

VOLUME 7

SILVERLININGS

JANUARY – MARCH, 2018



Tata Hitachi Construction Machinery Company Private Limited

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!

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!



Sandeep Singh

Managing Director



MESSAGE FROM THE

SENIOR GM

SALES & MARKETING

Dear friends,

Greetings to you all!

Congratulations to our team on achieving our annual targets – sale of 8200 units during the year 2017-18. Well done. This is the highest sales in units Tata Hitachi has achieved.

The last quarter of 2017-18 saw us all preparing and strategizing for our higher targets in 2018 -19. We held our regional meets with our dealer teams. The inputs from our Regional meets were taken to our national Annual Business Conference, which was organized for our dealer fraternity at Dharwad in March 2018. During the conference with dealers, we shared our plans for 2018-19 with them, and signed off our mutually agreed targets with the dealerships in a formal ceremony, thus committing ourselves and our dealers to an even higher level of performance in the next year. During the conference at Dharwad, in addition to a day of business discussions, our dealer partners were taken for a tour of the plant. They were shown the new administrative block and the new Shinrai assembly line.

Going forward into the new year, we need to continue the momentum and build on the foundation we have laid for ourselves. Have the courage, determination, commitment and nimbleness to scale greater heights and consolidate our leadership position. We need to live up to our vision of being a customer centric organization committed to delivering quality products. We must aim to delight our customers at every touch point.

2018-19 Promises to be another good year for us, especially with the planned launch of our all new backhoe loader Tata Hitachi Shinrai. This product line will be critical to our business overall. I am sure that with our commitment, passion and dedication we will make the launch of Tata Hitachi Shinrai a huge success!

Here's to an exciting and action packed 2018-19! The future looks bright for our industry and we need to build our business further. We need to keep looking at challenges as opportunities, and break barriers to achieve greater success.

Wishing you and yours a very happy and successful 2018-19!

Chalo Desh Banaye!



Hemant Mathur

Senior GM
(Sales & Marketing)



TATA HITACHI NEWS

We began the year with a bang, achieving and celebrating yet another milestone clocking **cumulative sales of 6000 machines** in January 2018!



The celebrations continued with winning a host of awards at the **5th Equipment India Awards 2018**. Our Managing Director, Mr. Sandeep Singh was conferred the award for **Equipment India Person of the Year**. Tata Hitachi also won awards for Best Seller in crawler excavators and Best Seller in mini excavators.



Mr. Pradeep Hari, Mr. Saurabh Mishra & Mr. Sameer Desai brought laurels to the organization by winning the first prize in the finals of the **Hitachi Make a Difference Contest**. They received the Gold Ticket in an award ceremony held in Japan. Hearty congratulations to the team!



NEW BEGINNINGS



As a part of the **Annual Business Conference**, the dealer partners were invited to visit the Dharwad plant to see the **new administrative block and the Shinrai assembly line**.



A **vendor meet** was organized at the new administrative block in Dharwad for discussions and deliberations on the year ahead.



STRENGTHENING RELATIONSHIPS



Customer centricity forms an integral part of our DNA. To strengthen our relationship with Thriveni Earthmovers, we conducted **a training on EH4500 dumpers** at their Pakri Barwadih site.



To gear up for the future and discuss our business plans, the Tata Hitachi team and dealer partners met at the **Annual Business Conference, Dharwad** to collectively recommit ourselves to maintain our market leadership.



Dr. Velumani, MD & CEO, Thyrocare addressing the audience



All set for the day!



South Zone 1 ABP handover



Handing over the East Zone ABP



South Zone 2 ABP handover



Handing over the Central Zone ABP



West Zone ABP handover



North Zone ABP handover

NEWS FROM

THE PLANTS

JAMSHEDPUR



Republic Day was celebrated at the Jamshedpur Plant with fervour and enthusiasm.

Mr. N C Mahaptra hoisted the National Flag with Mr. Pankaj Jha and other members of the Administration Team.

As a part of the **Swachh Bharat Abhiyaan** project, the **Jamshedpur plant built toilets** at the St. Robert's High School, Parsudih and at the Sido Kanhu Memorial Middle/High School, Bagantola.



NIR-APIR: Interschool Sports Program organized at Jamshedpur by Tata Hitachi:

This new CSR intervention facilitates schools to come together and form a close-knit team for better cohesion and clarity of communication. The participating schools were St. Mary's Hindi High School, Bistupur, Gyandeep Vidyakaya, Birsa Nagar, Guru Gobind Singh High School, Telco, Sido Kanhu Memorial High School, Bagantola and St. Robert's High School, Parsudih.



On 6th and 7th January the **Jharkhand State Master Veterans Badminton Tournament and Selection** was organized by Jharkhand Badminton association. Mr. Homiyar Dumasia won the Men's Singles Title, Mixed Doubles Title and Men's Doubles, Runners up Title in the 40+ event and got selected for the Nationals to represent Jharkhand state at Vishakhapatnam.



The **47th National Safety Day** celebrations was held at the plant.



DHARWAD



As a part of “**2017 Hitachi Volunteer Day**” activities, the Dharwad team visited the **Garag Girls High School** near the plant. Our volunteers Priyanka Nargund and Pooja Desai interacted with enthusiastic girl students and discussed the importance of education for girls in our society. They also discussed various career options for the students.



← **Mr. Satish Chiddarwar, Director General Mines Safety**, Dhanbad, visited the plant on 10th January. He was shown around the facilities. He showed keen interest in all areas and appreciated Kaizens inside plant.

A Interdepartmental Cricket Cournament was organized on 11th February at the University of Agricultural Science playground. There were 10 teams from different shops and offices. The fabrication shop and office team fought in the final match and **fabrication shop finished the tournament with a rewarding victory** and clinched the Winners shield and Gold medals. Office team lifted the Runners up shield. Silver medals were given to all team members.



The **47th National Safety Day** was celebrated on March 3rd at the plant.



KHARAGPUR

The senior management of the Parker team visited the plant on 23rd February. The agenda of their visit was to meet the team, showcase the global product foot print of Parker, and to have factory tour. For the factory tour, the team was accompanied by Mr. Arup Mukherjee (Plant Head). Tour included visit to fabrication shop, sheet metal paint shop & Excavator assembly shop.



Mr. Kuniaki Nobuoka and Mr. Hirofumi Kawaguchi from the Human Capital Division (HCM) visited Kharagpur city and its vicinity. Mr. Amit Thakur along with Mr. Toru Takatani and Mr. Morikawa accompanied them to various spots as per their preference, which included restaurants, the railway station, Gol Bazaar, Sabji Mandi and Cosmo City.

Two sport events were successfully conducted in the last quarter – Volleyball & Badminton. Employees from across the plant from different functions participated in the tournaments. A total of 6 teams & 8 teams participated in the Volleyball & Badminton tournament respectively which included Fabrication, Assembly, Paint Shop, QA, SCM, Design, CSD & Production Support Group (other depts.) After a gruelling league matches and finals, **“Team Fabrication” emerged as the winner for Volleyball** while **“Team Quality” were Badminton Champions**. Prizes were given away ceremoniously by Mr. Arup Mukherjee, Mr. Ravi Kumar and Mr. Prabhas Kumar.



In the “Annual Day” program at DAV School, IIT Kharagpur campus, two teachers were awarded with “Tata Hitachi Best Teacher” Award - Mrs. Susmita Panigrahi and Mr. Debashish Roy. Mr. Arup Mukherjee and Mr. Amit Thakur presented the award along with Mr. N K Gautam (Principal – DAV School).



Mr. Arup Mukherjee along with Mr. Rakesh Dubey visited Mr. KRK Reddy (Divisional Railway Manager – Kharagpur Division). Mr. Reddy was accompanied by his senior officials for the meeting. With this meet a step further was taken towards forging strong ties with regional administrative officials.

A Workshop on CSR was hosted by Tata Metaliks Limited, Kharagpur. They invited officials from neighboring companies (Tata Bearings, Tata Hitachi, BRG etc) to share knowledge on activities being carried out as a part of CSR. The intent of the workshop was to apprise the organizations in the Kharagpur region of the initiatives carried out in nearby villages and activities that could be carried out jointly in collaboration with the neighbouring companies.

We celebrated **National Safety Day** within the plant premises on 4th March. During the whole week of celebrations, a variety of specific activities were carried out. This year a few initiatives were taken for the first time in our factory to mark this occasion: Contractor safety helmets have been introduced and handed over to the representative of the vendors. Safety theme has been introduced by the plant head and production head, and an exhibition of PPE has taken place at the parking area.



Four desktop computer systems were donated to the Rupnarayanpur Junior High School and Rupnarayanpur Primary School as a part of our CSR program.



CELEBRATIONS AT WORK

The Bangalore office had an impromptu Holi celebration after work – splashes of color, sounds of laughter, happy smiles and mithais kept the employees enthralled!



3rd of March has a special significance as we celebrate the birth anniversary of our Founder. The corporate office, the Jamshedpur and Kharagpur plants paid their respects to the founder.



Celebrating Founder's Day at the Corporate Office



Founder's Day celebration and blood donation camp at Kharagpur



Founder's Day celebrations at the Jamshedpur plant

OTHER ACTIVITIES

For the second year, **Tata Hitachi was the title sponsor for the World Corporate Golf Challenge India 2018**. The four legs of the tournament were held at Mumbai, Delhi, Kolkata and Bangalore with the finals at Bangalore.



Mountain Mover Challenge – a skill contest for operators was held at Karad and Raipur.

In two days of fun filled activities, the operators were given a hands on touch and feel experience of Tata Hitachi machines. In the Raipur leg of the event, the top 14 operators were eligible for IESC certification.



Mr. Chandrababu Naidu handed over three Tata Hitachi TH76 backhoe loaders to the first lot of beneficiaries of the Janmabhoomi Program on January 6th at Nellore.



Tata Hitachi participated in **STONA 2018 at BIEC Bangalore, showcasing ZAXIS370LCH and ZAXIS400MTH.**



Our Udaipur branch participated in GMME 2018:

A four day event held at Khelgaon, Udaipur.

The event showcased machinery used by consumers of construction and mining segments of Udaipur and surrounding areas.



Mr. Sandeep Singh visited the **service call centre in Bangalore** – the call centre, going forward, will become an important nodal point for Tata Hitachi's customer engagement activities. He also felicitated the achievers at the call centre.



QUALITY – AT THE CORE OF

EVERYTHING WE DO

Across the organization, the **Quality Month Celebrations** aspires to enhance the quality consciousness of employees and vendor partners by hosting a number of events. All the events are centred round a theme coined to deliver a sense of direction to improve quality consciousness. This year, the prize distribution ceremony for the



Jamshedpur plant was organized on 19th January. Mr. N C Mahapatra, Mr. Shigeyuki Sugai, Mr. Alok Ghosh and Mr. R E Rao felicitated the in-house winners. Mr. N C Mahapatra facilitated vendor employees who excelled in various Quality Month events.



The prize distribution ceremony for Dharwad plant was organized on 1st January. The events at Dharwad included measurement skill competition for employees and vendor partners, assembly skill competition, drawing and reading completion, slogan and poster competition, best welder competition. Mr. S Umapathy handed over prizes to the winners during the ceremony.



November'17 was observed as Quality Month on the occasion of **“World Quality Day”** Celebrations at the Kharagpur Plant. On 1st November, the quality month kicked off with the Flag hoisting by Mr. Arup Mukherjee. Throughout the month various events were organized and prize distribution ceremony was conducted in Dec 17. For 21 events conducted across the month, 60 members were awarded. The occasion was graced by Mr. V Ramesh, Mr. Arup Mukherjee and Mr. K R Kamath.

ROADSHOWS AND

CUSTOMER MEETS

The Nagpur team, along with SSES Nagpur dealership organized a roadshow and customer meet for **TH86 at Yavatmal**. Mr. Nikhil Dethe was felicitated for booking a **TH86 backhoe loader**. Thirteen brick kiln owners from Nepal visited Kolkata to see the **EX70 Super being used at brick kilns** – they visited Utthan Brick Fields in 24 Parganas to see the machine at work.



Showcasing the TH86 at Yavatmal



Nepal brick kiln owners visit Utthan brick field malothipur in 24 parganas



To celebrate our long and cherished relationship with Tata Steel, **a customer meet was organized at West Bokaro.** Customer meets were also held at **Karad, showcasing TH76 Max.** Another meet was organized at **Gwalior to promote ZAXIS220LC, TL360Z and the NPK Series rock breaker.** We also organized a special customer meet for the EX70 Super series owners at West Bengal.

PRODUCT LAUNCHES AND

MACHINE HANDOVERS

This quarter saw us handover the first **ZAXIS140H machine at Nasik** to Mr. Prakash Wagh. The **MAX series TH76** was launched at Saharsa, Kolkata and handed over to Mr. Narayan Upadhyay in Dumraon. **ZAXIS140H** was also launched at Kolkata, Siliguri and Punjab.

The first **ZAXIS400MTH** was sold in Kerala. **TH86** was handed over to Chaitra Civil Ventures, Bangalore and **TMX20** to Sicon engineering Bangalore. **Two ZAXIS470GI machines** were handed over to Natraj Constructions.



ZAXIS400MTH sold in Kerala



TH86 keys to Chaitra Civil Ventures, Bangalore



TMX20 handover to Sicon Engineering, Bangalore



ZAXIS470GI handed over to Natraj Construction



ZAXIS140H machine handed over to Mr. Prakash Wagh



MAX Series TH76 launch at Saharsa



ZAXIS140H launch at Siliguri



TH76 to Mr. Narayan Upadhyay in Dumraon



ZAXIS140H launch at Punjab



ZAXIS140H launch in Kolkata

DEALER NEWS

PSN Kochi ushered in the new year with a display of their new look Head Office and a new unit of the mobile workshop. The Head office was inaugurated by Mr. Shin Nakajima in the presence of the PSN team. A new unit of their mobile workshop was flagged-off by Mr. Ram Iyer.



Parampara - a leadership development initiative- was conducted for the next generation leaders of Tata Hitachi dealerships on 8th, 9th & 10th March 2018. This workshop cum training program was conducted by an external faculty. Mr. Shin Nakajima and Mr. Hemant Mathur addressed the participants.



The first Dealership Branch Office branded as per the new brand identity guidelines was inaugurated at **Rama Excavator, Karimnagar** by Mr. Shin Nakajima. Rama Excavators also launched their mobile workshop on the occasion.



Dealer Service Skill Competition for Backhoe Loaders:

In keeping with the spirit of continuous improvement, we conduct skill competitions for our employees and dealer engineers to recognize their skills and knowledge. The competition is conducted in two phases. The first is an online test for all dealer service engineers in which top scorers of each region are selected for next phase. The second is a practical test at the Technical Training Center, Dharwad.

Mr. Mani Kandan from Raambaag Equipment & Services Pvt Ltd (Trichy) won the title of National Champion- Backhoe Loaders.



We welcomed our two new dealer partners in the January – March quarter: Mr. Tapan Goyal (from Solan, Himachal Pradesh) and Mr. Gunjain Jain (from Lucknow).



Tapan Goyal



Gunjain Jain

REGIONAL MEETS

Regional meets were held in the east, central, south two and north regions to take stock of the past year and discuss and deliberate on the way forward for the coming year.



South two regional meet inauguration Team South two at the regional meet



Central zone regional meet inauguration



North regional meet time out



North regional meet



Tribal folk dance in the central zone meet



Eastern regional meet inauguration

PARTS MELA

Spare parts melas were conducted at Vizag, Panvel, Bhiwandhi and Vasai to showcase our wide range of spare parts offerings and engage and educate the customers on the need to use genuine spare parts.



Vasai parts mela



Panvel parts mela



Bhiwandhi parts mela

EMPLOYEE CONNECT



As a part of employee engagement, the Delhi branch and the regional team organized Milan: a family day celebrations.

FARE THEE WELL

On March 22nd, we gave a warm, teary and heartfelt farewell to **Mr. A. Krishnakumar**, VP Sales and Marketing, who retired from Tata Hitachi after a long and illustrious stint in the organization.







TATA HITACHI

Reliable solutions

Registered Office:

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