

VOLUME 2

JULY – SEPTEMBER 2016

SILVERLININGS

ZAXIS470H
Now, with the Power of GI



Tata Hitachi Construction Machinery Company Private Limited



MESSAGE FROM THE MANAGING DIRECTOR

Last year Tata Hitachi, had embarked on a journey of transformation. So far, the journey has been worth the concerted effort put in by all of us. The market is showing signs of recovery; our business growth is on an upward curve and we are confident of ending the year on a high.

Our attempt and objective at Tata Hitachi is to keep pace with the market growth and consolidate our market leadership. Our organization is taking significant steps towards improving our systems, processes, and quality standards to enhance satisfaction level of our customers and stakeholders (vendors & dealer-partners). Some of the important activities that we are focusing on, are increasing our production capacity, manufacturing operations by improving the quality of our machines, lowering costs, optimizing inventory, building capacity to achieve market demand (level production) and to improve our response time to our customers.

On the sales, marketing and customer support front, we have to continue to strengthen and maintain our leadership position in the excavator market by increasing our engagement with our customers and dealers. To live up to our ambition of being a customer centric organization, we strive to improve the skill sets of our team members, dealers and workers at the plant through continuous training, enabling them to serve our customers better and exceed their expectations. We are also expanding our product range and focusing on increasing our sales of wheeled

products. In addition to this, we are looking at opportunities in the market to introduce new products - e.g. Reach Stacker, Motor Grader, Crane, etc.

We have also ensured that our plants optimize world class manufacturing and state-of-the-art technology. Located at Jamshedpur, Dharwad and Kharagpur, our plants are well equipped to produce both standard machines and customized machines and attachments basis the project and job site needs - to address market and customer needs.

I am happy to announce the re-launch of SILVER LININGS, our newsletter, in a new avatar. This newsletter will now be published every quarter and will keep you updated with information about the organization.

Happy reading!

Sandeep Singh
Managing Director



MESSAGE FROM THE VICE PRESIDENT (Sales & Marketing)

The market is now seeing a spurt in demand of equipment because of growth that has been initiated by the government in the roads, infrastructure and mining sectors. Green shoots of growth were visible in last quarter of the last year and since then, growth has only been moving upwards even if it is in short steps.

In addition to these nationwide initiatives, many State Government sponsored projects have also spiralled the growth that we are witnessing today. Thanks to the excellent efforts by the THCM team, our market shares have shown tremendous growth in the last couple of months, which we are sure to sustain.

THCM has embarked upon lot of projects in the areas of manpower recruitment and training, strengthening the dealership network with more dealers and dealer locations and dealer workshops, creating parts warehouses for meeting availability of parts, new range of equipment, all to go closer to customers and offer our best products and services at his doorsteps and also improve the profitability of the customers. In brief, customer centricity is now the priority agenda for THCM.

I am sure that with all the right steps that we are taking, we will be in a position to create a dynamic and highly focused team and delight our customers and become the obvious first choice for them.

Thanks & Regards,

A handwritten signature in black ink, appearing to read 'A. Krishnakumar'.

A Krishnakumar
Vice President (Sales & Marketing)

THCMNEWS

In a milestone event,
Tata Hitachi's Dharwad
plant rolled out its

50,000th
excavator



Tata Hitachi hands over
the 50,000th excavator –
the EX200LC Super Series
Hydraulic Excavator - to
DRN Infrastructure, Hubli.



Addressing the cutting edge
technology segment, Tata
Hitachi launches the GI series
of ZAXIS 370 LCH Hydraulic
Excavators at Kharagpur.

With the launch of this model, the company strengthens and fortifies its
presence in the granite and marble, blue metal handling and bulk
excavation segments in India. The production and rollout of the machine
marks the beginning of a new era for the company as the product will
cater both to the Indian and Global construction equipment market.



NEWS FROM THE PLANTS

JAMSHEDPUR



VISHWAKARMA PUJA

As a mark of reverence, Vishwakarma Puja was celebrated at the Jamshedpur plant. Prayers were offered for a better future, safe working conditions and, above all, success. Workers also prayed for the smooth functioning of various machines.

(Left to Right) Anand Kumar, B Routray, Ramchandra (Union President), RE Rao, Gurdip Singh, C Majhi, A Mukherjee, KR Kamath, HK Sinha



BADMINTON TOURNAMENT

The Inter-corporate Badminton Tournament was organized by Tata Steel on August 26th and 27th at the JRD Sports Complex, Jamshedpur.

The THCM team receiving the trophy from the Chief Guest, Mr. Avneesh Gupta (PEO) Tata Steel.



Team THCM won the Runners up trophy. In the finals, the team lost to the Civil Services Team in a very tightly contested match. A total of 18 teams participated in this tournament. THCM was represented by: Mr. Agam Prakash (Planning) and Mr. Homiyar Dumasia (SCM).

From left: Mr. H K Sinha SR.DM (Production) Jamshedpur, Mr. Agam Prakash (Planning) Jamshedpur, Mr. R E Rao (SR.GM) Plant Head & President THCM Sports Committee Jamshedpur, Mr. Homiyar Dumasia (SCM) Jamshedpur & Mr. Shashank Shekhar (Head) Planning, Jamshedpur.

NEWS FROM THE PLANTS

JAGRITI

Jagruti 2016 was conducted by THCM volunteers on 20th, 22nd & 24th September for the students of Hindi Medium schools at Gyandeeep Vidyalaya Jamshedpur wherein events like Rangoli, Science Exhibition, Debate, Quiz, Poetry, Creative Writing, Extempore Speech, Singing, Dancing and Drawing are held. This event provides a platform for these children to unleash their talent, which helps them in developing their leadership quality, self-confidence and personality & team building. The event was organized under the Education & Literacy CSR initiative of THCM.

The theme of this event was “To inspire Seamless Teamwork founded on Holistic Individuality”. This event was organized by the Graduate Engineer Trainees (GETs). However, we achieved an important landmark as we involved the members of Telcon Workers’ Union and other employees and ex-GETs to be our volunteers. The Quizmaster was Mr. Monikut Sharma, from the Jamshedpur plant.



DHARWAD



ROLL OUT OF 50,000TH MACHINE

July 12th, 2016 saw the Tata Hitachi’s Dharwad plant in North Karnataka rolling out its 50,000th excavator. Spread over an expanse of 118 acres, Tata Hitachi’s manufacturing facility at Dharwad caters to the mini and midi excavator and Backhoe loader segments. With a unique Plant-in-Plant (PIP) concept, the Dharwad plant is

certified to ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007 standards reflecting its commitment to Quality, Environment and Safety.

It was at this Dharwad plant that Tata Hitachi handed over the 50,000th excavator – the EX200LC Super Series Hydraulic Excavator - to DRN Infrastructure, Hubli. DRN Infrastructure has a formidable reputation of being pioneers in irrigation and road works in Karnataka and Maharashtra. With over 100+ Tata Hitachi machines used in their projects, DRN Infrastructure enjoys a very longstanding relationship with Tata Hitachi. In fact, the same company had received the 10,000th machine too from the Dharwad plant in 2006.

In tune with Tata Hitachi’s philosophy of giving back to society, it has been decided that the sale proceeds from this machine will be deployed towards community development initiatives across all Tata Hitachi plant locations at Jamshedpur, Kharagpur and Dharwad within this financial year.

CSR ACTIVITIES AT DHARWAD PLANT

Tata Hitachi has taken up de-silting of lakes in and around Dharwad District to meet water shortage during dry seasons. The lakes that have been identified for this project are

- Mummigatti Lake – 2 acres (Additional Capacity – Approx. 8.0 Million Liters). Our Backhoe Loader worked for one month to de-silt the lake.
- Havagi Lake (Haliyal) – 15 Acres (Additional Capacity – Approx. 9.0 Million Liters). Our EX70 machine was provided for one month to complete the work.



In addition to these, our machines have been deployed in following villages for de-silting the drinking water lakes: Mansoor, Madanbhavi, Marewad, Hosatti and Mavinakoppa. We are also planning to deploy machines at Kalghatagi Village and Narendra Village.

KHARAGPUR

ADDRESSING THE CUTTING EDGE TECHNOLOGY SEGMENT, TATA HITACHI LAUNCHES THE GI SERIES OF ZAXIS 370 LCH HYDRAULIC EXCAVATORS.

On August 2nd 2016, Tata Hitachi launched a new model in its latest GI Series line-up. The technologically advanced GI series of ZAXIS 370LCH Hydraulic Excavators was launched from the company's largest, state-of-the-art manufacturing facility at Kharagpur, West Bengal.

This new machine prides itself in taking the ZAXIS technology to the next level through its features and offerings. Powered by a reliable Japanese engine to deliver 250 PS power, this machine is built to achieve higher production in tight job schedules. The HIOS-III (The Human & Intelligent Operation System), the latest in Hydraulic Technology from Hitachi across the globe, coupled with a powerful engine, will help increase the fuel efficiency of this machine by 10%. The GI series of ZAXIS 370LCH has been designed with reinforced front attachments, a sturdy superstructure and a rock-solid undercarriage to increase durability. The operators' cabin has been designed with a special focus on the operators' comfort, safety and ergonomics.

The ZAXIS GI-series has features such as on board ICX (Data Controller) and Global e-service, enabling data downloads, machine location identification and machine maintenance and performance monitoring by the customer. In addition to

this, features such as Auto Idle, Power Modes, Work Modes and longer change intervals of consumables will help the customers achieve significant savings in operating costs. The GI series of ZAXIS 370LCH also goes green, through its environment friendly engine, conforming to US EPS Tier 2 and European EC Tier 2 standards, consuming optimum fuel as per the work requirement.

With the launch of this model, the company strengthens and fortifies its presence in the granite and marble, blue metal handling and bulk excavation segments in India. The production and rollout of the machine marks the beginning of a new era for the company as the product will cater both to the Indian and Global construction equipment market.



CUSTOMER VISIT FROM NEPAL

On 12th August 2016, customers from Nepal visited our manufacturing facility at Kharagpur. This visit was organized by our Sales & Marketing team. The purpose of the visit was to build a stronger bond with our customers from Nepal.



MILESTONE ACHIEVEMENT - 200 MACHINES FROM KGP!!!

In August 2016, THCM Kharagpur plant produced 200 machines, highest in the history of THCM KGP. This remarkable feat was achieved with a team effort of Production KGP, JSR plant, SCM, P.E. & PPC, Quality and others.

By sustaining this attitude of teamwork we are hopeful of breaking old records and making new ones every month.

GMD AUDIT

In July 2016, the GMD audit was conducted in THCM Kharagpur plant by experts from HCM, Japan. Kharagpur plant secured a pass percentage of 87%.

MORE PLANT VISITS

Visit by Mr. S. A. Mannan & Mr. Shahdab Alam in July



SRK Construction project and plant visit in July



Plant visit for ZX400MTH in September





CUSTOMERSPEAK

ZAXIS Machines Have Exceeded My Expectations

I have been using a fleet of Tata Hitachi ZAXIS 210LCH Hydraulic Excavators since 2010. These machines have crossed more than 16,000 Hrs with Rock Breaker. Sometimes these Excavators operate for 23 Hrs a day in Blue Metal Quarry. It is extremely reliable, productive and fuel efficient excavator. ZAXIS Machines are Most Reliable, Productive, and Highly Fuel Efficient.

- **Venkatesh Babu** (Sri Venkateswara Stone Crushers)

We are extremely happy with the machine's performance

We have purchased 10 nos. of EX200LC Super Series Hydraulic Excavators during the period September 2013 to February 2014. The first two machines which were purchased on the day of the launch have crossed 2000 hours of operation. All these machines are working near Vadakara, Kannur District, Kerala in canal digging application. We are extremely happy with the machines' performance and very satisfied with service support provided by M/s. PSN Construction Equipment, Kochi and Tata Hitachi Construction Machinery Company Limited. The average fuel consumption recorded on these machines is around 14-16 Lts/Hr with HP Mode and AC on.

- **Mr. G. Balakrishnan Nair** (PWD Contractor, Kannur, Kerala)

Proud Owner of TH76 Excavator Loader

Mr. Appaso Patil of Jath, Sangli District is a proud owner of TH76 Excavator Loader. He is very happy with the machine's performance and fuel efficiency.

- **Mr. Appaso Patil**, Sangli District

TH86 Excavator Loader is Rugged & Productive

I have been using Tata Hitachi TH86 Excavator Loader for my crusher/quarry application and I am highly satisfied with the performance of this machine. TH86 is highly productive, reliable & works under tough conditions. I also appreciate the support rendered by Tata Hitachi team.

- **Chandrashekhar Shatrughan Ganvir**

We are extremely happy with Tata Hitachi fleet's Performance

We have purchased 55 numbers Tata Hitachi machines which include Zx210, ZX220, ZX370, ZX400, ZX450, ZX650 Hydraulic Excavators and EH600 Dump Trucks since 2008. All these machines are working in Rajasthan in Marble Mining application. We are extremely happy with the fleet's performance including fuel consumption and production. We are very satisfied with service and parts support provided by M/s Tata Hitachi. This exceedingly well performance and support motivated us to sustain Tata Hitachi's fleet & look forward to enhance in future too. We adore Tata Hitachi machines and wish them every good fortune and success in future.

- **Mr. A. K. Shirmali** (Executive President (Engg.), RK Marble Pvt. Ltd)

DEALERNEWS

Our dealers are our extended arms – our face to our customers. We are continuously studying market requirements and opportunities and setting up / fine tuning our dealership network in our effort to be in close proximity with our customers.

This quarter, we welcome the following additions to our dealer fraternity:



At Chattisgarh, Mr. Vivek Bajpai - who has recently associated with us as an authorized dealer in the name of Suryakiran Earthmovers Pvt. Ltd., having his corporate office at Raipur.



At Jharkhand, we introduce Vedant Earthmovers as a new channel partner. Mr. Vivek Kumar Saraff has had a long term business association with the Tata group.



TRAINING

In keeping with our brand DNA of Kaizen (continuous improvement), the organization regularly carries out training programs.

- **A training program at Jorhat** on engine related troubleshooting – the program served as a refresher course on how to successfully tackle engine related problems. The program was conducted by Mr. Jayanta Sur Roy – Engine Specialist from Jamshedpur.



- **A training program for dealer employees in Guwahati** – training was imparted on new FIR formats, Global eService, and using tatahitachiparts.com. An update on competition activity was also shared.

- **A training program for dealer engineers was also arranged at Jorhat.** The topics covered in this program included tips on generating business through the parts department, explaining standard regular processes like recommendation sheet tracking, the responsibilities of the service engineer, etc.





- **An operator training program was held at Kharghar.** 13 Operators attended the session. The objective of the training was to train the operators in optimum usage of the Tata Hitachi equipments, explaining Basic Maintenance, Preventive Maintenance practices, informing them about product improvements and new launches and building relations with them – as they play a vital role in spare purchases.

- **An operator training program on safety and maintenance practices** was held at Agartala covering topics such as meaning of safety symbols on machines, conducting safe operations on site, correct maintenance and service procedures, etc.



PARTSMELA

Parts melas are organized on a regular basis to connect with the customers and to educate them on the importance of using genuine spares and parts from the organization.

During the monsoons, when the customer operations are on a halt, Tata Hitachi, along with the dealer partners, conducted Parts Melas / Customer meets in various parts of the country. Giving the company opportunities to re-connect with customers. These melas also form a platform to communicate to the customers information on the latest Tata Hitachi Genuine Parts offerings.

- **A parts mela was organized at Agartala** in July to appraise customers of the new schemes launched by THCM and connect with the customers.
- In August, a mela was successfully held at Ahmednagar to sell spares and parts.
- **A health check camp for Project Shivalik** was inaugurated at Uttarkhand. This state has been facing regular natural calamities in the form of cloud bursts and abnormal rains in monsoons resulting in extensive damage to National Highways and other roads under Project Shivalik. A number of areas got cut off and large number of devotees were stranded as a result of this. Project Shivalik was

initiated to dedicatedly work to develop roads and ensure better connectivity for the Char Dham Yatras. With this in mind, TATA HITACHI and the dealer partner TIME Equipment organized a Health Check-up camp to ensure machine availability for this project. The team inspected 43 machines and reported the findings to the Project HQ and DGBR HQ during this camp.



MEETS

Being a customer centric organization to the core, we believe in keeping in touch with them, listening to them and taking cognizance of their pain points – all in an effort to provide them with better products and services.

- In April 2016, PSN Kochi held their 10th anniversary annual meet at Hotel Taj Gateway. Having been a Tata Hitachi dealer from 2006, they celebrated the occasion by inviting Mr. Sandeep Singh, MD Tata Hitachi to Kochi to meet and greet their customers and stakeholders.
- In July, a customer meet for Mini Hydraulic Excavators was held at Hotel Brahmagiri, Mananthavady, Wayanad. This customer meet was an attempt to educate customers on the ZX33U, a fully imported machine from Hitachi Japan, and also inform them about the improvements done on TMX20S.
- A financier meet was held at Jodhpur in July. The objective of this meet was to convey the strong message of THCM's presence in the BHL market and seek support on finance for the same. The meet also conveyed information on the introduction of Super Series and GI Series of Excavators. The meet helped to strengthen relationships and confidence levels amongst the organization and the financiers.
- In September, a mini customer luncheon meet was held in Bengaluru where the attendees were a select group of influential customers from the hiring segment. The customers provided feedback on the THCM machines they used.
- To strengthen existing relationship with Key Account customers in Hyderabad, a dinner meet with the MD, Mr. Sandeep Singh was hosted at Taj Krishna, Hyderabad in September.
- In September, Chandrapur hosted a customer meet at the N D Hotel. The objective of the meet was to display and promote the Hydrostatic Wheel Loader TWL 3034, promote the ZAXIS GI Series Excavators and felicitate the 1st ZAXIS 220 GI customer of the district.



PRODUCTRELATED

- In April, we launched the EX70 Super Aqua at Gandhidham, Gujarat. The objective of the launch was to showcase and explain the new product features and benefits as a superior alternative against all the similar tonnage capacity competition machines, in salt pan applications.



- At the Dharwad plant, the Hubli team along with plant personnel & PSN Hubli dealership organized a key handing over ceremony of 5 numbers of TH76 and held a Backhoe Loader customer meet on 26th July 2016. Our Managing Director, Mr. Sandeep Singh graced the occasion.

- At Shimoga, there was the launch and display of Hitachi ZX33U. The key product features were highlighted along with the technology benefits of the machine. The NPK Rock Breaker along with Coupler was also showcased. Existing and prospective customers were invited for the event.



- In September, the ZX370LCH – GI SERIES machine was launched in Gujarat. After the official launch of the machine, there was a key handing over and felicitation ceremony for customers. M/S Rosy Royal Officials was handed over the Key of two machines of ZAXIS 370. M/S Balaji P Naidu was handed over the Key of his 2nd ZAXIS 220 GI. Mr. Jaydev Bhai Patel of West India Granite was felicitated for his long term association with THCM. After felicitating the customers, a technical presentation was given to the audience showing all the features of the new machine. The machine was showcased to the customers and all the queries and doubts were resolved by the team. The event was then followed by lunch and gift distribution to the attendees.

KEYHANDOVER

- In July, customer meet and customer felicitation along with the key handing over of two numbers of the EX 200LC Super was held at Malkapur, Buldhana. The objective of the event was to felicitate Mr. Dipak Ashok Rao Mapari & Mr. Vijendra Gaikwad, Partners of M/s Vaishnavi Infrastructure Co. Buldhana and understand their future needs or machine and service requirement. There was a display of the EX 200LC Super machine for the 20T customer segment of Malkapur and Chikli Area – an area densely populated with Hyundai machines.
- In September, a brand new Tata Hitachi model ZX-370LCH GI Series was handed over to S B Granite in Shilpatpura, Chattarpur for Granite mining. The customer is the owner of many equipment's for construction mining particularly in the granite mining segment.
- In July at Jabalpur, the keys of TH76 was handed over to Mr. Ramayan Prasad Patel. We also handed over the keys of EX 200 LC Super to Mr. Gulab Singh Baghel.
- Two machines – the TH86 and TH76 – were handed over at Katni and Rewa in the last quarter. The TH86 was handed over to Mr. Rajesh Shukla – M/s Shiv Shakti Trading Company.
- Key handing over of three TATA Hitachi EX200LC Super machines and customer felicitation of SRBH Engineering and Equipment Pvt. Limited. M/s SRBH Engineering and Equipment Pvt. Limited is one of the biggest business conglomerates of Central India with its sister concerns M/s R M Excavation & M/s R M Enterprises. The customer is predominantly a competition customer with entire fleet spread across Gadachandur, Maharashtra and Maihar, Madhya Pradesh. The Tata Hitachi team succeeded in selling four EX 200 LC machines to this customer and, it was to celebrate this milestone that the felicitation event was held.
- The keys for the new GI series machine ZX370 was handed over to M/s Amulya Minerals (Andhra Pradesh).





ROADSHOWS

- The Aurangabad branch held a roadshow for TH86 to target the small crusher owners, generate enquiries and sell the machine in the Aurangabad crusher belt. The event started on 17th June from the Total Aurangabad office, where spare parts from Tata Hitachi were displayed and ended on June 20th at Sawangi. The results of this roadshow was very encouraging: We billed one TH86 during the roadshow, did a sale of Rs. 2 Lacs spare parts on the first day, and generated 20 enquiries.



- A demo of TMX20 was organised at Kalaburgi Municipal Corporation. The demo was organized to showcase the various benefits of the TMX20 machine in Municipal Corporation applications. The objective of this road show was to demonstrate the TMX20 as a very compact, mini hydraulic excavator, the best suited for municipal work requirements. The event also helped build rapport with HKRDB officials.

- Along with M/S Kailash Infratech Pvt Ltd, Tata Hitachi organized a roadshow for EX 70 Super at Depalpur / Betma in Indore. Despite the pouring rains, the event was a huge success as almost 13 enquiries were generated.



OTHERS

In August, the MD of Tata Hitachi, Mr. Sandeep Singh, made a trip to Salem to visit the dealership. The visit included a meeting with key account customers followed by lunch at the Radisson. Later, there was an event for machine handovers.



- **Smart operator campaign:** Launched in September, this was a first of its kind endeavor. The objective of this campaign was to identify smart operators following machine operation techniques as per OEM guidelines and to impart knowledge about the machine features and provide hands-on training to them. Almost 37 operators' attended the program along with TATA Hitachi employee's and PSN Team. The program was designed in three modules: Machine features, Machine operation techniques and hands-on training on the ZAXIS 220 HEX. Post lunch the operators were given a written test based on module they attended.

- **Skill Building Competition for Best Dealer Service Engineer:** Service Engineers at Tata Hitachi and its Dealerships are the backbone of our Customer Support System. Through technical capability, agility, collaboration and decision making, our service engineers meet customer expectations to establish strong bonds in the customer engagement cycle. In order to recognize and reward Service Engineers with high potential at our Dealerships, our Customer Support Department conducted a competition for the Best Dealer Service Engineer for the first time in Tata Hitachi. The competition was initiated in August 2016 and concluded at Dharwad in September 2016. Service Engineers from dealerships across the country participated enthusiastically to compete for the Regional Championship as a prelude to the

National Championship. The format included theoretical questions and a series of practical troubleshooting problems with emphasis on procedure, speed, safety and quality of work. The entire event was coordinated by Mr. Rajesh Ojha (Head: Service Training) with unflinching support from Kharagpur & Dharwad Plant along with a host of volunteers from CSD. Through such events, Tata Hitachi strives to improve the skills levels and engagement of its service team members at Dealerships thereby creating a motivated & capable team that can take customer satisfaction to the next level.

OTHERS



Krishna Prasad P - Receiving his Certificate and Prize money from Mr. Toru Takatani San (Senior Advisor - Production and Alternate Director)



Ramesh Chand Khatik - Receiving his Certificate and Prize money from Mr. V Ramesh (Vice President - Operations Excellence)



MS. NAKAYAMA AT RIO DE JANEIRO

She reported her results to Hitachi Construction Motors. She had participated at the clay shooting competition event at Rio de Janeiro Olympics and returned back to Japan from Brazil. She reported her results to HCM Directors at the HCM HQ on the 26th of August 2016.

Ms. Nakayama is planning to attend National Sports Festival starting in Ibaraki prefecture on the 1st of October 2016 by representation from Ibaraki prefecture.



Ms. Nakayama at Tokyo International Airport on her way back from Rio de Janeiro.



Ms. Nakayama playing at Rio de Janeiro Olympic.

Ms. Nakayama said

"I am really sorry not to live up to your expectations. I would like to report that I came back to Japan to safety. I had been training in abroad for four years since London Olympic ended while being tough on training in Japan.

As a result, I finished in second place at World Games in 2013, in seventh place at World

Shooting Championships in 2014, in second place at Asian Games in 2014, in first place at World Cup in 2015. Rio de Janeiro Olympic is the fourth time for me to attend Olympics, but I failed to perform well enough in Rio de Janeiro Olympic.

I appreciate your backup, and am full of gratefulness."



Ms. Nakayama reporting at HCM HQ.

TATA GROUP TYING UP WITH HARVARD AND YALE FOR RESEARCH

SETS ASIDE \$25 MILLION

Tata Sons Ltd and Tata group companies have entered into collaborations to fund research and development opportunities in the world's leading academic institutions, including Harvard University, Yale University, the Indian Institute of Technology, Madras, and the Royal Society, UK. The financial

support, exceeding \$25 million, will be spread over time, in line with the tenure of the individual alliances with the institutions. This partnership is part of a global university collaboration program of Tata companies for strategic outreach to academia across the world.



HARVARD
UNIVERSITY



Yale University

TATA GROUP ONCE AGAIN TOPS BEST INDIAN BRANDS IN 2016

Tata Group, the Indian conglomerate with business interests that range from auto, technology and steel to hospitality, ranked as the top brand in the 2016 Best Indian Brands Report released by Interbrand

India. Valued at Rs.742.18 billion, the Tata Group registered a strong 11% growth in brand value this year. This is the fourth consecutive year that the Tata Group has topped the brand league table.

1 Tata 742.18 bn

2 Airtel 350.44 bn

3 Reliance Industries 349.24 bn

4 HDFC Bank 240.06 bn

5 LIC 236.05 bn

6 State Bank of India 232.21 bn

7 Infosys 230.64 bn

8 ICICI 166.59 bn

9 Mahindra 156.78 bn

10 Godrej 153.88 bn

TATA STRIVE ENABLES THE YOUTH OF INDIA TO BE SKILLED FOR EMPLOYMENT



Located at Kukatpally, the centre has ten classrooms / labs which can accommodate up to 240 students at any given time. The training programmes range from 6 to 16 weeks, and includes on-the-job training.

At the end of the course, successful candidates are presented with a certificate, which is recognised by the National Skill Development Corporation (NSDC),

and is aligned with various Sector Skill Councils and Tata STRIVE standards. These candidates are also assisted to get livelihood opportunities.

TATA POWER UNDERTAKES SCHOOL INFRASTRUCTURE DEVELOPMENT INITIATIVE IN MAVAL, MAHARASHTRA

Tata Power, India's largest integrated private power utility, has always undertaken numerous initiatives to ensure the holistic development of communities living in and around its operational sites. Keeping up with this commitment and under Education Excellence Program, Tata Power provided infrastructural support to schools in Maval village of Maharashtra.



The initiative included construction of six Classrooms in five Schools, five Toilet Blocks in four Middle Secondary Schools, ten Green Toilets in five Zilla Parishad Primary Schools and construction of drinking water tank with capacity 2500 and 5000 litres in 9 Zilla Parishad schools. Tata Power also provided study materials and painting equipment for the Angawadi Schools under Education Excellence program.

TH86



TG160

EH4000 ACII



ZAXIS 470H



TATA HITACHI

Reliable solutions