

VOLUME 5

APRIL – JUNE 2017

SILVERLININGS

LAUNCH

OF THE **MAX** SERIES OF NEW GENERATION
BACKHOE LOADERS **TH86 & TH76**

TATA HITACHI

Reliable solutions



Jubilee Building, 45 Museum Road, Bangalore - 560 025. www.tatahitachi.co.in

Tata Hitachi Construction Machinery Company Private Limited

MESSAGE FROM THE **MANAGING DIRECTOR**



Dear friends and colleagues,

It gives me great pleasure to welcome you to the April – June edition of Silver Linings.

We began the quarter with our 16th Annual Dealer Conference at Moscow in May. We then went on to host the Regional Strategy meet at Kharagpur in June and ended the quarter by launching the new generation MAX series Backhoe Loaders at our Dharwad plant and the inauguration of the Operator Training Center at Dharwad.

Mr. Tatsuro Ishizuka (Chairman, HCM), Mr. Kotaro Hirano (CEO, HCM) and Mr. Telang, (Chairman Tata Hitachi), along with many other dignitaries attended the Regional Strategy meet at Kharagpur.

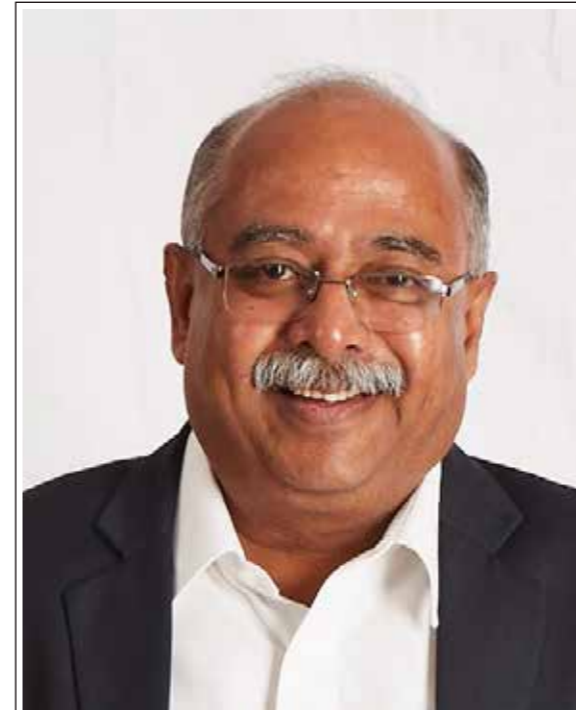
The launch of the MAX series of Backhoe Loaders was an important milestone for us. This series of machines –TH 76 and 86 - have been built to provide increased profitability and productivity for customers. Keeping customer needs in mind, a new, ergonomically designed cabin with increased seating and storage space has been introduced to provide maximum operator comfort. The low operating costs, increased fuel efficiency along with the second year warranty on drive-line components (engine, transmission, axle, hydraulic pump and control valve) will bring greater peace of mind to the customer. Highly flexible, the MAX series of machines are versatile and perfectly suited to operate in different kinds of applications. We are confident that the MAX series will make its mark in the market place and win the heart of the customers.

Another milestone achieved was the inauguration of the Operator Training Center at Dharwad. The Center was inaugurated by Mr. R. V. Deshpande - Minister for Large and Medium Scale Industries, Government of Karnataka. Mr. Vinay Kulkarni – Minister for Mines and Geology, Government of Karnataka also attended the event. This center has, from the very beginning, focused on training the unemployed youth of Karnataka and nearby areas and holds a place of pride in our Skill Development initiative.

I am sure that with our enthusiasm and passion, there will be a lot more milestones for us to achieve this year! Let us keep the momentum going and scale greater heights going forward.

Sandeep Singh
Managing Director

MESSAGE FROM THE **VICE PRESIDENT** (SALES & MARKETING)



Gentlemen,

We had closed last year with a record breaking growth and in March we hit the stands with record sales. We saw the market upheaval since the third quarter of last year and despite major impacts on account of demonetisation, our industry only grew multifold and our teams ensured that we kept pace with this growth.

This year was no different. The infra sector, particularly roads continued on its growth trajectory and irrigation and water grid management compounded this with the result that our market was growing in all segments.

GST was the biggest announcement this year. Whilst we as an organisation have got fully prepared for this implementation, our user industries had not fully geared up as they were seeking a lot of clarifications to answer their apprehensions. This created a major market increase for us in June (pre GST phenomena) and we recorded the highest sales ever crossing 800 numbers in this one month alone. A true display of organisational team work.

As we close the quarter with a reasonably good performance we must now work towards sustaining our market leadership by devoting lots of time and efforts to improve our teams skill levels, improve the dealer infrastructure, fully implement our call logging system in order to reduce response time and increase uptime of our equipments in field, improve parts support through our network of ours and dealers stock points, increase customer engagement at every stage of customer life

cycle, improve KA management and ensure that we do all activities to ensure higher customer satisfaction and customer profits more because of our association.

We need to move towards becoming a more customer centric organisation which is the vision and directive of our management. A lot of initiatives have already been taken towards such improvements and I am sure that the reorganisation that we have done and the robust reviews that we are doing will lead us systematically towards our above objective.

Good Luck.

A Krishnakumar
Vice President (Sales & Marketing)

TATA HITACHI NEWS



LAUNCH OF THE MAX SERIES OF NEW GENERATION BACKHOE LOADERS TH76 AND 86

The new generation MAX Series of Backhoe Loaders - TH 76 and TH 86 - was launched at Dharwad on June 20th. These machines have been built to provide increased profitability and productivity for customers. The launch was attended by the Tata Hitachi top management, the dealer fraternity and the regional sales personnel.



ANNUAL DEALER CONFERENCE

The 16th Annual Dealer Conference was held at Moscow from May 11th – 14th. Attended by Tata Hitachi personnel and the dealer fraternity, the conference took stock of the year that had gone by and shared the plans for the next year. The Conference ended with a gala Awards Night at Amazing Russia where the dealer front runners were felicitated.



OPERATOR TRAINING CENTER AT DHARWAD INAUGURATED



Operator Training Center at Dharwad imparts machine operating and servicing skills for excavators and backhoe loaders to the unskilled, unemployed youth in and around Karnataka to enhance their employability in the construction equipment industry both in India and abroad.

The Tata Hitachi Operator Training Center, Dharwad

was inaugurated by Mr. R V Deshpande, Minister for Large and Medium Scale Industries, Government of Karnataka on June 23rd. The inauguration was graced by Mr. Vinay Kulkarni – Minister for Mines and Geology, Government of Karnataka. A part of the company's CSR initiatives, the



TATA HITACHI WORLD CORPORATE GOLF CHALLENGE 2017



Delhi and Bangalore legs and the finals.

The World Corporate Golf Challenge is the biggest Corporate Golf Tournament in the world since its inception 20 years ago. After the first and second leg at Mumbai and Hyderabad, the third leg of the tournament was held at the ITC Classic Golf and Country Club Delhi on April

22nd. The Bangalore leg of the tournament was held at Prestige Golfshire on April 29th and the finals of the tournament were held on April 30th. Mr. Madhav Kota and Mr. Pradeep Mittal, the tournament winners go on to play at Cascais, Portugal.

ACCOLADES WON

1

Tata Hitachi once again bagged the **Best Seller award** in both **Crawler Excavator and Mini Excavator** categories at the 4th Annual Equipment India Awards held in New Delhi on 21st April. The award ceremony was organized by the ASAPP Media group to recognize the key players of the Construction Equipment Industry in India.



2

At the Machinist Super Shop floor Awards 2017, held at Chennai on May 18th, 2017, **Mr. Sandeep Singh – Managing Director, Tata Hitachi – was conferred with the ‘Machinist Lifetime Achievement Award ,2017’**. The May issue of The Machinist - launched at the event in Chennai - carries his interview on the role Tata Hitachi is playing to partner India’s growth story. The Award ceremony was televised on ET Now.



The Lifetime Achievement Award televised event on ET NOW.

Mr. Sandeep Singh's interview on 'The role Tata Hitachi is playing to partner India's growth story'

DEALER COMPETITION

DEALER SERVICE COMPETITION FOR BACKHOE LOADERS

A service competition for Backhoe Loaders was held at Dharwad. Nominations were sought from Dealers across the country and nominated participants were called to Dharwad in groups as per their regions. The regional level test included practical session with two hours to solve various problems created in the machine. This was followed by a question & answer session in form of viva. The national level test

included practical session same as regional test, followed by written test, viva and a hands on test at Training workshop. The evaluation of the participants was based on their, - Practical Skills (Hands On session and Practical Session) - Knowledge - Safety - House keeping - Inspection points during practical session.

A total of 24 participants contested. The Regional Champions were



South 1: Mr. Mohanan S R
PSN Construction Equipment Pvt. Ltd., Kochi



South 2: Mr. P Manikandan
Raam Baag Equipment & Services Pvt. Ltd., Trichy



Central: Mr. Vijay Goswami
Harsheel Infraequip Pvt. Ltd., Bhopal



West: Mr. Manoj Ajit Gaikwad
Tricare Services Private Limited, Pune



East: Mr. Rajesh Kumar Gouda
Trishul Tread Pvt. Ltd, Bhubaneswar



North: Mr. Narpat Singh Inda
Ramdev Earthmovers, Jodhpur

And the National Champion was Mr. Rajesh Kumar Gouda, Trishul Tread Pvt. Ltd, Bhubaneswar

NEWS FROM THE PLANTS

MD dialogue with employees

Mr. Sandeep Singh addressed the work force of Tata Hitachi Jamshedpur on the 24th of May 2017 at Tripti Canteen, Jamshedpur works.

Mr. Sandeep Singh gave a brief on the performance of Tata Hitachi as a company and focused on the Jamshedpur plant in particular.

He also appraised the workforce about the

challenges ahead due to potentially disruptive policies and ever changing market dynamics. While appreciating the performance of the plant on improvements in various areas like level production, he gave the directions for the current financial year and highlighted the targets. The interaction was followed by hi-tea.



Bio diversity celebrations

As a responsible corporate, Tata Hitachi celebrated **22nd May as World Biodiversity Day** as per the United Nations directive to bring about awareness and promote the importance of Biodiversity. The Biodiversity campaign was conducted from 22nd to 27th May 2017 and included banner displays at the plant, training sessions and knowledge sharing through emails.



DHARWAD

INDUSTRY VISIT

Students from the Rajarambapu Institute of Technology visited the Dharwad plant.



BIRD SANCTUARY

Various organizations have joined their hands in bringing out a bird sanctuary at Kelgeri lake Dharwad. This sanctuary will accommodate various types of birds migrating from various parts of the world making it a bird lovers place just like Ranganathittu. **Tata Hitachi machines were deployed to make this lake a safe place for birds** by digging mud and forming islands to facilitate the nesting of birds.



MOUNTAIN MOVERS – OPERATOR SKILL COMPETITION



A contest based on **demonstration of Operator skills on Construction Equipment machines** was held at the Operator Training Center, Dharwad on May 27th. Twenty four operators and nine customers attended this competition. The games played were

a) "Mountain Maker"- Stacking of Cable Reels,

- b) "Goal" – Pick and Place Rubber Balls into a container and
- c) "Lord of the Rings" – Move Fan belts from one stand to another. In closely matched contests, the participants enjoyed themselves and demonstrated their skills with ease and aplomb.



TATA HITACHI DHARWAD CRICKET CHAMPIONSHIP 2017

MILAN – THE COMING TOGETHER OF THE OLD AND NEW



Mr. Umapathy says a few words

The audience

The team

The beginning of the new financial year was commemorated with the great pomp and renewed vigor by team Dharwad on June 10th at Rashi Farms, HCM team members comprising Mr. N. Yamaguchi, Mr. K. Tanida,

Mr. T. Sawada, Mr. D. Sasao and Mr. H. Hanamoto were present for the celebrations. It was a fun filled evening with the plant head, Mr. Umapathy leading the celebrations.

WORLD ENVIRONMENT DAY CELEBRATIONS



Employees reading the Environment Protection Tips

Employees Celebrating World Environmental Day

Tree Plantation by Plant Head, Mr. S. Umapathy

MD DIALOGUE WITH EMPLOYEES

Mr. Sandeep Singh addressed the work force of Tata Hitachi Dharwad on June 21st at the auditorium. He gave a brief on the performance of Tata Hitachi as a company in 2016-17 and appraised the workforce about the challenges

ahead due to potentially disruptive policies and ever changing market dynamics. The session was attended by Mr. S Umapathy, Mr. Govindraj Kulkarni, Mr. Shahid Ashraf, Mr. Shin Nakajima and Mr. Toru Takatani.



Keynote speech from MD

The audience

The audience on stage

MD'S VISIT TO THE DHARWAD SCHOOLS

Taking time out from his busy schedule, Mr. Sandeep Singh visited two schools at Dharwad. The first was JSS School at Dharwad. Established 75 years ago, the school accommodates students from Lower KG to Post graduation. Tata Hitachi has had a very long relationship with the school with a significant

number of children being mentored here. The second school that was visited was at the Neralakatti village: a school which Tata Hitachi has taken care of for the past many years. Two classrooms have been built by Tata Hitachi in this school, one of which was inaugurated by Mr. Singh.



KHARAGPUR

Industry visit: On 7th April, trainees and Instructors from **Bhatter College Private Industrial Training Institute, Dantan, Paschim Medininpur** visited the Kharagpur plant. This was a good visual experience for the trainees as they got first-hand experience on the functioning of the machines.



Town Hall Session on the Ethics helpline:

An awareness session on Ethics helpline was conducted on 4th May 2017 for TE & TS employees. It was conducted in four sessions. Mr. Amal Kundu (Consultant – Business Assurance), Mr. R. K. Nayak (AGM – SOX control) took the employees through the session.

Survey visit of B.Ed. students: B.Ed. students from **Rishi Aurobindo Institute of teacher Education** visited the Kharagpur plant as a part of their curriculum to collect basic information about the industrial set up. 11 members including their faculty visited the plant. They were first taken through corporate presentation and then taken for a plant visit.



HCM Regional strategy Meet at Tata Hitachi – Kharagpur plant: On June 1st and 2nd, the **Regional Strategy Meet** was held at the plant. In this meet, senior delegates from HCM and Top management from Tata Hitachi converged to review present status and strategies with a focus on future plan and strategies.



World Environment Day celebrations: World Environment day was observed on June 5th. The plantation of trees was initiated with the women employees of Kharagpur plant depicting women empowerment. Officials from other departments followed the act and planted trees.



EVENTS

Exhibit of the mini excavator ZAXIS33U at the India Golf Expo 2017

Tata Hitachi participated in the in the 6th edition of the **India Golf Expo on April 20th and 21st at DLF Club, Gurgaon**. Organized by the Indian Golf Industry Association the Expo featured a knowledge symposium, an exhibition of golf's leading brands, a turf grass seminar, a coaching summit, a giant pro shop with exclusive deals, golf simulators, putting & chipping competitions, networking lunches & dinners & award ceremonies.



On display, from Tata Hitachi was the **Compact & Power packed ZAXIS 33U Mini Excavator**.

This machine was fitted with rubber pads on the

track chain to make it suitable for Golf turf application. The ZAXIS33U with its versatile application possibilities generated a lot of curiosity among the visitors.

14th International Exhibition & Conference On Smart & Sustainable City Solutions

The three day **Mumbai Municipalik conference** and exhibition was attended by mayors,



municipal commissioners, senior urban development officials from the Central and State Governments, Urban Local Bodies and Housing Agencies from all over India. Architects, planners, and engineers shared ideas towards building sustainable and smart cities. The event was supported by Union Ministry of Urban Development and was a platform to showcase best solutions for various challenges faced by growing cities. We showcased our line of products for Smart City Solutions.

Tata Hitachi received an invitation from Brig SM Ahmed Controller of Quality Assurance - (EE), to make a **presentation on 'Reliability model and QA procedures'** followed by us. The presentation was made to the Army Officers during the three day training program to increase their organizational efficiency and capacity to adopt new technologies and methods. We had internal discussions with design and QA and Mr Japesh Bandyopadhyay and Mr Sandeep Mishra from QA made a presentation to CQA-EE on 18th April. The presentation received very positive feedback.



Key Account customer meet at Ahmedabad

To interact and strengthen existing relationship with **Key Account customers in Gujarat**, a meet was held on June 12th at Ahmedabad.



Mini HEX meet at Dombivili



The **Customer meet** was organized in Dombivili area of Thane district. The event showcased Tata Hitachi's range of products and solutions for the Mini Excavators. The event was attended by twenty five customers.

World Environment day celebrated at Kochi



On June 5th, **Team Tata Hitachi Kochi** celebrated World Environment day by taking a pledge to be connected to nature. Saplings were distributed at the office.



MD San Visit To KA Customer-SEPL Hubli

Mr. Sandeep Singh visited the Key Account customer **Suresh Enterprises Private Limited-Hubli** on June 22nd . During the visit, the directors of SEPL, Mr.Ravikanth and Mr.Murgan expressed their happiness over the performance of equipment's and service by Tata Hitachi and the dealer. The customer also shared their business expansion plans and their activities in affordable housing.



LOAN MELA



Tata Hitachi and Tricare Services arranged loan Mela with SREI Equipment Finance Ltd. in Pune. Almost 20 to 30 clients visited the loan mela and **we booked six orders on that day.** Tata Hitachi and Tricare sales team was present there throughout.

FINANCIER MEET



In April, a get together was organized with the **Sundaram Finance Team** in the presence of KIPL Sales team at B K Castles in Jabalpur. The meet aimed at carrying forward our healthy relationship with Sundaram and promote our wheeled products. The event comprised of a presentation on Tata Hitachi, its product



portfolio with an emphasis on Backhoe Loaders. In June, a get together was organised with Indusind bank Team in the presence of the KIPL Sales team at Hotel Land Mark Rewa to promote our wheeled products and our Hydraulic excavators.

SPARE PARTS MELA



A **spare parts mela** was held at Fulchur, Nagpur Road, Gondia to create awareness about using genuine filter, oil, grease & parts and educate



the customer on the requirement of parts under the Monsoon health check-up scheme.

MACHINE HANDOVERS



This quarter saw the key handing over of two **ZAXIS 470H GI** machines to M/s K N International Limited Anpara, UP. **A ZAXIS220GI** Quarry variant was handed over to M/s Panchami Stone Quarry at Birbhum, West Bengal. **ZAXIS400** was handed over to M/s Geetha Granites, Karimnagar. The **TL340H** Backhoe loader was handed over to A/c Tribhuvan Carrier, Ranchi. The first **EX70H** was handed over to Mr.B.B.Gunjate - the President of Road Contractor's Association of Maharashtra.



The Hyderabad branch of Tata Hitachi handed over the keys of **TH86** to Mr. Shaik Jani Pasha. The team also handed over **one TH76** to Mr. J Balaraju and another to Mr. G Narsimha Rao.



The Hyderabad team undertook a **TH76 roadshow at Narkatpalli, Nalgonda, Nakirekal, Suryapet, Kodad, Miryalaguda and Devarakonda.**

GIVING BACK TO THE SOCIETY



Tata Hitachi Bangalore participated in the **TCS World 10K Bengaluru 2017** on the 21st of May. It was a marathon/run in aid of charity and the category in which we participated was called Fun Run or Majja Run. Team Tata Hitachi had twelve members. Through this run,

we supported a NGO called Vidya Sagar a 32 year old organization, which provides a range of programs and services for people with intellectual and developmental disabilities. This initiative is also in alignment with our CSR health care program.

e LEARNING CENTER LAUNCHED AT RUPNARAYANPUR SCHOOL, KHARAGPUR



In yet another path breaking CSR initiative, Tata Hitachi has **introduced e-learning at the primary level**. This project has exceeded the expectation of our stakeholders in the village and they are delighted with the opportunity opened up for them.



We have plans to extend the footprint of the e-learning platform into various other applications connected to education like adult learning, health care information etc.



TL 340H



MAX Series TH76



MAX Series TH86