll out



Board of director Assembly shop visit

• **Visit of New Director Mr. Asim Mukhopadhyay:**
 A new incumbent in the Board of Directors, Mr. Asim Mukhopadhyay visited the plant on 21st Dec '18. A warm welcome was given to him by our HOD's followed by a presentation on design and development, SCM, cost war room and BSIV. He also visited the fabrication shop, assembly shop, OTC, Reman center, New R&D shed and solar project area.

- **POABS Kerala customer visit:** A team of 5 customer from POABS Cochin, visited the plant. Their focus was the wheel loader-TL340H. The plant visit was conducted to showcase the entire quality manufacturing process.



Customer Visit



Customer visit POABS, Coachin



Hitachi Sumitomo Crane Delegates

- **Hitachi Sumitomo Cranes delegates visit:** President HSC, Japan Mr. Shogo Yokoyama, along with three delegates visited our factory. A discussion with MD - Mr. Sandeep Singh - focused on a collaborative arrangement between us and the Japanese giant crane manufacturing company HSC, to develop 150 / 250-ton class Hydraulic Crawler Crane in India.

DHARWAD

- **Blood donation camp:** The Dharwad plant, in association with District Hospital Dharwad, had organized a **blood donation camp**. This voluntary event was inaugurated by our Plant Head Mr. S. Umopathy at 10.00 am and there was a continuous flow of employees for the donation of blood till 3.30 pm. 45 units of blood was collected in the camp and a female employee also voluntarily donated blood in the camp.



Blood Donation Camp



Quality month inauguration



Team Dharwad Plant celebrating the Quality month

- **Quality month 2018 Inauguration ceremony:** As a part of inauguration, the plant head Mr. S Umopathy unveiled the Quality Month activities. Events organized to celebrate the Quality Month were Measurement Skill competition for In-house & vendor, Assembly skill competition, PDI skill completion, welding drawing reading completion, slogan and poster competition and Best welder competition.

- **EKIDEN:** the first Tata Hitachi EKIDEN marathon race was held at the plant as a precursor to the Family Day celebrations. A total of around 200 employees, 150 runners including 25 volunteers gathered for the event. A total of 3.5 Kms was covered by each team in 2 rounds.



The registration desk



Ready for the race



The race begins



The women's team



Participation certificates being handed over by the Plant Head



Snippets from the Family Day activity

- **Family Day celebrations:** 1350 members participated in the fun filled family day celebrations at the plant. In a program packed afternoon, all guests were regaled with a coloring contest for children, Kids Dance, Fashion Show, Ladies Dance, Couple Dance, Push Up contest, song identification contest, Rap contest, Singing, Mimicry, Prize distribution, and Lucky dip. The high point of the day was the Talent show hosted by the employee family members.

JAMSHEDPUR

- **Quality month celebrations:** To begin the celebrations the quality flag was hoisted by Mr. An C Mahapatra, Union President Mr. C Majhi and QA head Mr. Prabhas Kumar followed by the unveiling of Quality theme. During the Inaugural function, long term service awards were distributed to employees who have completed 25 & 35 years with Tata Hitachi.



Quality month celebrations



Long term service award distribution



Long term service award distribution



Mr. Mohapatra addressing the audience

► CORPORATE OFFICE ACTIVITIES

Taking a break from work, the Corporate office celebrated Ayudha Puja, Diwali and bade a hearty farewell to 2018. It was time for fun and frolic, camaraderie and bonhomie!

AYUDH PUJA



DIWALI



YEAR END BASH

(A NO-FUEL COOKING CONTEST)



▶ OTHER NEWS

• Leadership Development program at IIM Bangalore:

A Leadership Development Program was conducted at IIM Bangalore campus for 19 senior leaders. The customized program was designed by the Faculty at IIMB to strengthen the leadership capability of Tata Hitachi by developing current and future leaders of the organization. An added attraction was a session by Swamiji Amrut Vadan Das from Swaminarayan Ashram on "Secret of Success".



Inauguration of the programme



Session on Secret of Success



Programme participants



Entertainment galore



With Tata Hitachi goodies



Happy faces



Happiness



Children's day greetings



Team Mighty Five



Winner of the Children's Day Colouring Contest

• **Children's day celebrations**

• We participated in "Khushiyon ki Bahaar" 2018 in Delhi: a day dedicated to 1000 underprivileged children!

The children to enjoy a day of fun, food, music, dance, storytelling, rides, games and prizes! Each child also received a good quality warm blanket and a towel. Tata Hitachi sponsored T-shirts, caps, key chains and bags for all the children.

• Children are the world's most valuable resources and its best hope for the future. To celebrate Children's Day, Tata Hitachi launched the 'Mighty Five' series – in a hope to build a better tomorrow. Three kids and two machines set out on a mission to create a better world – they take problems in their stride and no obstacles stand in their way. We also launched the Mighty Five coloring contest for the young at heart!

• **Flood relief: The team of M/s Poabs - our Key Account customer with fleet of our equipment – went all out to help when floods devastated the "God's own Country". For National Disaster Response Force (NDRF) and the Indian Army, who were working day and night to rescue people from flood-hit remote locations, equipment and Tippers of Poabs were pressed into service to augment rescue operations. The Tippers of M/s Poabs carried various rescue materials like rubber boats, food packets and also refugees to rescue camps.**



Team unloading boats from trucks



• **Participation in international conference on open cast Mining technology and sustainability: Team Tata Hitachi (Singrauli) participated in the ICOMS 2018. A trophy was presented to us for making the event a grand success.**



• Participation in the Tata Steel Marathon:

We participated in the Tata Steel Marathon in Kolkata. The 15 member contingent participated in the 5km Ananda Run and completed the stretch well in time. Through this, we supported Tata Medical Centre Kolkata in their fight against cancer.



The team from Tata Hitachi



Participants at the meeting



With Hefei Rijian Team during a meeting in Hitachi Dealership in Hefei, China



The group in front of the first excavator produced by MCMC factory in Hefei, China in 1998 in the EX300LC.

• 2nd Global Used Equipment Meeting in China:

Anil Deshmukh & Gaurav Agrawal went on a 3-day visit to Hitachi, Shanghai and Hefei. The first day, the team participated in the 2nd Global Used Equipment Meeting which was attended by 16 participants from Hitachi entities in China, Netherlands, Australia, UAE, Singapore, Japan and India. The participants presented on the business done by them in the Used Equipment space and their future plans. The second day marked a visit to Hitachi China's largest Dealership, the HeFei Rijian to understand their organization, processes and infrastructure.. A visit to Hitachi Factory in Hefei was also on the 2nd day where the group witnessed Hitachi China (HCMC) manufacturing processes and plant infrastructure. The 3rd day was a brief visit to the Bauma China at Shanghai.

• Regional dealer conference North and Central:

The regional dealer conference was held in Delhi with all stakeholders.



The attendees at the Regional Dealer Conference



Western region order

• Western region bags order from Raj Infrastructure

Development, Pune: Raj Infrastructure Development, Pune has recently purchased two EX110 hydraulic excavators, six EX210 s, two ZAXIS220 to be deployed for the construction of Solapur – Bijapur Road Project.

• Partnership with The Ugly Indian in Bangalore: Our all new backhoe loader Tata Hitachi Shinrai - in partnership with BBMP and The Ugly Indian – helped in cleaning up debris and garbage at Ejipura and Agara Lake.



TUI partnership cleaning up the garbage



TUI partnership - Shinrai at work



The backhoe loader at work



Team Tata Hitachi and Team The Ugly Indian

► PARTS MELA

Parts Melas showcasing Genuine Tata Hitachi Parts were held at **Gulbarga, Aurangabad, Tumkur, Krishnagiri, Sambalpur and Hyderabad.**



Gulbarga



Gulbarga



Sambalpur



Aurangabad



Hyderabad Parts Mela



Hyderabad Parts Mela



Sambalpur



Krishnagiri



Sambalpur



Tumkur

► SERVICE CAMPS

46 machines were inspected at a free service camp organized in partnership with **Trishul Tread** at Sambalpur . Camps were organized at customer sites at **Krishnagiri and at Karur district, Salem.** **PSN** organized a service campaign at the **Chitradurga Branch.**



Aggregates performance check at Salem



Engine inspection at the Krishnagiri camp



Krishnagiri service camp



PSN service camp at Chitradurga



PSN service camp



Sambalpur service camp



Sambalpur service camp



Sambalpur service camp



Sambalpur service camp



Sambalpur service camp



Sambalpur service camp



The team at New Five Star Blue Metals

► ANNIVERSARY CELEBRATIONS

5th December marked the **12th anniversary of Tata Hitachi Central Warehouse Nagpur**. The celebration involved a cake cutting session in the presence of Mr. Nilanjan Das, Mr. Shailesh Ved, Mr. Sachin Gosavi, and Mr. Rahul Chawda.



Nagpur warehouse anniversary celebrations

► FINANCIER MEETS

In partnership with Ramdev Earthmovers, a Financier meet was organized at **Jodhpur**, to engage with local financiers' fraternity and showcase the New Super plus excavators and create awareness for our range of products Financier meets were also organized at **Kochi (PSN Earthmovers)** and **Rourakel (Trishul Tread)**



Rourakel financier meet

Rourakel financier meet



Financier meet at Kochi



Kochi financier meet



Jodhpur financier meet

► NEW WORKPLACES

- The renovated **FMC-Singrauli office** was inaugurated at Anpara-Singrauli.
- Mr. Sandeep Singh, MD, Tata Hitachi, inaugurated new **Corporate Office of Suryakiran Earthmovers Pvt. Ltd.** situated in Raipur Chhattisgarh. He also inaugurated the new premises of **Vetri at Madurai** and the new office and experience zone at **SS Excavation Solutions at Nagpur.**



Inauguration of SS Excavation Solutions



Inauguration of the experience zone at Vetri



Lighting of the lamp at the Suryakiran Office Inauguration



Suryakiran Office Inauguration



Singrauli office inauguration



Unveiling of the plaque at the Vetri dealership inauguration



Vetri dealership inauguration

► FROM OUR DEALERSHIPS

- Harsheel Infraequip Private Limited inaugurated their **Field Diagnostic Vehicle.**
- **Recon Technologies** inaugurated their **experience zone & Parts outlet at Hyderabad** along with the inauguration of the **FDV & Mobile Workshop.**
- Mr Sandeep Singh inaugurated the **SSELLP office at Nagpur**



At the SSELLP experience zone



Visit to the SSELLP parts outlet



Inauguration of the SSELLP premises by MD san



FDV launched at Harsheel



Experience zone and parts outlet opening at Recon Technologies



FDV and mobile workshop inauguration at Recon Technologies Hyderabad



► BRANCH NEWS

A hydraulic workshop was inaugurated at Udaipur



Inauguration of the hydraulic workshop at Udaipur

► TRAINING

- Tata Hitachi & KIPL Jabalpur conducted a classroom training on Safe operation & maintenance Instructions To Prolong Machine Life was conducted at M/S SNS Minerals at Maihar .



Classroom training at Maihar



DRN Infra onsite training



Training on operation and maintenance of ZAXIS220GI and TH86

- An onsite Customer Training program was conducted by our Nagpur branch in partnership with the SSES LLP Team on the Operation and Maintenance of ZAXIS220GI and TH86.

- A Training to the customer staff of M/S V.G. Granites on ZAXIS370LCH was conducted by the Trishul Jeypore team. Another training was conducted for M/S MIPL



Trishul Tread training for MIPL



Trishul Tread training for ZAXIS370LCH



Training at Amrutha Construction



ZAXIS220 training at Vijaywada

- There was an onsite training for ZAXIS220 at M/s: Amrutha Construction and M/s Srinivasa Edifice Private Limited, Vijayawada

- A training on EX200 was held onsite at DRN Infra.



DRN Infra onsite training



Jabalpur customer site training

- Tata Hitachi & KIPL Jabalpur conducted a customer site training program on 'Safe Operation & Maintenance Instructions To Prolong Machine Life' was held at M/S S. N. S. Minerals Maihar (MP)

- A training on ZAXIS220GI and ZAXIS210 was held at G P R Infra Projects.



ZAXIS220 and ZAXIS210 held at GPR Infra

► ROADSHOWS

- Shinrai road show and demo was held at Hyderabad, Hassan, Munderggi.
- Roadshows and demos were conducted for TH86 Max at Mohanpur & Alghapur of Hailakandi District, Aizwal



Munderggi roadshow



TH86 roadshow at Mohanpur



Shinrai road show and demo was held at Hyderabad



Shinrai roadshow at Bargur, Krishnagiri, Tamil Nadu



Shinrai road show and demo was held at Hyderabad



Shinrai roadshow at Bangalore



Shinrai roadshow at Kerala



Shinrai roadshow at Bangalore



Shinrai roadshow at Hassan



► KEY HANDOVER

- EX70 machines were handed over to Customers of Brick Field Association, Murshidabad.



EX70 handover at Murshidabad



Eight ZAXIS470 machines handed over to Gaurav Contracts



Seven ZAXIS470 machines handed over to Gaurav Contracts



Seven ZAXIS470 machines handed over to Sadbhav Engineering Limited

- Seven ZAXIS470H machines each were handed over to M/S Gaurav Contracts Co and M/s Sadbhav Engineering Limited. An additional eight ZAXIS470H machines were handed over to M/s Sadbhav Engineering Limited too.

- EX1200V was handed over to M/s Durga Construction Co.



EX1200 handed over to Durga Construction Company.



Shinrai handover to Mr Varikuppala Raju at Hyderabad



Shinrai handed over to Mr Lohith at Hyderabad



Shinrai handover to Mr Janardhan at Hyderabad

- Shinrai was handed over to Mr. Varikuppala Raju, Mr. Janardhan and Mr. Lohith at Hyderabad.

- Key Handing over of EX210LC Super to M/s Manjunatha Stone Crusher took place in Bangalore



Key handover to Manjunatha Stone Crusher, Bangalore

▶ LAUNCHES

- EX200LC Super + was launched along with the B215 Super + breaker at Rajkot and Koppal, Karnataka . The EX200 Super+ Mini launch & Key handover was held at Hyderabad, Thoothukudi, Jaipur , Jodhpur, Tumkur, Nagpur, Indore, Bhopal, Udaipur and Kurnool
- EX200LC Super + was launched along with the B215 Super + breaker at Rajkot and Koppal, Karnataka . The EX200 Super+ Mini launch & Key handover was held at Hyderabad, Thoothukudi, Jaipur , Jodhpur, Tumkur, Nagpur, Indore, Bhopal, Udaipur and Kurnool
- EX210 Super + was launched at Barpeta, Assam, Makali, Bangalore, Raipur, Sambalpur (along with a customer meet)
- Our all new Backhoe Loader – Shinrai – was launched at Hyderabad, Nagpur, Raipur



B215 rock breaker launch at Koppal



EX200 Super Plus launch at Bhopal



EX200 Super Plus launch at Bhopal



EX200 Super Plus launch at Bhopal



EX200 Super Plus launch at Indore



EX200 Super Plus launch at Indore



EX200 Super Plus launch at Indore



Customers interacting with the machine at the Thoothukudi launch



EX200 Super Plus launch at Udaipur



EX200 Super Plus mini launch and key handover at Hyderabad



EX200 Super Plus launch at Nagpur



EX210 Super Plus launch at Barpeta



EX200 Super Plus launch at Nagpur



EX200 Super Plus Mini launch and key handover at Kurnool





EX210 Super Plus launch at Makali, Bangalore



EX210 Super Plus launch at Makali, Bangalore



EX210 Super Plus launch at Sambalpur, Orissa



EX210 Super Plus launch at Raipur



EX210 Super Plus launch at Sahar



EX210 Super Plus launch at Sambalpur, Orissa



EX210 Super plus launch at Barpeta, Assam



EX210 Super Plus launch at Raipur



EX210 Super Plus launch at Sahar



Key handover at Koppal



Machine and FDV vehicle display at the EX200 Super Plus launch at Thoothukudi



Shinrai launch at Raipur



Shinrai launch at SSELLP, Nagpur



Shinrai launch at Nagpur



Shinrai launch at Raipur



Shinrai launch at Nagpur



Shinrai launch at Nagpur



Shinrai launch at Raipur



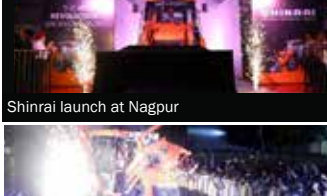
Shinrai launch at Nagpur



Shinrai launch at Nagpur



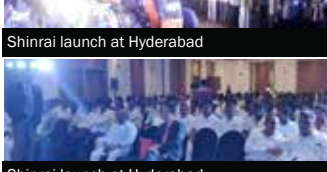
Super Plus Launch at Jaipur



Shinrai launch at Hyderabad



Super Plus Launch at Jaipur



Shinrai launch at Hyderabad



Shinrai launch at Hyderabad



▶ CUSTOMER MEETS

- To engage with the Key Account customers for improved business relationships and customer loyalty, we organized a meet with customers belonging to the **Vetri Dealership** territory. Customer meets were also organized at Trichy.
- Along with display of **EX200LC Super +**, a customer meet was held at **Bellary**
- Shinraiwas displayed at the **Paravur** owners meet.
- An operator's meet was held at **Pathanamthitta**, showcasing Shinrai and our mini excavators





TATA HITACHI

Reliable solutions