

SILVERLININGS





MESSAGE FROM THE MANAGING DIRECTOR

Dear Colleagues,

2017-18 has been a good year for us. We ended the year with *a consolidated sales of 8200 units- a milestone record in the history of the organization!*

My congratulations to you all for your untiring efforts in making this happen!

Sandeep Singh
Managing Director

The highlights of the last quarter.

The Annual Business Conference with our dealer fraternity was held at Dharwad. Having set a benchmark for ourselves in 2017-18, we discussed our targets and the way forward for our business. We visited our plant where our dealers were taken around the new administrative block and the overhauled and renovated Shinrai assembly line. We also held a vendor partners meet to consolidate our relationship with our vendor partners.

Our employees won accolades at the Hitachi 'Make a difference' contest. Regional meets were organized to discuss and deliberate on the last year's performance and set the roadmap for the coming year.

In 2018-19, we need to continue the momentum and build on the foundation we have laid for ourselves this year. We need to live up to our vision of being a customer centric organization: understand their needs better, delight them at every touch point and ensure that our brand becomes the first choice for them. We also need to improve the skill sets of our team members, dealers and workers at the plant through continuous training.

The coming year is going to be very important for us. As you know, we will be launching our all new backhoe loader – Tata Hitachi Shinrai. I am sure that with all your commitment and dedication, we will make a success of this product.

Looking forward to scaling greater heights in 2018-19!



MESSAGE FROM

SR. GENERAL MANAGER

Dear friends,

Greetings to you all!

The last quarter saw a lot of excitement in the organization.

The overall infrastructure markets, specially roads sector, continue to be strong, and continue to fuel the demand for excavators in the Indian market. *We continue to hold our current levels of market share, despite the aggressive push from our competitors.*

Hemant Mathur

Senior GM, Sales & Marketing

Our machines, with the drive for improvement in quality taken up by our design and manufacturing teams, find increasing level of acceptance and preference by our customers. Our factories have supported us well with the market demand for increased numbers, and the need for continued flexibility in production.

The Annual Dealer Awards night was held with a lot of fanfare at Istanbul. We are fortunate in having such a excellent team in our dealer partners, who continue to support us in our endeavors. We can see their commitment in their increasing investments in infrastructure, experience zones, service vehicles and mobile workshops, and in their trained manpower. This too bodes well for our future growth.

The pilot for Tata Hitachi's Used Equipment business – Value Plus - was rolled out. We began mass production of the ZAXIS33U indigenous machine at the Dharwad plant. We now find positive traction with the improved TL340H, where the numbers have been increasing steadily. Our teams can expect our factories to keep rolling new and improved machines at regular intervals in the coming years.

Going forward, into the next quarter and for the rest of the year, our challenge is to make a success of the launch of our all new backhoe loader – Shinrai in the Southern markets. An elaborate launch schedule has been planned including road shows for the next 6 months. This is a very important launch for us and I am sure your commitment and passion will bring us success and glory in this market segment soon. I am confident that all of us have the determination, and nimbleness, to scale great heights and charter a new course in the backhoe loader market with this launch.

Wishing you all the very best in this journey and beyond.

Chalo Desh Banayen!

TATAHITACHINEWS



Chairman's visit to Dharwad and Corporate office, Bangalore

One of significant highpoints of the last quarter was the **visit of Mr Tatsuro Ishizuka - Chairman and Representative Executive Officer, Hitachi Construction Machinery** to the Dharwad plant and the Corporate Office, Bangalore. At Dharwad, he inaugurated the Administrative Block and the new wheeled line.





Annual Dealer meet, Istanbul

The Annual Dealer Awards Night was held with much fanfare at Istanbul in May.



Corporate office canteen inauguration

The newly refurbished canteen at the Bangalore Corporate Office was inaugurated with much fanfare. The audience was serenaded with a nail biting anthakshari between the Dudes from Mars and the Damsels from Venus. Ms Reena Shetty from the Marketing Communications team received the Kaamyabi award for Innovation and Creativity from our MD.

It's not all about work always! Team Tata Hitachi won the **"One Hitachi Cricket Tournament"** played at Bangalore.



The One Hitachi cup winning team

AWARDS WON



Machinist shopfloor awards

Our Jamshedpur plant was adjudged as the Winners at **'The Machinist Super Shop Floor Awards 2018'** in the category of **Productivity (Large)**. The award was handed over to Mr V Ramesh at a gala ceremony held at Hotel Sahara Star, Mumbai.



Bronze award



Inspiration award



Tata Hitachi won the **Inspirational Award & Bronze Award** in Value Engineering competition at Hitachi Automotive Systems, Korat, Thailand. **Tata Hitachi won the Inspirational award for the VE idea "Elimination of shockless valve in EX200 and EX100"**. Tata Hitachi also won **Bronze award for the overall award**.



The machine working

NEWSFROMPLANTS



JAMSHEDPUR

A dialogue with the Managing Director was held at the plant in April. In an interactive session with the employees, he congratulated all employees for their great performance in FY 2017-2018 and informed them about the new initiatives that were being planned for the next financial year.



MD dialogue

Swachh surroundings

Swachh surroundings



Swachh surroundings:

The Midi & Gear shop workers reiterated their commitment to Swachh Bharat by removing all waste around their areas of work.

DHARWAD



The Gear shop team



The Midi shop team

Financier meet:

A financier meet was held at Dharwad as a precursor to the launch of the all new backhoe loader Shinrai. The new product was showcased and the financiers were briefed on the support preparedness and manufacturing prowess.



Photo op with Tata Hitachi Shinrai



The audience



Mr Sourya Ray addressing the audience



Felicitating the financiers

KHARAGPUR

Regional Strategy Meet

Regional Strategy Meet:

Senior delegates from HCM and top management from Tata Hitachi met to take stock of the business.



Reman Center inauguration. The Inauguration of the Parts Warehouse and the Operator Training Center visit

On the same day, there was plant visit in which all delegates visited the operator training center, parts warehouse (Admin building), the excavator assembly shop and the new Reman center.

During this visit, **the training center and Reman center was inaugurated.**

This quarter also saw the **MD Dialogue** at the plant. It was an interactive session with the MD who informed the plant personnel on the performance of the organization's performance and shared the plans for the future.



MD dialogue at the plant





Lecture at IIT kgp

The Rajiv Gandhi School of Intellectual Property Law, IIT Kharagpur invited Mr. Amit Kumar Thakur to deliver a lecture on 'Industrial Relations' as part of a short-term course on Industrial Relations, Make in India & Skill India-issues and challenges.

Visit to the local and district administrative heads:

Building relationships with the local administration, Mr. Arup Mukherjee, Mr. Gautam Banerjee and Mr. Amit Thakur made a **courtesy visit to the DM Paschim Medinipur and Mr. Raghuvamshi (IPS), Addl. Superintendent of Police.**



Meeting the DM, Pashchim Medinipur and Meeting the Addl. Superintendent of Police



Sitala Mata Puja at the Rupnarayanpur village

Creating connect with the locals:

Mr. Arup Mukherjee visited the Rupnarayan village on the occasion of Sitala Mata Puja.

Bidding adieu to Takatani San and

welcoming Sasano san: Mr. Arup Mukherjee, in presence of all plant colleagues, bade farewell to and thanked Takatani San for his support and presented him with a token of gratitude. The plant also extended a hearty welcome to Sasano san who has taken charge as Alt. Director.



Takatani san's farewell.



Welcoming Sasano san

Students of St Agnes visit the plant



Students of St. Agnes school visited the plant as a part of their Industrial Visit initiative.

103 Students of class 11th & 12th along with 3 teachers from Science and Economics streams visited the plant. The MD inaugurated the solar power unit at the Kharagpur plant.



The solar power plant inauguration

OTHER ACTIVITIES



The machine working

Builder's cup golf tournament:

We participated in the **Builder's Cup Golf Tournament in Bangalore**. Apart from participating in the tournament, **the ZAXIS33U was displayed at the Golf Expo at Hotel Lalit Ashok.**

Indian Vendor Partners' Visit to Japan:
Vendor Partners were taken for a factory tour at HCM Tsuchiura, HCM Tierra and other HCM vendors' site at Japan.

The team included top management representatives from 15 key Vendors and Tata Hitachi Members from SCM, PPC, and Design & Production along with VP (OE). The team visited the world class manufacturing facility and gained knowledge about the practices with a purpose of implementing the learnings at respective workplace.



Team Tata Hitachi



Mr Charu Sharma at the Golf Expo



The ZAXIS33U on display



Backdrop of Tata Hitachi Shinrai at the grounds



Assembling the machine



The Tamilnadu earth movers association meet was held at Vellore. We participated in the expo at Nandanam, Chennai:
We participated in the Annual Event conducted by M/s Tamilnadu Earthmovers Association at Chennai. ZAXIS140H, TH76 and TH86 were displayed at the stall.

An operator's meet was held at Vellore where the ZAXIS140H was displayed.
Dismantling & Assembly of three EX110 Supers: Braving untoward conditions,

at 18,000 feet above the ground, battling temperatures of -5 degrees, working five hours a day, **five members of team Tata Hitachi dismantled and assembled three EX110 Super machines for the BRO and IAF.**
 The Chandigarh Team & Delhi Dealer collectively work together to complete this job within defined timelines.

PSEMPL - Tata Hitachi inaugurated a branch office at Contai, East Medinipur.

Assembling the machine



Assembling the machine



Contai branch inauguration



Assembling the machine



Dismantling the machine



Customers of tomorrow



Visitors at the Tata Hitachi stall at the expo



Customer felicitation at the Tata Hitachi stall



ZAXIS140H displayed at the event



The President of the Operator's association addressing the audience



Mr Hemant Mathur inaugurating the Tamilnadu Earthmovers Association meet



Shifting the machine by a helicopter



The team at HCM Tierra



The team with MD and Nakajima san

PARTSMELA



Tricare Spare Parts Mela at Kolhapur



Parts mela at Akola



Tricare Spare Parts Mela at Kolhapur



Parts mela at Gandhidham



Parts mela at Sylva



Parts mela at Gaya

To promote Tata Hitachi Genuine Parts, melas were organized at Chakan, Kolhapur, Gaya, Ulwe, Gandhidham, Morbi, Akola and Sayla.

ROADSHOW



The Tata Hitachi and TEMPL team conducted roadshows at Sinnar, Satana, Deola, Malegaon and Manmad/Yeolaat, Aurangabad. The Salem branch conducted roadshows at Karnampettai, and Chettipalayam.



Chettipalayam roadshow



Karnampettai roadshow

CUSTOMERMEET



Mr. Srinivas Kakita addressing the gathering



Mr. Sandeep Singh welcomes Mr. B Ramesh Kumar, Soma Enterprises



Mr. Hemant Mathur welcoming Mr. Ravi Varma, Dott Services



Mr. Hemant Mathur welcoming Mr. B Seenaiiah, BSCPL



Saltora customer meet

A key account customer meet was held at **Hyderabad at ITC Kakatiya**. Attended by Tata Hitachi top management, the customer meet witnessed a large turnout of customers from the area.

NE Equipment Solutions Pvt. Ltd., Aizwal participated in annual earth movers association meet at Aizwal. TH86 was showcased in the meet.

Customer meets were also organized at **Kurnool, Ujjain, Aizwal, Saltora, Gunupur, Lageleswar and at the Telengana Mining Contractors Association.**

In addition to this a visit to the Kharagpur Plant was organized for **four customers of Jabalpur Branch.**



Kurnool customer meet



Lageleswar customer meet



The rock breaker on display at Kurnool



Telangana Mining Contractors Association



TH76 on display at Ujjain



Gunupur customer meet



Ujjain customer meet



Parts display at the Ujjain customer meet



Annual Earth Movers Association Meet, Aizwal



Customers at the KGP assembly shop

FINANCIERMEET



Financier meet at Ranchi

Financier meets were organized at **Ranchi, Bhopal, Barwani and Kharagpur** in the last quarter. **Shankar Equipments organized a meet with HDFC.**



Financier meet at Barwani



Shankar Equipments with HDFC



Financier meet at Bhopal



Financier meet at Kharagpur

DEALERNEWS



The first Field Diagnostic Vehicle launch

As a part of their CSR activities, the **Total Earthmovers** team paid a visit to the Janakalyan Sevashram (old age home) at Panvel and donated dustbins, buckets, hand wash, dusters, brooms, Horlicks and refined oil.

The first Field Diagnostic Vehicle was launched by the dealership – the first of its kind in the western region. The dealership also hosted the annual function 'Tarang' where the employees were felicitated with excellence awards.



Team KISPL



Suryakiran Earthmovers, Chattisgarh

KISPL organized their 11th Annual meet at Camp Dilly, Anand. Some work and more play was the high point of the event. Mr. Sandeep Singh, MD, Tata Hitachi visited the **Suryakiran Earthmovers** office at Chattisgarh.



Team TEMPL at Panvel



MD at Suryakiran Earthmovers



Tarang snapshot

EMPLOYEECONNECT



Family day out for the Hyderabad team

The **Salem branch** organized an employee connect program at Hotel Raddison. A family get together was organized by the **Hyderabad branch** at Chiraan Fort Club. The team also attended the Grihapravesham of Mr. V.V. Sivaram & Akanksha.



Hyderabad team attending a Grihapravesham



Salem branch employee connect program

KEYHANDOVER& CUSTOMERFELICITATION



Two milestones achieved:

The Lucknow Branch marked its sale of the **150th machine** in 2017-18 FY by invoicing a **ZX220GI** machine to Mr. Shyam Bahadur Singh at Chunnar, UP. Along with the machine a **NPK GH9 Rock Breaker** was also sold to the customer. The breaker was the 1st ever NPK series rock

breaker sold in UP. **Suryakiran Earthmovers** handed over the keys of its **101st excavator (EX210)** to M/S KRISHI SEWA KENDRA.

Apart from this, **three TH76Max** series backhoe loaders were handed over to Mr. Muralidhar Rokade at Nagpur. Mr. V. K. Janardhanan Nair

was handed over the **first EX210 Super Quarry excavator ever** sold in Kerala. **ZAXIS370LCM quarry** version was handed over to Navayuga Engineering Company Limited. **Two EX200Super series excavators** with Orange Peel Grable were handed over to M/S Hyndai Engineering, Chennai.

ZAXIS650H was handed over to M/S P C Patel Infra Private Limited at Ahmedabad.

TL340H was handed over near Ranchi. **ZX220GI & NPK GH9** was handed over to the Vinayaka Group at Hyderabad.



EX210 Super Quarry version at Kerala



The Lucknow branch rolls out its 150th machine



ZAXIS650 handover at Ahmedabad



TH76 Max series handed over to Mr. Rokade



TL340H handover



ZAXIS370LCM Quarry Version handover



ZAXIS220GI and NPK rock breaker handover

MACHINELAUNCH



ZAXIS140H launch at Pune



ZAXIS140H launch at Saltora



ZAXIS140H launch at Ahmedabad

ZAXIS140H was launched at Saltora, Pune and Ahmedabad this quarter.

OPERATOR TRAINING



Operator training at Nagpur

Shankar Equipments Limited



Shankar Equipments Limited organized a training for operators at Balu Ghat, Bindol (Bihta). A training on the care and maintenance of hydraulic excavators was conducted by the **Nagpur team at Wardha(M.S)**. In partnership with **Kailash Infratech**, an operator training meet was hosted at **Barwani** to provide better service to the customer and increase product/operation knowledge of operators.

RELATIONSHIP BUILDING



The Tata Hitachi stall

Welcoming the Director General DGMS and the GM (Coal), Tata Steel West Bokaro

The anti collision system for DMC Hanger Crane displayed

Staying true to our promise of building and honoring relationships, Tata Hitachi participated in the **60th Annual mines safety week** was held at Ranchi Koderma Region.

SERVICECAMPAIGN



A Service Campaign was conducted at Tekkali Granite belt.

A complete machine health check was carried out on eight machines and operators and mechanics were informed about preventive maintenance and were given a recommended list of parts for the better life of the machines.

TEAMBUILDING



The two teams raring to go



Snapshot of the match



Snapshot of the match

To foster awareness of team spirit and bring all members of FMC Singrauli, including outsourced team, from all the 6 sites to one platform, a **Team Building Exercise** was organized at FMC Singrauli.

CELEBRATING WORLD ENVIRONMENT DAY



St Joseph's Community College , Jamshedpur



Tree planting at Dharwad



Tree planting in Jamshedpur



World Environment Day was celebrated at the **Jamshedpur Plant** with tree planting at **St. Joseph's Community College, Mango and Hurlung Village**. Trees were also planted at the **Dharwad Training center by Army, Dealer and Tata Hitachi trainees**. The Dharwad plant celebrated the day by launching a **'say no to plastics' campaign**.



Tree planting at Hurlung village, Jamshedpur



Tree planting at the Operator Training School , Dharwad

Tricare, Pune distributed plants and seeds in the office premises to celebrate World Environment Day. This day was observed at the **Kharagpur plant** too and it was celebrated with the theme of "No Plastic"



DharwadThe 'no plastic' pledge at the Kharagpur plant



Celebrations at the Kharagpur plant



Tricare Pune celebrating World Environment Day

THE TCS SMATRAN TEAM



We take this opportunity to introduce the SMATRAN team at TCS, Calcutta. Most of us interact with them on a daily basis - now, we can put a face to the name!

ROW 1 Front

Shweta Sharma, Ipsita Chatterjee, Madhurjya Roy, Amrita Paul, Piu Nayak, Sumana Maity, Ratan Kumar Dutta, Biswajit Saha, Faiz Ahmed, Sharad Yadav, Dharmendra Singh, Archita Batobyal, Neha Soni, Dimple Chaddha, Swathi Upadhaya

ROW 2 Middle

Sutapa Chakraborty, Kakhanthai Rangmei, Raju Basak, Lalit Shah, Amitabha Roy, Prasenjit Bhattacharjee, Rajesh Kannan, Tarkeshwar Baksi, Subir Sarkar, Manas Das, Anindya Dasgupta, Shouvik Chakraborty, Dipankar Chakraborty, Avinaba Karmakar, Sauparnee Chakravarti

ROW 3 Rear

Sujata Yadav, Sanjib Ghosh, Pankaj Das, Manjunatha Rao, Asim Poddar, Abhisek Das, Amit Gupta, Zeeshan Hamid, Arup K Samaddar, Gurvinder Singh, Anand Nayak, Abdul Rauf, Tarak Nandy, Pratip Ghosh, Sanjoy Kundu, Sumanta Mukherjee, Md. Osman



The team celebrated a grand **Iftar party** at the office.

At the office Iftar party



TATA HITACHI

Reliable solutions