

VOLUME 15

JANUARY – MARCH 2020

# SILVERLININGS



“ Hope is being able to see  
that there is light despite  
all of the darkness ”

Tata Hitachi Construction Machinery Company Private Limited



## MESSAGE FROM THE **MANAGING DIRECTOR**

**I hope you , your family and team members are in the best of health . I assure you that it is our prime responsibility at this hour to ensure that the spread of COVID - 19 is prevented and the risk to health is minimized for everyone.**

We have been constantly monitoring the situation and taking necessary steps to assess and act depending on our assessment of the same.

It is very important for us to start preparing ourselves for the 'new normal' situation created by COVID- 19. We must strive to ensure that business gets back on track while maintaining the tenets of social and physical distancing .

You must be thinking for how long this lockdown will remain and how this pandemic will impact us and our organization and business . Frankly speaking I do not have any readymade answers.

However, I believe in one thing. We have, together, crossed many hurdles and faced many challenges. We, as the Tata Hitachi team, have always overcome them with our resolve, team work and passion.

Therefore, my strong belief is that :

**“Tough times don't last : Tough teams do”**

Let's face the current challenges with determination and firmly focus on the safety and health of our family, friends , colleagues and the society around.

I am sure that soon this time will pass and we will be back on our respective jobs with more vigor and commitment to rebound and scale up the operations of our company.

Let's keep up our motivation and help each other overcome these dark times .

**Take care and stay safe .**

**Sandeep Singh**  
Managing Director

# HIGHLIGHTS

**This has been a tough quarter for us with the COVID 19 outbreak. A quarter which has seen our world and our country in a lockdown. Our thoughts and prayers are with each one of you. May we have the grit and resilience to see us through this tough time. Stay indoors, stay safe .**

**STAY HOME. STAY SAFE.**



# ADDA MEETS

Adda meets were held at Dwarka (in partnership with TIME Equipment), Jaisalmer (in partnership with Ramdev Earthmovers), Sikandrabad, Menar and Udaipur (in partnership with TASS Technical Services) to strengthen connect with the community. TIME Equipment held a Chai-Mela at Faridabad with customers and in partnership with Tata Capital Financial Services Private Limited.



Adda meet at Dwarka



Adda meet at Jaisalmer



Adda meet at Kurabad



Adda meet at Menar



Adda meet at Sikandrabad



TIME Equipment Chai Meet

# BRANCH NEWS

Our **Nagpur branch** celebrated a colorful Holi. Our **Hubli branch** had an employee connect program. The **Rajkot branch** welcomed Mr Rahul Shorey - National Head, Infra - to their office. The **Indore branch** celebrated Women's Day at their office.



Hubli branch employee connect



Nagpur branch celebrating Holi



Welcoming Mr Rahul Shorey at the Rajkot branch



Women's Day celebration at the Indore branch



# CUSTOMER DAY

Customer day celebrations were held at **TASS Technical Services, Udaipur**. Along with customers, representatives from financiers also attended this meet. There was a demo of our telematics suites - ConSite and InSite - and the online parts ordering in the experience zone.



Customer day at TASS

# CUSTOMER MEET

A small customer meet was held at **Satna-Madhya Pradesh**. **CAG Salem** held a customer meet too. In partnership with **TIME Equipment**, a customer meet for **EX130Super+** was held at Sehri, Kharkhonda, Sonipat and at Madurai in partnership with **Vetri**. A launch and customer meet for **EX215LC Quarry** was held at Koderma. In partnership with **PS Earthmovers**, a customer meet was held at Kharagpur. A customer meet was held in Bangalore by **PSN Bangalore** too.



Customer meet held by CAG Salem



EX130 Super+ customer meet at Madurai



EX130 Super+ customer meet at Sehri



EX215LC Quarry launch and customer meet at Koderma



PS Earthmovers customer meet at Kharagpur



PSN Bangalore customer meet



Small customer meet at Satna

# CUSTOMER TRAINING

NE Equipment Solutions organized a training for Border Roads Junior Engineers and other Mechanical Staff at Aizwal. Our Goa Branch organized a customer operator training at Khandarpar, North Goa. A training on Operation and Maintenance of EX70

Super with Rock Breaker TRB60 was held for ITBP, Transport Battalion Chandigarh. Operators and maintenance staff of Fortune Stone Limited (Katahra Mines)Chhatarpur, Madhya Pradesh underwent a RPL 4 training.



Customer staff training at Goa



Customer staff training for Border Roads

Operation and maintenance training



RPL 4 training

# DEALER NEWS

NE Equipment Solutions organized employee motivation and engagement sessions at the dealership through the year. A service competition for dealers

was held at OTC Dharwad. TIME Equipment had a host of celebrations and activities last quarter beginning with celebrating the New Year!



Activities from TIME Equipment



Dealer service competition at OTC Dharwad



Employee engagement initiatives at NE Equipment Solutions

# DEMOS

Demos for Shinrai were held at Rae Bareili, Palwal City, Palwal, Haryana, Alatau, Musafirkhana, Dalmau, Musafirkhana, Sultanpur, Dhammour Amethi, Amreshpuri Colony, Sathhin, Amethi, Mall Road, Lucknow, two at Salem, one at

Bangalore. EX70 demo and machine handover happened at Agartala. Demos for TL340H took place at RSMML - Jhamarkotra, Bangalore, Shahibganj and Pindwara. A demo cum application study was also done for ZAXIS33U.



EX70 machine demo and handover at Agartala



Shinrai demo at Aihar, Dalmau, Raebareli



Shinrai demo at Amreshpuri Colony



Shinrai demo at Dalmau



Shinrai demo at Mall Road, Lucknow



Shinrai demo at Musafirkhana, Sultanpur



Shinrai demo at Palwal City



Shinrai demo at Dhammour Amethi



Shinrai demo at Rae Bareili



Shinrai demo at Sathhin, Amethi



Shinrai demo at Sultanpur



Shinrai Demo in dirt CAG Salem



Shinrai demo in dirt CAG Salem



Shinrai demo in dirt PSN Bangalore



TL340H demo at Bangalore



TL340H demo at Jhamarkotra



TL340H demo at Jhamarkotra



TL340H demo at Jhamarkotra





TL340H demo at Pindwara



TL340H demo at Shahibganj



ZAXIS33U application study

## EXHIBITIONS

We participated in **STONA 2020** - at the BIEC grounds Bangalore - showcasing the mighty ZAXIS 370LCH, ZAXIS 400MTH and the B360 Alicon Rock breaker. **ES Infraserve Pvt Ltd** participated in **Earthcon Expo2020** at Indore, showcasing Shinrai and EX 130Super+. **Invest Karnataka** meet was organized by the Govt. of Karnataka and Joint Director of District Industries Center (DIC) at Hubballi. On display was our all-new

Backhoe Loader - Shinrai. We participated in the **Machine Fest at Aizwal** too in partnership with **North Eastern Equipment Solutions**. **PSN Kochi** held **Mini expos and loan melas** at Ochira - Kollam, Kottarakkara - Kollam, Kilimanoor - Trivandrum and Nedumangad - Trivandrum. **CAG Salem** participated in a **mega agri exhibition**. **North Eastern Equipment Solutions** held an **operator skill test program** at Aizwal.



Tata Hitachi at STONA 2020



Mega Agri Exhibition participation by CAG Salem



Invest Karnataka exhibition



Operator skill test at Aizwal



PSN Kochi mini expo and loan mela

Tata Hitachi at Earthcon Expo

# FINANCIER MEETS

A financier meet was held at **Gulbarga**, a second with **Sundaram Finance** in partnership with **CAG Salem**. Meets were held at **Guwahati**, at **Prayagraj** in partnership with **Pawansut Earthmovers**, and at **Chattisgarh** in partnership with **Suryakiran Earthmovers**.



Financier meet at Gulbarga



Financier meet in partnership with Pawansut Earthmovers



Financier meet in partnership with Suryakiran Earthmovers



Financier meet with Sundaram - CAG Salem



Guwahati financier meet



Financier meet



# KEY HANDOVERS

PSN Hubli handed over five EX 130Super+ machines at Haveri, Karnataka, EX 210 Super+ at Hubli along with TL 340 H and ZAXIS 140. PSN Cochin handed over EX 210 Super + and PSN Tumkur handed over ZAXIS 33U. Five EX210 excavators were handed over at Palakkad, Kerala. A customer meet cum key handover ceremony for Shinrai was held at Dankuni - Calcutta and Gaya - Bihar, Sheikhpura and North Bihar. Suryakiran Earthmovers handed over EX 70 Super+ at Raipur. Harsheel Infraequipment

handed over TMX 20 at Sagar and Shinrai at Betul. Vedant Earthmovers had a Shinrai key handover ceremony at Jamshedpur. In partnership with Rambaag Equipments, felicitation and key handovers were done for customers who had purchased machines in EXCON 2019 at Trichy. Two ZAXIS 870 's were handed over at Dhanbad. ZAXIS 650 key handovers took place at Porbandar. CAG Salem handed over EX 200 Super+ and ZAXIS 220 GI excavators at Salem.



At Mountain Movers, Gulbarga



Customer felicitations and key handovers at Trichy



Customer Meet Dankuni - Kolkata



EX 130Super+ key handovers by PSN Hubli



EX70 Super+ key handover at Raipur



EX200LC Super+ handover by CAG Salem



EX210 handover at Palakkad, Kerala



EX210 Super+ machine handover - PSN Hubli



EX210 Super+ machine handover by PSN Cochin



Key Handing Gaya - Bihar



Key Handing Vedant Earthmovers Jamshedpur



EX210 Super+ machine handover - PSN Hubli



Shinrai handover at Betul



Shinrai handover at North Bihar



Shinrai Key Handing Sheikhpura - Bihar



TL340H handover by CAG Salem



TL340H handover by PSN Hubli



TMX20 handover at Sagar



ZAXIS 33U handover



ZAXIS 650 key handover at Porbandar



ZAXIS33U handover by PSN Tumkur



ZAXIS140 delivered by PSN Hubli



ZAXIS 870 Key handover at Dhanbad



ZAXIS220 Quarry handover at Belgaum



ZAXIS220GI handover by CAG Salem



ZAXIS220GI handover by CAG Salem

# LAUNCHES

EX 215 LC Super+ and EX 215 LC Super+ Quarry were launched at Hubli amidst great fanfare. In partnership with Vetri, EX 215 LC Super+ Quarry was launched at Madurai.



EX215 LC Super+ launch at Hubli



EX215 LC Super+ Quarry launch at Madurai



EX215LC Quarry variant launch at Hubli

# LOAN MELAS

In partnership with SS Excavation Solutions loan melas were held at Buttibori and Nagpur. E S Infraserve organized a loan mela at Dhamnod. Kailash Infratech held a loan mela at Gwalior. A loan mela was held at Hospet. Harsheel Infraequip organized a loan mela at Bhopal. N E Equipment Solutions organized a loan fest at Aizwal.



Loan fest at Aizwal



Loan Mela at Bhopal



Loan mela at Buttibori Nagpur



Loan Mela at Dhamnod



Loan Mela at Gwalior



Loan mela at Hospet



Loan Mela at Nagpur

# OPERATOR MEETS

In partnership with PSN Kochi, operator meets were held at Karunagappilly, Kollam and Nedumangad, Trivandrum.



Trivandrum Operator Meet

# OPERATOR TRAINING

RPL 4 certificate handing over event was held for Tata Hitachi operators working with our crusher belt customers. Two operator training events were held by the **Aurangabad branch at Latur** on daily and routine machine maintenance, how to handle minor complains arises in the machine, use and

benefits of genuine lubricants and parts and how to reduce breakdown time of machine. The **Nellore branch** held an RPL4 operators & mechanics training program. **PSN Kochi** held a training program for operators too.



Operator training at Latur



Operator training by PSN Kochi



Operator Training by the Nellore branch



RPL 4 Certificate Handover



The second Operator Training meet at Latur

# OTHERS



CII IWN Each for Equal event

• **IWN, Karnataka** organized the Annual 2020 Summit, with the theme of 'Each for Equal' at Bangalore. It featured memorable Keynotes, thought-provoking Fire-side Chats and an useful panel. The summit convened a diverse range of luminaries from Industry, Academia, Sports & Professions. Tata Hitachi was a key sponsor at this event and was well represented with our women participants.





New Year celebrations by the FMC West Bokaro team

- The FMC West Bokaro team of Tata Hitachi celebrated New Year with great pomp.



The Nagpur team participating in the walkathon

- Our Nagpur team and their families had participated in a Walkathon at Nagpur.



Founder's Day Celebrations at the Corporate Office



Founder's Day celebrations at the Nagpur branch

- The 181st birthday of Jamshed ji Tata was celebrated at the Corporate office and the Nagpur Office.



Celebration at Salem

- On International Women's day, the women employees across all locations came together to celebrate women's day with great fervor and enthusiasm. At the Corporate office, the event unfolded with our MD san and other leaders addressing the women employees on their importance and significant contribution to the organization. Followed by a story telling session hosted by Ms. Aparna Athreya, - a women empowerment coach and a motivational speaker.



Celebrations at the Bangalore Regional office



Celebrations at the Cochin office



Celebrations at the Dharwad plant



Celebrations at the KGP plant



Celebrations at the Dharwad plant



Celebrations at the Nagpur office



International Women's Day celebrations at the Corporate office



Participation in the Ananda run

- A fifteen-member contingent from our Kolkata office participated in the 5 Km Ananda Run category. This was a fund raiser initiative and through this run Tata Hitachi supported and raised funds for Tata Medical Centre, Kolkata as a part of the Tata Steel 25K marathon.



Mr Sandeep Singh felicitating Swamiji

- **KPI meeting in Bangalore:** The annual KPI meeting was held in Bangalore to take stock of the year that was and deliberate on the coming year. As part of this, the were invited to be part of the Japanese culture awareness session conducted by the external speaker **Ms. Srividhya** followed by a brief session by **Swami Swatmananda** from the Chinmaya mission on the topic Attachment vs Detachment. The half a day session concluded with a trip to ISKCON temple. Swami ji also addressed the team on 'When the going gets tough, the tough get going'.



Swamiji addressing the audience



Swamiji addressing the ladies



Swamiji and the audience



The audience

# PARTS MELA

Parts Melas were held by the **Rajkot branch** at Porbandar and Bhavnagar (in partnership with **Progressive Motors**). Parts Melas were held at Bellary, Kolar, Tumkur and Hubli (in partnership with **PSN**), Salem (in partnership with **CAG Salem**), at Hassan and Shimoga (in partnership with **ACE**)

and at Yadgir. **Ramdev Earthmovers** held two Parts Melas at Jodhpur. **TIME Equipment** held Parts Melas at Haldwani, Dehradun and Rishikesh Agarkhal Chamba Route, Uttarakhand. **Tass Technical Services Pvt. Ltd.** organized three Spare Parts Melas at Udaipur.



Bhavnagar Parts Mela



CAG Salem Parts Mela



Parts Mela at Dehradun



Parts Mela at Haldwani



Parts Mela at Jodhpur



Parts Mela at Porbandar



Parts Mela at PSN Hubli



Parts Mela at Rishikesh Agarkhal Chamba Route



Parts Mela at Yadgir



Parts Mela by ACE Hassan



Parts Mela conducted by ACE, Shimoga



PSN Bangalore Parts Mela at Kolar



PSN Bangalore Parts Mela at Tumkur



Ramdev Earthmovers Parts Mela



The second Parts Mela at Jodhpur



The second Parts Mela at Udaipur



Udaipur Spare Parts Mela

# PLANT NEWS

## DHARWAD



EKIDEN at Dharwad

The **second EKIDEN marathon** was held at the plant. A total around 350 employees, including 198 runners comprising operators, supervisors, managers, departmental heads and Japanese advisors, participated in the event. The race was flagged off by our MD Mr. Sandeep Singh and our Plant head Mr. G B Kulkarni.

A **Walkathon** was organized for employees and their families. The route was from Dharwad railway station to Nuggikeri Hanuman temple. Around 20 people volunteered for the event.



Walkathon



Winning the third prize in the CII Kaizen competition

A team from the plant participated in the **36th National Kaizen Competition** organized by the Confederation of Indian Industries, Institute of Quality at Chennai. The Robot section of the fabrication team won the 3rd prize in Innovative Kaizen category.

**Quality and safety month** celebrations were held at the plant.



Quality and safety month at the plant



Cheque handover

A donation of RS 7.50 lakhs was made for the **flood relief and disaster management** for North Karnataka floods. The DD was handed over to Dharwad dist. in charge Minister and medium and large-scale industries minister Sri Jagadish Shetter. Mr Balavijayan, Mr Govindraj Kulkarni, and Mr Prashant Dixit handed over the DD.

# KHARAGPUR



32nd Eastern regional wokskills competition

A team from the plant participated in the **32nd Eastern Regional Workskills Competition** at the Industrial Training Institute, Tollygunge, Kolkata, West Bengal. **Mr. Sandip Kumar Verma** bagged the 1st prize in CNC Turning.

There was a plant visit Visit from students of the **Reitaku University, Japan**. The Plant Head along with senior members received them and they were given a brief presentation about the plant and were shown the corporate video. They interacted with the **Tata Hitachi Team** and the Expats.



Students visit



CII quality circle

A team from the fabrication department participated in the State level CII 32nd Convention on **Quality Circle Competition** held in Kolkata and qualified for Regional and National level.

The **Tata Hitachi Football Tournament** concluded with the final match played between Fabrication Super Kings and Daredevils. Fabrication Super Kings clinched the 1st Championship of the Football Tournament in the final match.



Football Tournament (Runners -up) Football Tournament (Winners)



CSR - Classroom Inaguration

**Three health camps** were organized as a part of our CSR activities. These camps were held at Jambandi, Baradiha and Disinda Primary Schools. 350+ villagers got the benefit which included free check-up and free medicine for 15 days.

The first **badminton tournament for women** was organized at the plant. There were two categories - Singles & Doubles. There were four nominations for each category. Ms Shubhangi Choudhury clinched the winner's trophy for singles title and team of Ms. Mohini and Ms Sarmishtha claimed the doubles' title.



Women's Badminton Tournament



Industrial Visit

**Twenty-six management trainees** along with their coordinator from **Tata Steel, Jamshedpur** visited the plant as a part of their industrial visit.

**GETs of the 2019-20 batch** visited the major CSR projects as a part of the training program. The projects they visited included **Jafala Junior High School, Baradiha Primary School, Gholageria School, Jamboni School, Disinda School and Rupnarayanpur School**



CSR visit for GET's



Republic Day celebrations

**Republic day** was celebrated with Mr. Ravi Kumar, unfurling the flag. Post the National Anthem, he accepted the salutation of the march past conducted by security team.

**Long term service award felicitation:** Mr. Arup Mukherjee, Mr. Shakil Ahmed and Mr. Babban Singh were felicitated by our Managing Director for 25 years of continuous service in the organization.



Long term service awards



Blood donation camp

To commemorate the 181st birth anniversary of our founder J N Tata, a **blood donation camp** was organized in the Trainee hostel.

The new HR Establishment office was inaugurated by Mr. Arup Mukherjee, Mr. Shahid Ashraf, Mr. Gurdip Singh, along with Mr. Alope Senapati.



HR establishment inauguration



Paint shop picnic

A picnic was arranged by the employees of the Paint Shops. This was indeed a remarkable event in terms of Team Building and Camaraderie. This is also special because it involved employees from different shops (Paint) including contract employees.

We bagged the **1st prize** in **2nd Annual Flower show** held at Tata Metaliks in the Institutional Category. The admin team played an instrumental role in improving the landscape in the plant premises.



Annual Flower Show



Message to support HCM China



Nakajima and Sasano san addressing the audineece



Race flag off



Prize distribution



The excited participants

**EKIDEN Kharagpur:** A total of 550+ employees, including 318 runners and 50 volunteers gathered for the event. There was spontaneous participation from all sections of employees including Operators, supervisors, mangers and departmental heads. Japanese advisors also participated in the event and ran the race.

# ROADSHOWS

To demonstrate the power of our machines and attachments, roadshows were held at Canning, Jamtala

and Tangrakhali (for EX70 Super+), at Jabalpur (for the B 215 Rock breaker), at Bangalore (for EX215 LC Quarry)



B 215 Rock breaker roadshow



EX70 Super+ roadshow at Jamtala



EX70 Super+ roadshow at Tangrakhali



EX70 Super+ roadshow at Canning



EX215 LC Quarry roadshow

# SERVICE CAMP

A service camp along with a Spare Parts promotion camp was held at Pagdha - in partnership with Total Mumbai.



Service Camp at Pagda

# SERVICE CAMPAIGN

A Service Campaign and Parts Mela was held at Chamba, Uttarakhand.



Service campaign at Uttarakhand



# SHINRAI NEWS

Shinrai handovers took place at Bangalore, Bellary, Dharwad, H B Hali, Mandya, Peenya, Kote and Tumkur. Customer meets were held at Tumkur and Betul. NE Equipment Solutions held a roadshow at Silchar. PS Earthmovers held roadshows at Egra and Ghatal. Vedant Earthmovers organized demo in dirt at Ghatsila. In partnership with Trishul Tread, an operator's meet was organized at Baripada.



Customer meet at Tumkur



Demo in dirt at Ghatsila



Machine handover at Dharwad



Machine handover at HB Hali



Machine handover at Bangalore



Machine handover at Bellary



Machine handover at Mandya



Machine handover at Peenya



Machine handover at Tumkur



Roadshows at Egra and Ghatal



Shinrai customer meet at Tumkur



Shinrai customer meet by PSN Hubli



Shinrai handover by PSN Bangalore



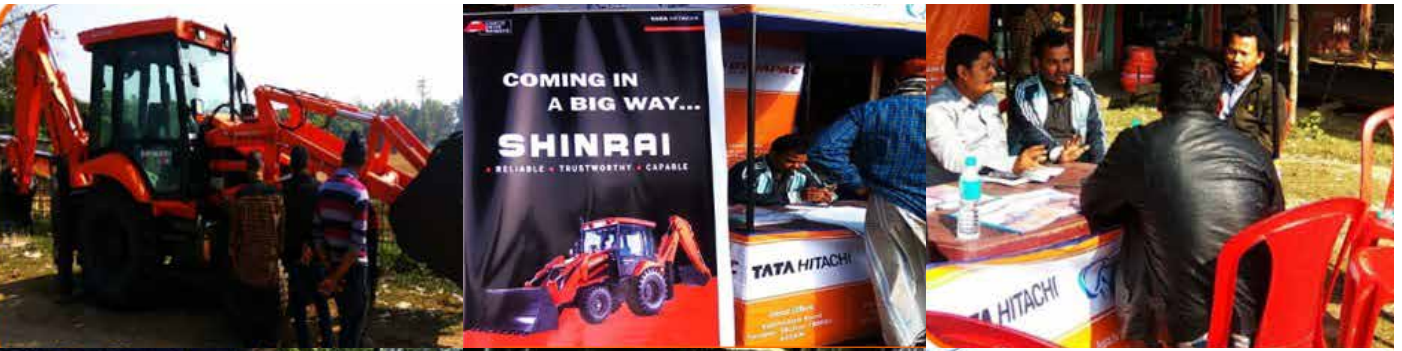
Shinrai handover by PSN Bangalore



Shinrai handover to Chief officer TMC HD-Kote



Shinrai Operators Meet



Shinrai roadshow at Silchar

# TRAINING

The Rajkot team conducted an Operation and Maintenance Training at Navlakhi for operators, mechanics and helpers. A four day RPL training was held at the TPT Battalion-Chandigarh.



Operation Maintenance Training

RPL Training at Chandigarh

# USED EQUIPMENT

EX210 Super Tata Hitachi Value plus excavator was refurbished at dealer workshop M/s MG Brothers, Nellore and handed over to the customer.



# TATA HITACHI

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