

# SILVERLININGS

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VOLUME 6 JULY – SEPTEMBER, 2017

THE GAME CHANGING  
**WHEEL LOADER**  
**TL340H**



Tata Hitachi Construction Machinery Company Private Limited

# MESSAGE FROM THE MANAGING DIRECTOR

Dear Friends,

Greetings of the festive season!

The first half of 2017 has seen fluctuating market conditions in terms of a downtrend in the economy and an adverse impact of monsoon in certain key markets.

At Tata Hitachi, though our business has been impacted adversely, we are confident that the market sentiments will soon improve and we will get back to the normal pace of growth.

As an organization, we have been resolutely pursuing the transformation agenda of moving towards being a Customer Centric organization and have initiated many improvement activities in the recent past, which have started giving us good results.

As always, our endeavor, going forward, should be to continue to put in our best efforts through robust team work. Keeping the customer need in mind while performing our job, will lead to enhanced customer satisfaction. Something which we, as a team, should relentlessly strive for.

Our next big event is the EXCON in December! This year there are many new launches lined up and I am sure there will be a lot of excitement in our stall. Look forward to seeing you all there!



**Sandeep Singh**  
Managing Director

# MESSAGE FROM THE SENIOR GM

SALES & MARKETING

Dear friends,

Greetings.

The previous quarter has been challenging and exciting for us.

Challenging- because of the apprehensions around the introduction of GST, some real, some imagined. Exciting, because even amidst this uncertainty, we notched up good numbers and retained our overall leadership position.

We celebrated India's 71st Independence Day by launching Tata Hitachi's integrated brand campaign. Through this, as an organization, we re-dedicated ourselves to the service of our Nation. The campaign theme "Chalo desh banaye" embodies our organization's conviction, passion and value systems. We promoted our brand on TV and commenced our marketing / branding journey on the social media. The response to these initiatives has been quite satisfying.

In this quarter we also started supplies against some of our major orders of mining equipment – the order for EX1200Vs to Singareni Collieries Co Ltd, and ZX650Hs to UltraTech Cements. Our ZX470s continue to capture market shares, thanks to the work being done by our teams at various mining sites. We are happy to have executed significant orders from various mining companies and overburden contractors on Coal and Iron Ore.

We also successfully launched our new mini excavator ZX20U in Kerala. Export markets also appear to be on a positive upswing.



Going forward, we must sustain our momentum and build on the foundation we have laid for ourselves. With the GST uncertainty not getting resolved entirely, and due to impending elections in some parts of the country, we can expect a marginal slowing in the mass retail markets.

We must focus on the contractor buyers and key accounts, and specially on the large orders for bulk buying. We must take this opportunity to focus on promoting our GI range, and work with our dealers to build stronger relations with corporate accounts as well.

Wishing you all a very happy festival season! We will be preparing for our participation in EXCON 2017, and look forward to meeting you with your customers there.

  
**Hemant Mathur**  
Senior GM  
(Sales & Marketing)

# TATA HITACHI NEWS



## Sales Milestone

Tata Hitachi achieved a record sales number of 852 units in June, 2017! And it was time to celebrate our achievements with flowers and cake!

## Launch of TL340H – The Hydrostatic Wheel Loader

With a promise of high fuel efficiency, high productivity, enhanced operator comfort, this reliable machine, the **TL340H** is bound to be a game changer in the Indian markets.



## NEW BEGINNINGS, NEW WORKPLACES.

The extended wing of the Corporate Office was inaugurated on July 3rd, 2017 by the Managing Director, Mr. Sandeep Singh, Mr. Venkatakrisnan Natarajan, Sr. VP & CFO, and Mr. A Krishnakumar, VP (Sales and Marketing). Designed in the open office format, the new office layout encourages an open and collaborative work style.



# LAUNCH OF THE TATA HITACHI BRAND CAMPAIGN

Tata Hitachi celebrated India's 71<sup>st</sup> Independence Day, by launching an integrated brand campaign. Through this, as an organization, we recommitted and re-dedicated ourselves to the Nation. Strong in our belief

that our strength, commitment and passion will help us take the country forward. The campaign theme "**Chalo desh banaye**" embodies our organizations conviction, passion and belief.



## AYUDHA PUJA



September 29th witnessed the corporate office celebrate Ayudha Puja. Dressed in ethnic finery, all employees enjoyed a fun filled afternoon lending a much needed touch of colour to the office!



# PLANT NEWS

## JAMSHEDPUR

The Jamshedpur plant celebrated **India's 71st Independence Day** amidst a lot of fanfare. The event was marked by a Guard of honour to Mr. NC Mahapatra, Sr.GM who unfurled the National flag.

This was followed by the recitation of the National Anthem. The day culminated with nationalistic songs played and sung by a musical band along with high tea and snacks.



Kaizen session



Kaizen session

**Joint Kaizen Sharing Session:** The first Kaizen sharing session jointly with Vendor Partners was held on 22nd August. The session was formally inaugurated by Plant Head and concluded by PE Head. RSB, APEX, JJCO, SOKHI and HRF participated in Heavy Fabrication category whereas HIGHCO, UNITED, ANI, ACROPOLY and PRECEPTOR participated in Sheet Metal category. Altogether 27 no. of kaizen (改善) were presented and healthy discussion took place after each kaizen. This session was jointly organized by PE and SCM and witnessed by QA, HR and Production team.



The **badminton team** from the Jamshedpur plant participated in the **Inter Corporate Badminton Tournament** organized by Tata Steel on 22nd and 23rd August 2017 at JRD Sports complex. The Tata Hitachi team was represented by: Mr. Jeewan Prakash (Design), Mr. Agam Prakash (Planning) and Mr. Homiyar Dumasia (SCM). The team won the Runners up trophy.

**Viswakarma Puja:** The plant witnessed Viswakarma Puja celebrations on September 17th



Viswakarma Puja at the JSR plant



The Puja under way

# DHARWAD CUSTOMER FIRST EXHIBITION



The **customer centric DNA** of Tata Hitachi prompted us to hold a 'Customer First' exhibition at our Dharwad plant. The exhibition was held to enhance Quality consciousness among all the Tata Hitachi stakeholders: Dealers, Vendors, Partners & In-house Team. All the events were centred round a theme that was coined to deliver a guiding light and a sense of direction to the quality conscious.

This year's theme "**LETS FORGE AHEAD FOR CUSTOMER DELIGHT**", propagated the thought that Quality, as a whole, is an aspect and entity that ought to be inherently prevalent in our machines.

The exhibition was inaugurated on 22nd August, 2017, in the presence of all the Vendor Partners, Dealers & In-house Team, where Mr. Ramesh, VP

## PLANT VISIT

To **enhance collaboration with academic institutions**, the Dharwad plant invited faculty members from the newly established Indian Institute of Technology. A team of 8 members from IIT Dharwad headed by Mr. Mahadev Prasanna, Dean (Faculty Welfare, Research &

- Operations Excellence, explained the theme of the exhibition. Mr. Shin Nakajima, Director (Sales, Marketing and Customer Support) shared his experience on how customer expectation for a better quality machines is increasing. Mr. Sandeep Singh, Managing Director, spoke about how we should conform to our vision & mission by achieving zero defects.

The event was inaugurated by Mr. Sandeep Singh, Mr. Shin Nakajima, Mr.V Ramesh & Mr. S Umaphathy.



Development) visited our plant in September and was briefed about our plant operations. They were also taken around the plant for a tour.

# KHARAGPUR EMPLOYEE ENGAGEMENT

The **Engagement Committee and Canteen Committee** for Kharagpur plant was formed with effect from 5th July 2017. Mr. Sandeep Singh along with Mr. Shahid Ashraf met all the members of the committees and communicated the role the committee members needed to play for smooth functioning of the plant.

This was followed by an interaction with MD.



## RUPNARAYANPUR PRIMARY SCHOOL VISIT

Mr. Sandeep Singh visited the e-learning center at the Rupnarayanpur School conceived and set up by Tata Hitachi as part of the smart classroom project.



## PLANT VISIT



**The Honorable Consulate General of Japan for India- Mr. Masayuki Taga and the Honourable Consulate General of Nepal for India- Mr. Eaknarayan Aryal** visited the plant on 17th



of Aug 2017. Mr. Umesh Chandra Lamsal (Director for Economic Affairs), Mr. Satish Thapa (Secretary of Consulate General of Nepal for India) also accompanied them for this visit.

## CII KAIZEN CONFERENCE

Tata Hitachi, KGP participated in **31st Kaizen conference, & competition conducted by CII in Chennai (18-19th August'17)** and the **Fabrication Kaizen lead by Mr. Pranay Kumar & Mani Kumar was declared winner in Innovation Category.** A total of 60 Kaizens qualified for this competition. Eg Coca-Cola, Pepsi, Godrej, IOCL, Mahindra, Bajaj, Toyota, Usha Martin, TVS, Titan, Bluestar, Britannia, ISPW, Cadila, Prestige and many more.

The winning team has been invited to compete at the national level competition titled Sona Kaizen (Best of Best Kaizen) scheduled in October.



## INDUSTRIAL VISIT FOR JAFALA ADARSHA VIDYAYATAN

As a part of our student outreach program, an excursion trip cum industrial visit was conducted for **Jafala Adarsha Vidyayatan High School** on 25th August.



## BLOOD DONATION CAMP

A blood donation camp was organized on 5.08.2017 as per request of Kharagpur volunteer blood donor organization. Due to incessant rain and flood in West Medinipur, there

was an outbreak of dengue in that area. A total of 50 people donated blood in this camp. **The news of the camp was carried in Dainik Jagaran.**



**शिविर में 50 यूनिट रक्त संग्रह**

खड़गपुर : पश्चिम मेदिनीपुर जिला अंतर्गत खड़गपुर के चौरंगी स्थित टोल्मसोपम कारखाने में शनिवार को रक्तदान शिविर का आयोजन किया गया। शिविर में कुल 50 लोगों ने रक्तदान किया। संग्रहित रक्त को खड़गपुर राजकीय अनुसंधान अस्पताल के रक्त बैंक में जत किया गया।

इस मौके पर कारखाने के चौरंग प्रशासक (एग्जिक्यूटिव) अरुण मुखर्जी के साथ अन्य अधिकारियों में शोके माईती, अमित कुमार ठाकुर, रामेश्वर आनंद लोग मौजूद रहे। शिविर में खड़गपुर स्थित एक सहायक संग्रह के सदस्यों में अजीत गुप्ता, आचल मिश्रा आदि सदस्य भी मौजूद रहे। अपने चतुर्मुख से अधिकारियों ने रक्तदान को उपयोगिता पर प्रकाश डालते हुए शिविर में रक्तदान करने वाले सभी रक्तदाताओं की सराहना की।

# SAFETY MONTH CELEBRATIONS



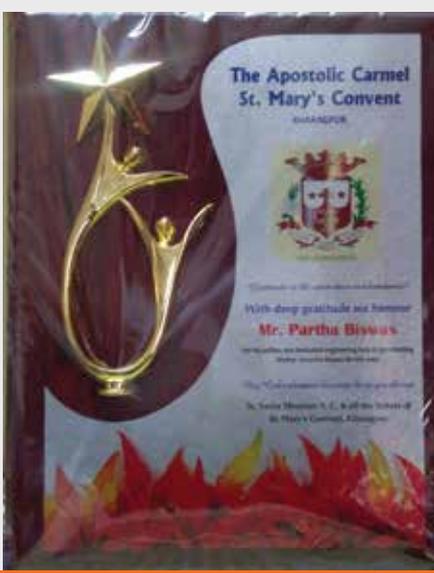
As part of safety promotional activities, safety month celebrations were organized at the plant with activities like Safety Ideas, Slogan writing, Safety Quiz etc for the employees.

The award ceremony for the winners organized in July, was chaired by Mr. Arup Mukherjee, Plan Head-KGP.

The Guest of Honour was Mr. Kartik Mondal, (Inspector of Factories, Purva & Pachim Midnapore), and the Chief Guest, Mr. Ashish Shit, (Deputy Chief Inspector of Factories, Kolkata). The KGP Paint shop won the “Safety rolling trophy”



## FELICITATION FROM THE ST. AGNES HIGHER SECONDARY SCHOOL



One of the best schools of Kharagpur, run by sisters of Apostolic Carmel Congregation, the **St Agnes Higher Secondary school felicitated Mr. Partha Pratim Biswas** (Sr. Manager, Planning, for his help in designing all civil structures free of cost. As part of their CSR activities, the school built flats for poor families on its unutilized land. Mr. Biswas was involved in this project too. During the key handing over event, Sister Sarita Menzes, the Principal, and other sisters honoured Mr. Biswas with a memento.

# CUSTOMER TRAINING

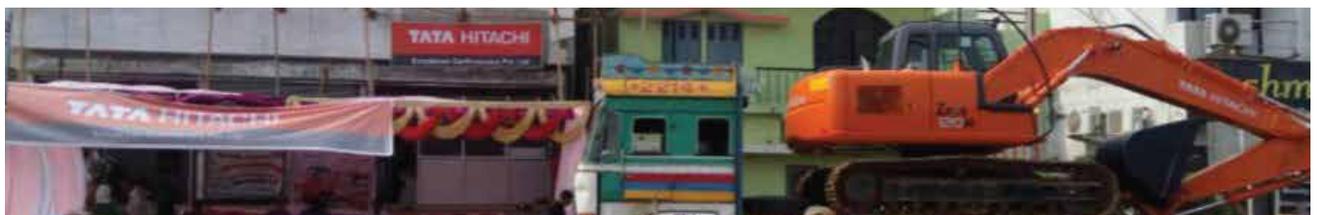
Tata Hitachi Nagpur and SSES LLP team held an on-site **Customer Training program to educate operators on care and maintenance of Hydraulic excavators.** The topics of discussion included safe operations & functions of switches of cabin, usage of alarms & indicators, regular & periodic maintenance practices, the importance of using genuine Tata Hitachi spare parts etc.

A **skill development workshop** on the maintenance of construction equipment machines was held at Garchuk, Guwahati. The training program was divided into three categories (Basic Hydraulic, Basic Electrical & Maintenance Practice of Machine) and there was both practical and theoretical training in the session.



To create **awareness about ConSite** and help customers understand the premium offering of the ZAXIS brand, **the Kochi team of Tata Hitachi** held an event which included on site training on machine components and safe operations.

# BRANCH INAUGURATION



**Suryakiran Earth Movers** and Tata Hitachi inaugurated the Rajnandgaon branch, Chattisgarh on the 12th and 13th of June. Along with the inauguration, **a roadshow with the ZAXIS120H machine** was held at Seludh, Durg district.



# CUSTOMER MEET

**Back home, we had a Key Account customer meet at Udaipur** to interact and strengthen existing relationship with Key Account customers. A second customer meet was hosted on September 14th at the Taj Club House, **Chennai**. In September, we met with a select group of

Strategic Key Account Customers from the **Mumbai** Branch who are executing contracts in the Navi Mumbai Airport Project. To Showcase our plant, our manufacturing and quality processes, **key account customers from Bangalore visited our Kharagpur plant.**



**Udaipur meet**



**Mumbai meet**

*Customer interaction*



*Customer interaction*



*The team at Mumbai*



*Mr Hemant Mathur in discussion with a customer*

**Chennai meet**



*Interacting with customers*



*Handing over mementos*



*Felicitation*

# OTHER CUSTOMER MEETS



A mega customer meet was held at **Koderma** in June to announce and introduce the new dealership at Jharkhand. The meet also aimed at forging better relationships with Financiers with the advent of GST. Another customer meet, along with a display of **ZAXIS220LC M Quarry version** and **NPK GH9 Rock Breaker** was held at Satna. A customer meet was held for the **ZAXIS GI Series of machines at Kishangarh, Rajasthan**. We, along with Sundaram Finance,



Conducted a mini customer meet at **Shimoga** where the **ZAXIS33U** was displayed.



ZAXIS GI customer felicitation & key handover



Key Handing Ceremony to Mr. Ashutosh Shukla for owning TH86 at Satna



Key handover



Satna customer meet machine display



Rock breaker display at Satna

# DEALER NEWS



The Managing Director of Tricare, **Mr. Sampat Harpale**, participated in the **Iron Man contest**, held in the USA. A total of 2000 participants from all over the world contested in the event. **TIME Equipment, Delhi** handed over the keys of an **EX Super series machine** to a customer in Delhi.



# FINANCIER MEETS



IndusInd Bank, Rewa



SSES Chhindwara

A Financer Meet was held at **SSES Chhindwara**.

A meet was also held with **IndusInd Bank Limited, Rewa**.

# KEY HANDOVER

A key handing ceremony was conducted at the workshop of **Surbhi Earthmoving, Morbi**.

The customer added five numbers of **EX200Super** excavators to his fleet of over 40 Tata Hitachi excavators. A roadshow was held at Anandpur Sahib and a **ZAXIS470MTH GI series** machine was handed over to the customer at Bilaspur, Himachal Pradesh. The handover of the first **ZAXIS870H** to M/S Dev Multicom Private Limited, Dhanbad took place in June. A display and key handover ceremony of the first **ZAXISX400MTH GI series of machines** was organized at M/s Krishna Marble's site

at Bahoriband (Katni) in July.

The second **EX1200V** was handed over to Singareni Collieries Co. Ltd at Kothagudem. A **ZAXIS470H** machine was handed over to M/S Singh Transporters. A **ZAXIS650** machine was commissioned and handed over to Ultratech Cement Limited in August 2017.

Mountain Movers bagged the tender for supplying the **TMX20** – de silting machine to Kalaburagi Mahanagar Palike in September. The **ZAXIS20U** machine was handed over to Malleilil industries in August.



Key handover at Morbi



ZAXIS870 GI series key handover



Key handover of the ZAXIS20U



Key handover at Bilaspur, Himachal Pradesh



TMX20 handover



Singh Transporters key handover

# MACHINE LAUNCHES

The newly launched **TH76 and 86 MAX series** of machines was launched in Patna – one of the largest Backhoe Loader markets in India.

The quarter also witnessed the launch of the **TH86 Max Series** machine at Biharsarif, & Sheikhpura. The new **TL340H** wheel loader was launched at Gandhidham (Kutch) and the machine was delivered to M/S R K Constructions. Apart from this, the **TL340H** was launched at Dehradun, Durgapur and Dhanbad. **The EX70H and the EX110 Quarry version** machines at Angul.



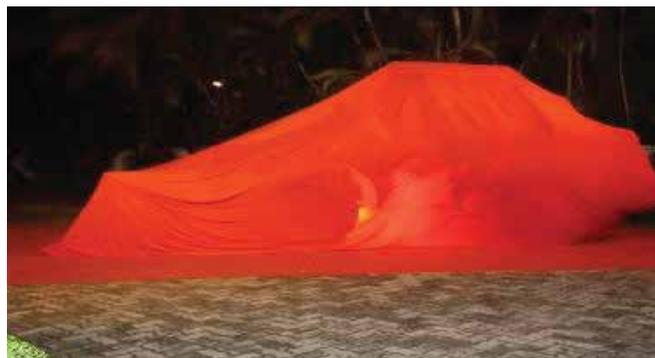
Angul launch



Patna launch



TL340H launch at Durgapur



TL340H launch at Durgapur



TL340H launch at Dhanbad



Roadshow of TL340H at Haridwar



Roadshow of TL340H at Haridwar



Launch of TL340H at Gandhidham

# LOAN MELA

In partnership with **Suryakiran Earthmovers Pvt. Ltd.**, We organized and conducted a loan mela in association with **HDFC Bank at Ambikapur, Chhattisgarh**. To facilitate the implementation of **GST**, we conducted several meets and loan melas for customers with banks and financial institutions. Two such meals were organized at **Kundapura** and **Pittur** in partnership with **HDB Finance**. We also **organized two seminars on GST implementation**, supported by the **Chhattisgarh Commercial Tax department at Rajnandgaon and Raipur**, in partnership with **Suryakiran Earthmovers**, to impart information to customers on taxation, GST laws, GST rules and benefits.

Apart from this, a loan mela was organized with **ICICI Bank at Kota**, to introduce and promote the compact series of products. The objective was to



Suryakiran loan mela

create an interactive platform between the financier and the customer. Monsoon Schemes were also introduced through **SREI Equipment Finance** in **Neem ka Thana** in partnership with **Oriental Earthmovers Pvt. Ltd.**



Kundapur loan mela



Pandharpur loan mela



Loan mela, Pittur



GST seminar



ICICI Bank, Kota

# OTHERS

The **Pune office** celebrated Ganesha festival with great gusto. The **Mumbai office** celebrated the festival a little differently, marrying business with pleasure. The team **displayed the TH86 Backhoe loader** outside the office to gather eyeballs and announced a special discount a special discount on Spare Parts. The team handed over **EX210 Super machines in Uran and Nerul: EX200 Super machines in Karjat, Kalyan, Kandivali, Dahisar and Ulwa: EX200 Super and B230 Rock breaker at Palghod: ZAXIS220 GI machines at Pali and Khopoli.**

**An operator meet cum training program** was held at Agartala to educate operators on basic maintenance and safety operations.

The **Hyderabad branch office** undertook a lot of activities this quarter: In Mahabubnagar District, a **promotion activity for TH76 & TH86 - MAX Series Promotion** was carried out by advertising in autos. To showcase and create awareness amongst customers **about Monsoon Scheme** and encourage them to make their purchases, two loan



melas were held in **Recon Territory and at Khammam.** In addition to this, the second EX1200V was handed over to Gautham Khani Open Cast (GKOC), Kothagudem.



Max series promotion



EX1200V handover



Loan Mela



Loan Mela



Mumbai branch activities



Loan Mela at Khammam



ZAXIS33U



ZAXIS20U

# TATA HITACHI

Reliable solutions