# SILVERLININGS





# MESSAGE FROM THE MANAGING DIRECTOR

Dear Colleagues,

As we end the first quarter of the year, let us sit back and introspect on the months that we have completed.

The highpoints of the quarter were

- Recognition of Tata Hitachi as a Superbrand one of the most coveted industry awards.
- Receiving the Gold rating under IGBC's LEED India's New Constructions Rating System for our Dharwad Administrative Block. A milestone in our journey of sustainability and commitment to making the construction equipment industry environmentally sensitive.

We also emerged as a winner in the category of Machining Excellence (large) at the 5th Edition of The Machinist Super Shopfloor Awards 2019.

Congratulations to our team members for their efforts to keep the Tata Hitachi flag flying high.

However, from a market perspective, the last quarter has been a very tough one for both the Construction Equipment industry and us. The ongoing economic slowdown affected us deeply. In the past few months, we have had to cut production to combat the stock pile up in our plants. The NBFC crisis continues to impact our industry and, in turn affect our business, badly. This, coupled with the slowdown seen ahead of elections, is seeing us struggling to reach our targets.

There is no need for despondency though. The silver lining for our industry has come in the form of the budget that has been presented by the Central Government. Where specific emphasis has been put on infrastructure development. All the initiatives spoken of- improving road, suburban railways, Metro connectivity, creating a robust water management system - augurs well for our industry.

Given this, it is important for us today to take time and relook at our activities. Make sincere efforts to reduce costs. Improve our operations and up our game in delivering quality services to our customers.

I urge you to attack the market with renewed vigor – follow the processes laid out to win the hearts of customers, have faith in yourselves and stay committed and energized. And together, I believe we will soon overcome the not so good times.





# ASST. VICE PRESIDENT

(Sales and Marketing)

Dear Colleagues.

The last quarter saw us launching Shinrai in Udaipur, Mumbai, Lucknow and Pune. Each of the launches saw a significant turnout of customers and the machine was well received by the customers and the trade.

The highpoint of the quarter was the **Tata Hitachi** brand being recognized as a 'Superbrand': a coveted industry recognition. We also received the Gold rating under IGBC's LEED India's New Constructions Rating System for our Dharwad Administrative Block: a milestone in our journey of sustainability and commitment to making the construction equipment industry environmentally sensitive. Our win in the category of Machining Excellence (large) at the 5th Edition of The Machinist Super Shopfloor Awards 2019, brought great cheer to us too.

However, as you will all know, the April – June quarter has not been very good: for the industry, or for us. The markets declined before the elections - and customers have been in a wait and watch mode which in any case was expected. Though we did not reach our target sales volumes, the outlook for the coming season continues to be healthy and positive.

The silver lining for our industry has come in the form of the budget that has been presented by the Central Government. Where, once again, specific emphasis has been put on infrastructure development. All the initiatives spoken of - improving roads, suburban railways, Metro connectivity, creating a robust water management system - augurs well for our industry.

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. Our SOP project for dealers has also been launched in 6 dealerships, more will follow. The objective is to provide our customers an excellent experience in their transactions with us. From our side, we must all make sincere efforts to assess each aspect of our business, and try and reduce costs, further improve the efficiency of our operations and up our game in delivering quality services to our customers.

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

Let's work together with renewed vigor to make the next three quarters of 2019-20 more memorable!

Chalo Desh Banaye!

Hemant Mathur

Asst. Vice President (Sales & Marketing)

## BREAKING NEWS!!!

TATA HITACHI GETS
RECOGNITION AS A
SUPERBRAND!
A VERY PROUD
MOMENT FOR US
INDEED!



"We are delighted to have Tata Hitachi Construction Machinery Company Pvt. Ltd., a leader in construction equipment in India, recognized as a Superbrand, after a very rigorous selection process. Being #1 in Excavators, the company stands for its capabilities to deliver best-in-category equipment and solutions to its customers. The Tata Hitachi brand stands for value, innovation and trust, just the qualities needed for the Superbrands accolade"

Neelakshi Sarkar, Chief Executive Officer, Superbrands India

## **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 independent industry and media bodies. Congratulations to our team members for keeping the Tata Hitachi flag flying high.







We emerged as a winner in the category of Machining Excellence (large) at the 5th Edition of The Machinist Super Shopfloor Awards 2019!!



We won accolades at the Nepal Infrastructure and Construction Excellence Awards too.





Our Administrative Block at the Dharwad plant received the **Gold rating under IGBC's LEED India's New Constructions Rating System**. Another milestone in our journey of sustainability and commitment to making the construction equipment industry environmentally sensitive.

## **OTHER NEWS**



The Annual Dealers Conference 2019 was held at Baku, Azerbaijan. Through three days of business deliberations and pleasure trips, we bonded with our dealer fraternity and enriched and strengthened our relationships. The Awards Night felicitated our exemplary dealer partners.



A session on Emotional Intelligence and well-being at the workplace was held at the Corporate Office in collaboration with CII – IWN.

The session was chaired by Dr. Rajath Athreya -the Lead Neonatologist - from Rainbow Children's Hospital.









CII IWN workshop in Banglaore



We supplied one hundred and twenty four EX70 hydraulic excavators to the Indian Army and were proud to welcome
Lt Col. M S Kakkapakki (Quality Assurance Officer) and Dr. R Murugeshan from SQAE (E.E.) to our Corporate Office in Bangalore.

Our Nagpur office organized a seminar on Stress Management through Naturopathy.















A Service Competition for
Field Service Engineers for
2019-20 was organized. The test
was conducted in three stages:
online written test, practical test
and measurement test. The top
seven scorers of the online
written test participated in the
practical and measurement test
was conducted at Kharagpur.

A program titled "Awareness on Cancer -**Detection & Prevention"** was held live at Corporate Office with participation from plant locations through VC. The session was chaired by Dr. Jayant J Bhargav MD, DMRT, MSc, Consultant Radiation Oncologist presently working in HCG, Bangalore.



Cancer awareness session in the Corporate office







Tata Hitachi football team



Tata Hitachi participated in the Kick to move 2019 football tournament held at Bangalore.

Town hall meets were organized twice in first quarter for FY 2019-20 at Dharwad and Kharagpur Location and plant wise vendor partners were invited to the plants for the meet. The objective of the meet was to increase engagement with Vendor Partners, making them understand current scenario and understand their expectations from us.













Townhall meet



Tata Hitachi Rajkot inaugurated a new office.

We successfully completed the

Ochibo Hiroi meeting at the

Kharagpur plant. The meeting was attended by top management from Hitachi and Tata Hitachi.









Mr. Hakaru Matsui, Mr. Kamalesh
Bhadri, Mr. Sayak De and Mr Pradeep
Reddy attended the Production
Rationalization Research Presentation
and Technical Information Sharing
Session held in HCM, Japan.

M/s Southco - suppliers of Locks and
Latches used in our Excavators, Shinrai
& Wheel loaders - conducted one day **Tech Show at Kharagpur.** The objective of the
Tech Show was to understand latest
Industry trends in Locks & Latches for
the Construction Equipment Industry.









**CUSTOMER MEETS** 

Customer meets for this quarter were held **at Sonepat** (organized by the Delhi branch), **Bikaner**, **Solapur and Koderma** (displaying the EX210 Super+ and Shinrai), **Naihati and Raigarh** (displaying the EX210 Super+) **Rourkela** (ZAXISGI series customer meet) and Saharsa.





## **DEALER NEWS**



**TASS** inaugurated the experience zone at the dealership.

**Oriental Earthmovers** inaugurated their new branch office at Bikaner.



**Team Tata Hitachi and UPS** enjoyed a get together celebrating the dealership success for best performance in HEX Sales in the Platinum category at the Annual Dealers Conference at Baku, Azerbaijan.



NE Equipment Solutions Pvt. Ltd. celebrated its third
Annual Meet and acknowledged the efforts and hard work of
the employees. The event was held at one of the most exotic
locations of Meghalaya – JOWAI in West Jaintia Hills.
The theme decoration was chosen as "Paperless Event"
as a step in saving the environment.



The Chennai C4S dealership held its Excellence Awards 2019. The function was held to honor the employees and their parents.

The C4S trophy



PSN Kochi hosted its 13th annual meet.

## FINANCIER MEETS

Financier meets were held at Durgapur, in partnership with PSN Earthmovers;

Jabalpur, in partnership with HDFC; Siliguri, in partnership with IndusInd Bank; Raipur in partnership with Suryakiran Earthmovers and Mahindra and Mahindra Financial Services Ltd; Varanasi, in partnership with Pawansut Earthmovers; Tirunalveli, in partnership with Vetri and Shriram Transport Finance Company Limited.









Siliguri financier meet







TATA HITACH & Suryakean Earthmomes
Welcomes you for
Financier Meet with
Mahindra & Mahindra financial
services Ltd.

Lunt Meet Ltd.

Lunt Meet Ltd.

Lunt Meet Ltd.







## SHINRAI NEWS

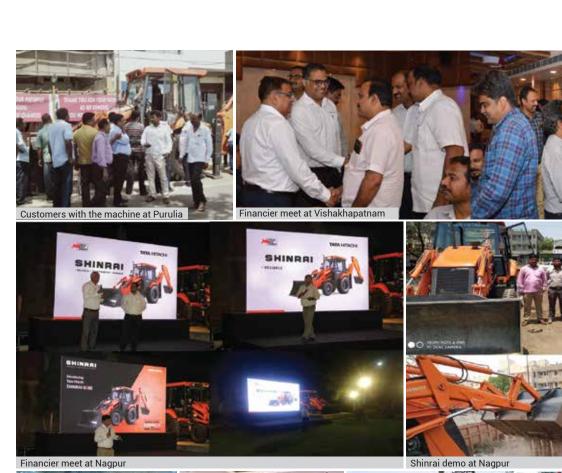
Our all new, revolutionary Backhoe Loader – Shinrai – is slowly and steadily making its mark in the market: in the minds and hearts of customers. The quarter witnessed a whole host of activities for Shinrai – from launches at Udaipur, Mumbai, Lucknow and Pune, to demos, training, customer and financier meets.

Customer meets were held at Nadia, Rourkela, Trunalveli and Purulia. Financier meets were organized at Vishakhapatnam and Nagpur. Displaying the capability and effectiveness of the machine, demos were held at Raipur and Chattisgarh - in partnership with Suryakiran Earthmovers, Gondia and Nagpur – in partnership with SS Excavations Solutions, Jharkhand – in partnership with Vedant Earthmovers, and West Bengal – in partnership with P S Eartmovers. Our brand communication for Shinrai was visible to all customers at the airports in Patna and Ranchi. And, there were workshops Pan India, to educate and train the field personnel on this new machine.











Key handover at the Tirunalveli customer meet















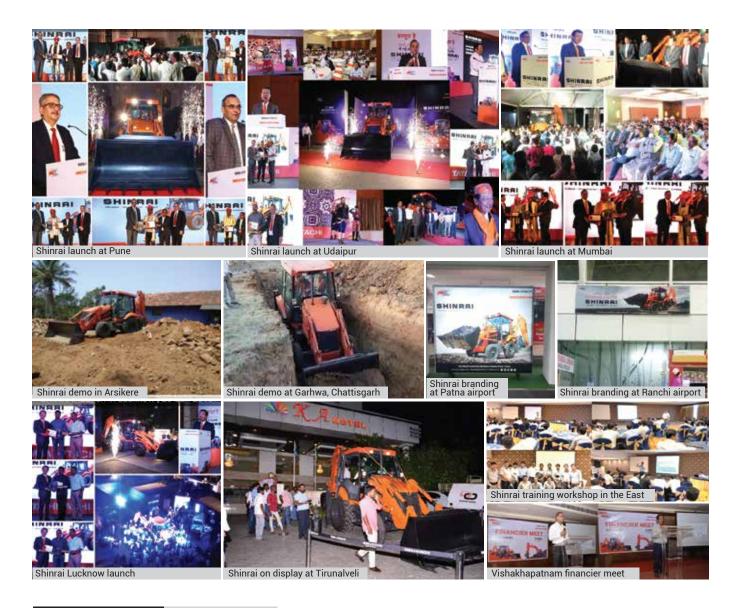












# PLANT NEWS

## **KHARAGPUR**



Employee connect: Our Managing Director,
Mr. Sandeep Singh along with senior officials
visited the plant. All the Employees gathered at
the designated area and Mr. Shahid Ashraf (Head HRD) welcomed the employees with inaugural
address. It was followed by the presentation by
MD on the company's performance and the plans
ahead. After MD's communication, the forum was
opened for the employees to share their problems.
After listening to employees' problems MD
offered solutions with the help of Plant
Head and Head – HRD.

Cricket Tournament - This year Kharagpur employees experienced the first edition of Cricket Tournament. Employees across the plant participated in the event with enthusiasm. 8 cross functional teams played against each other in 2 separate pools. After the knockout matches, Team Fabrication Fighters and Team Wheeled Warriors emerged as the finalists. The finals saw the senior management along with Plant Head and employees as a part of the audience. It was a sensational match as Team Wheeled warriors clinched the title.







Senior Delegates from the Government of West Bengal visit the plant: Senior officials from the Govt. of West Bengal had visited the plant. The team was headed by Mr. Alapan Bandyopadhyay (ACS, IC&E), Ms. Vandana Yadav (MD, WBIDC), Mr. Puneet Yadav (IAS, Secy, IC&E) and Mr. P Kamalakanth (IFS, ED-WBIDC). The purpose of the visit was Industrial knowledge exchange along with new paradigm in manufacturing industry. Speaking at the end of the visit, Mr. Alapan Bandyopadhyay mentioned that the team was thrilled to see the KGP plant and saw it as a model for the Government to showcase the same as a mark of industrial development.Later,delegates of WBIDC including Mr.P. Kamalakanth (Exec.Director, WBIDC) with a new team of IAS officers visited the plant.



#### **World Environment Day Celebrations:**

The day was celebrated with great cheer as the Plant Head along with Shop Heads & Department Heads gave the message of Environmental awareness by planting trees.

Visit of delegates from Manufacturing Industry under the umbrella of CII: CII Delegates from various manufacturing industries visited the plant. The delegation included representatives from organizations like PWC, Finesse, Ceratizit India, Braithwaite, Hindalco, RSB Transmission, iForge, Jamipol, Himadri Chemicals amongst others.



Inauguration of SBI ATM: SBI ATM was inaugurated by the Plant Head and Regional Manager, SBI along with their officers.





Visit of Yanmar delegates: Top management of Yanmar Engine, Japan, Mr. Yuzo Furukawa along with three delegates visited the plant for a discussion with Mr. S Sasano (Alt. Director) and N Balavijayan (VP-SCM), and Mr. Anand (Head QA & Design).

#### **Inauguration of Office in New Material Preparation Shop:**

The newly constructed office was inaugurated in the New Material Preparation Shop (MPS) by Mr. Ravi Kumar (Head – Production), Mr. Shashank Shekhar (Head – Planning) and other senior officials from the Production team.





#### **Conference on Corrosion Management:**

Mr. Abhijit Mallick - Manager Paint QC & Mr. Kumaresh Ghosh - Manager Sheet Metal Paint Shop participated in the seminar organized by CII & IIT KGP Alumni Association on corrosion management of structural steel on 28th May 2019 at The Hotel Lalit Great Eastern-Kolkata.

Shayan Chakrabarti cleared the National Engineer
Skill Qualification - Inspection certification exam in
Japan during his shuttle training period. He passed
level 2 in his first attempt. He is the 1st shuttle
trainee to attempt this Exam.



#### **DHARWAD**





Employee interaction with our Managing Director was held at the plant.

"Milan" – Dharwad Plant employee's get-together was organized at Hotel Travel Inn. It was attended by about 350 employees from plant, CSD/OTC and Japanese Expats.







Volleyball tournament – The Dharwad
Inter Shop Volleyball Tournament 2019 closing
ceremony was held this quarter. The plant head
Mr. G B Kulkarni and all Dharwad senior
management team were present on the occasion.
The Winner - Despatch team, 1st Runner up Office 1 Team, 2nd Runner up - Gear Shop Team.
Best Smasher: Sangappa Ambannavar, Best Shatter:
C M Desai, Best Service: Rajashekar Reddy.

## **JAMSHEDPUR**

Long Service Awards: Long Service Awards was held at Jamshedpur for employees who have completed 35 years and 25 years of service in the company were felicitated. The Awards were handed over by Mr. N C Mahapatra, Sr. GM (Kharagpur & Jamshedpur Plant). We congratulate them for their loyalty and commitment to the organization.





## **LAUNCHES**

The launch of the **EX210 Super+** excavator along with a 1 cum GP bucket for sand applications was launched at Bihta, Patna.



## **KEY HANDOVER**

ZAXIS220 handed over to M/s Shivshakti Buildcon Nasik owner Mr. Dilip Limbani (Patel) at Aurangabad. ZAXIS140H was handed over to M/s BNA Infrastructure Pvt. Limited Owner Mr. Ashwin Agarwal, Bhusawal at Aurangabad and to Jagdish stone crusher at Pachore. EX70 Super+ was handed over at Matlabpura. ZAXIS370 was handed over at Gaya. Two EX130 Super+ machines were handed over at Raipur. EX200 Super+ was handed over at Bhopal. TH86 was handed over at Silchar. Shinrai key handover took place at Jodhpur. South 1 delivered ZX20U, three ex200LC Super+ hydraulic excavators, EX130 Super+ and Shinrai.





## LOAN MELAS

Loan melas were held in partnership with HDB Finance at Dhanbad, Koderma and Raipur. With SREI at Bilaspur, Keonjhar, Koderma, Nagpur and Patna. The Monsoon Masti scheme was rolled out at Rajnandgaon, Raigarh, Jagdalpur and Raipur. Apart from these, there was a loan mela at Agartala too.







Loan Mela with HDB at Raipur













## PARTS MELAS

Melas showcasing **Tata Hitachi Genuine Parts** were held at various parts of **Nepal, Agartala, Bilha, Deogarh, Indore, Nagpur, Satna, Vijaywada and Latur**. In addition to this, Total Earthmovers organized **a parts mela cum service campaign at Aurangabad**.





























Parts Mela at Satna





## **TRAINING**

The Annual Meet of the Technical Training Center was held at Whistling Woodz, Dandeli.









**CUSTOMER TRAINING** 

A classroom training on safe operation & maintenance instructions to prolong machine life was held at M/S CIMMCO, KEYMORE (MP).





A customer site training program was held at our KA customer M/s Navayuga Engineering.

A training program was organized for M/S Dev Carriers and Minerals Pvt. Ltd. to gain knowledge on the TL340H Hydrostatic Loader, its features, its maintenance practice, does and don'ts, safe operating principles and minor troubleshooting etc.





Training for the Customer Staff was held for M/s G. Nilakantha Rao at Malkangiri and R L Construction at, Silchar.

### TATA HITACHI TRAINING

A refresher training on excavators and wheel loaders for the east, central and north was held at Kharagpur and for south one, south two and west was held at Dharwad.

Training on hydraulic excavators was held at Kharghar.

















#### **OPERATOR TRAINING**



To train operators and impart basic knowledge on safe operations of machines, a training was held at **Dholera Mines**, **Warrier Mining**, **Haryana**.



An operator training program on the care and maintenance of the EX200 Super hydraulic excavator was held at Simaria Chindwada(MP).



A training on Insite/ Consite, machine / breaker storage during rainy season was held at **Bhiwandi**.



An operator training program was organized at the Ballikurava Granite belt in Guntur district.



Thee TMX20 Operator & Maintenance Training was held at **Nellore**.

## **OPERATOR MEET**

An operator meet was conducted at **Guntur by the Vijayawada team at the Ballikurava Granite belt**. Thirty operators attended the meet and were briefed on safe operations, good maintenance practices, dos and don'ts of machine operations. Operator meets were also held at Barbil on the TL340H, at Gondia for Shinrai.











## MACHINE HEALTH CHECK







Machine health checks were undertaken at Ishamati, Bholaganj and Nongtolai Jowai Peninsula Road by GD Motors at Meghalaya.

## **USED EQUIPMENT**

Our Kochi Dealer, M/s PSN-Kochi, successfully completed refurbishing and selling of a used Tata Hitachi EX110 (2010 Model) under the Tata Hitachi Value Plus (Certified Used) Program. The machine was refurbished at PSNK workshop in Kochi in a record time of 80 days.









# TATA HITACHI

### **Reliable solutions**

#### **Registered Office:**

Jubilee Building, 45 Museum Road, Bangalore - 560 025