

VOLUME 9

JULY – SEPTEMBER 2018

SILVERLININGS



Tata Hitachi Construction Machinery Company Private Limited



Dear colleagues,

Greetings to all of you!

It is with great pleasure and pride that ***I congratulate you all! Our organization has received the "Great Place to Work" certification from the Great Place to Work Institute for the period July 2018 – June 2019.***

This certification is one of the most prestigious achievements for any organizations across the globe. For an organization to get certified, there is a rigorous selection criteria which comprises of survey outcomes & a detailed culture audit report focusing on 16 culture dimensions.

Sandeep Singh
Managing Director

MESSAGE FROM THE **MANAGING DIRECTOR**

It is a significant achievement as very few companies get this certification in first attempt. At Tata Hitachi, we believe that our employees are our greatest asset. And we believe in nurturing a workplace which fosters high level of employee engagement. I am sure that this certification will bring all of you great happiness and reinforce pride in the organization we work for. However, this is just a beginning – I am confident that with your help and active support we will together take the organization to greater heights in the future.

But that's not all!

This quarter has been a very exciting one with the launch of our all new Backhoe Loader – Tata Hitachi Shinrai – in Karnataka, Tamil Nadu, Andhra Pradesh and Kerala. Shinrai is already making its mark in the market with over 100 machines being billed! The roadshows have started in the South and customers are queuing up to get a touch and feel of the product.

Next, we saw the launch of the Super + series of hydraulic excavators. Embellished with superior telematics, hydraulics, efficiency boosters and promising best in class fuel efficiency and return on investment – the Super + series of machines bears testimony to our long-standing market leadership in hydraulic excavators!

In another first of its kind engagement, the members of the Corporate office and the Bangalore dealership personnel partnered The Ugly Indians in cleaning up the premises near the Hosmat Hospital - our humble endeavor to give back to society. Going forward, our aim is to participate in many more cleanup operations in and around Bangalore, our plants at Jamshedpur, Dharwad and Kharagpur.

I am confident that going forward, we will build on the momentum generated in this quarter and take the organization to newer heights.

I wish you and your families a very happy festival season!



Dear friends,

Greetings to you all!

We achieved two important milestones in the last quarter. The first was the launch of our all new Backhoe Loader – Tata Hitachi Shinrai – in Karnataka, Tamil Nadu, Andhra Pradesh, Telengana and Kerala. ***Shinrai is already making its mark in the market with over 100 machines being billed!***

The roadshows have started in the South and customers are queuing up to get a touch and feel of the product.

Hemant Mathur

Senior GM, Sales & Marketing

MESSAGE FROM

SR. GENERAL MANAGER

Next, we saw the launch of the EX Super + series of hydraulic excavators. Embellished with superior telematics, hydraulics, efficiency boosters and promising best in class fuel efficiency and return on investment – the Super + series of machines bears testimony to our long-standing market leadership in hydraulic excavators! The machine has been launched in Koderma (Jharkhnad), Bhiwandi (Mumbai), Tuticorin, Raipur, Bhilwara, Aurangabad, Agra and Vellore.

On the industry front, with the rupee recently weakening past ₹70 to a dollar and hovering about that level since, concerns over the impact of the devaluation on economic indicators are intensifying. One of the first visible effects of currency depreciation is the country's imports become more expensive and exports cheaper, which can pose a problem for us.

The fall in the rupee has not been good as over 35 % of the components used in our industry are imported. With the rupee falling there has been an almost 5-6% impact on product costs and this does not augur well for our industry. The last quarter of the financial year, will therefore be critical for us.

We are now gearing up for the 14TH International Mining and Machinery Exhibition end of October and Bauma Conexpo India in December. A lot of excitement and enthusiasm in the organization – and I am sure that with all your support we will end this year on a all-time high!

Chalo Desh Banayen!

IN THE HEADLINES

It was a proud moment for us to have received the 'Great Place to Work' certification from the Great Place to Work Institute for the period July 2018 – June 2019. The certification brings us great happiness and reinforces pride in the organization we work for.



Great Place to Work citation being handed over



Launch at Bhiwandi



Crowd at the Bhiwandi launch

There were two highpoints this quarter: the first, the launch of our all new Backhoe Loader Tata Hitachi Shinrai in Anantapur, Bangalore, Trichy, Salem, Madurai, Kochi, Hubli, Hyderabad, Mangalore and Chennai. Receiving a standing ovation from customers, this versatile machine, we believe, is sure to make its mark in the market. The second was the launch of our Super + series of hydraulic excavators. This series was launched in Koderma (Jharkhand) and Bhiwandi (Mumbai).



Pandarpur launch



Pandarpur launch stage



Machine handover at the Jharkhand launch

MD and Nakajima san met the Shuttle Project team in Japan and enjoyed a delicious "excavator" sushi dinner!



Excavator Sushi



MD Visit to HCM



Best International vendor



Best domestic vendor



Top management at the meet



Lamp lighting with vendor partners

The 18th Vendor Partners' Meet was organized at Bangalore in August. A total of 35 Vendors were recognized and awarded for their support in FY17-18 under different categories. The event was attended by participants from more than 100 vendor partners including 10 International vendors.

OTHER ACTIVITIES

We participated in the “**Lifting & Excavation seminar**” organized by Tata Steel at the Tollygunge Club, Kolkata. The team comprising Mr. Rajeev Das, SCM, Mr. Jai Kishan Indiar, PE and Mr. Manpreet Singh Marwah, EA to VP (OE) presented an overview of Tata Hitachi’s market, steel plate-grades/thickness used by Tata Hitachi and in-process quality requirements.



Customers gather around the vehicle



Customers with Tata Hitachi Shinrai



Tata Hitachi Shinrai and ZAXIS33U on display

The Dharwad Krishi Mela, organized by the University of Agricultural Science, saw us showcasing the all new Backhoe Loader – **Tata Hitachi Shinrai** – along with the mini hydraulic excavator **ZAXIS33U**.

We participated in **Mumbai Municipalika** and showcased the **TMX20** – our smallest mini excavator. A **Smart Cities Conclave** was held as a part of the exhibition. Mr. Santosh Jena representing Tata Hitachi, was a part of the panel discussion.



Mr. Santosh Jena speaking at the Smart Cities conclave



In discussion with customers



Tata Hitachi stall at Mumbai Municipalika



TMX20 on display



ConSite being explained to customers



The exhibition premises



Lighting of the lamp



The inauguration of the exhibition

The first dedicated **Tata Hitachi Machines Exhibition** was conducted at **Durgapur** – a strategic location in West Bengal – for two days. Six machines were on display – **ZAXIS220 LCM** – Quarry, **ZAXIS140H**, **ZAXIS80**, **TL340H**, the new **EX200LC Super +** and **EX70**.

Tata Hitachi was the proud recipient of the **Runner up award for Excellence in Operations (Large)** from Manufacturing Today. The team comprised: Sanjiv Ranjan, Deep Thakur and Anoj J Jones.



Runner up award for excellence in operations

A Sponsorship of the **Mizoram Earthmover Owner's Union General Assembly** in association with NE Equipment Solutions Pvt. Ltd. saw us displaying **TH86 MAX** and **ZAXIS140H** at Aizawl, Mizoram.



Sponsorship of Mizoram Earthmover Union meet



To create awareness about **EX70** among customers and financiers, we participated in the **Hariharpara Brickfield AGM** at Murshidabad.



Connecting with the Brick Field association, Murshidabad

We also sponsored **The Great Indian Film and Literature Festival** at Bhopal to spread awareness about brand Tata Hitachi.



NEWS FROM THE PLANTS

JAMSHEDPUR



Runners up trophy

The Jharkhand Badminton Association organized the Badminton Tournament cum Selection for state on 24th to 26th August at Jamshedpur. Mr. Homiyar Dhanjisha Dumasia participated in the Open Men's Doubles Tournament and won the Runners up trophy.

This year, the CSD Department Jamshedpur celebrated Independence Day with three underprivileged schools located in and around Telco Colony. The following departments participated in the activity: Parts Planning Group, Technical Support Group, CWH Nagpur, JSR WH, KGP WH, Head Quarter Team, JSR Branch Sales Office and Dharwad WH. A total of Rs.11,150 was contributed by the team members. The beneficiary schools were Duwa Colony Primary School, Ghorabandha, Sri. Sathya Sai Seva Nilayam, Kundadih and Chota Govindpur Primary School, Govindpur.



Sri. Sathya Sai Seva Nilayam, Kundadih, Jamshedpur



Duwa Colony School, Ghorabandha



Chota Govindpur Primary School, Govindpur, Jamshedpur

DHARWAD



Created and maintained by Tata Hitachi



The Hubli airport garden building project

Tata Hitachi won the bid to create and maintain the airport garden at the Hubli airport. Work has started in full swing and the garden will be ready in the next quarter.



Shinrai on display

The line off ceremony for the all new Backhoe Loader – Tata Hitachi Shinrai – was held at the Dharwad plant where the machine was handed over to Sales and Marketing for the commercial roll out of the machine.



Group picture with MD san



The unveiling of the brochure and the manual



The Pooja before the roll out

Committed to making plant more sustainable, **rain water harvesting** has started in full earnest at the Dharwad plant. This is one of the important environmental initiatives taken by Tata Hitachi to address the conservation of water. There are two lakes in the company premises of 1.00 crore liters capacity each. One lake is on the north side of the factory and the other on the South-East. In FY 18-19, we have constructed an additional pond with stone pitching of 6,50,000 liters capacity on South-East side of our premises. This will help in recharging our adjacent borewell and add to the aesthetics of this area.



The team outside the Dharwad plant



In front of the mini and midi shop

Customers from Chikmagalur and Kumta visited the Dharwad plant.

KHARAGPUR



Customers with the Tata Hitachi team

Key mining customers from Gujarat visited the plant. They were shown around the plant and taken through our new initiatives - OTC, Re-man center, Manufacturing and testing facilities, the new Admin Block etc.



Customers at the Paint Shop



Customers at the Re-Man workshop



Customers operating ZAXIS470

The Water Resources department/ Government of Maharashtra visited the Kharagpur plant. The team visited areas like rough road testing, fabrication, assembly and OTC. They appreciated the Kaizens inside assembly shops. At the OTC the team took keen interest in training modules, cut sections and the Simulator that was on display.



Customers experiencing the simulator



Customers with the plant head



Water Resource Department Government of Maharashtra



PRIDE Fair at the plant

The **PRIDE** fair was held at the plant. The major attractions were: highest idea generator at the fair, best idea generator at the fair and gifts for every accepted idea.

Delegates from Tata Steel Jamshedpur

visited the plant too. They shared knowledge on new developments in the steel industry, their new Kalinganagar plant and their value engineering exercises for improvement.



Tata Steel Delegate visit 2



Reitaku University student visit

Students from Reitaku University, Japan visited the plant too. The purpose was to study the work environment and challenges faced in Japanese subsidiaries/group companies.

Mr. Kumar Sawrav delivered lecture as **Guest Speaker at National Welding Seminar**, organized by Indian Institute of Welding (Jamshedpur Chapter). He presented a paper titled: Tribological investigation of steel substrate hard faced with selected alloys.



Guest Lecture at National Welding Seminar



MD and CFO with the customers

PARTS MELA

To promote Tata Hitachi Genuine Parts, melas were organized at Gandhidham, Jamnagar, Bhiwandi, Himmatnagar, Chakan, Kolhapur, Nashik, Beed, Vartej, Bhavnagar, Porbandar, Rajkot, Una, Dhule and Nanded.



Spare Parts Mela Chakan



Spare Parts Mela Bhiwandi



Spare Parts Mela Bhiwandi



Parts mela at Vartej Bhavnagar



Parts mela at Porbandar



Spare Parts mela at Jamnagar



Parts mela at Sikka Patiya, Jamnagar



Parts mela at Una



Spare Parts mela at Jamnagar



Spare Parts mela at Jamnagar



Parts mela at Kolhapur



Spare Parts mela at Himmatnagar



Spare Parts Mela at Gandhidham



Parts mela at Nanded



Parts mela at Beed



Parts mela at Beed



Parts mela at Nashik



Parts mela at Nashik



Spare Parts Mela at Dhule

ROADSHOW

The Tata Hitachi and TEMPL team conducted a roadshow for **ZAXIS140H**. Roadshows for the new Backhoe Loader - Shinrai - started at Salem and witnessed tremendous excitement from customers. The Shinrai roadshows will stretch Pan South from October.



CUSTOMER MEET

This quarter saw a lot of product launches and customer meets. **TL340H** was launched at Hospet, Chhikli, Alwar, Jaipur and Barbil. **ZAXIS140H** was launched at Pune and Ahmedabad. The Field Diagnostic Vehicle was inaugurated at Ahmedabad too. Tata Hitachi senior management had a meeting with the senior management of **Thriveni Sainik Mining**. Our team visited the hi-tech control room of at the mines from where each and every machine they operate through their in house developed software. In the evening, a customer meet was organized at a nearby hotel. The official launch of **TL340H Hydrostatic Wheel Loader in Alwar, Rajasthan** was followed by a customer meet to introduce the machine to the Quarry & Crusher site owners. In partnership with Harsheel Infraequip Private Limited, we organized a customer meet at **Betul**. Meets were organized in partnership with Suryakiran Earthmovers

Private Limited at **Chattisgarh** where the **EX110** hydraulic excavator was kept on display. Another meet was organized at **Chattisgarh** where the **EX200** machine was showcased. A customer meet at Berhampur showcased the **EX110 quarry version**. **TL340H and the MAX series** of machines was showcased to customers at a meet held in partnership with Kailash Infratech. To engage with and promote **EX110 Super Quarry** to the Blue Metal Crusher Market in Pudukottai, we held a customer meet. A customer meet was held at **Kompally, Hyderabad** to showcase the **all new EX200LC Super+** series of hydraulic excavators. A meet at Indore saw us handing over the keys of four **ZAXIS 400 MTH** machines to M/s PSR Granites, Karimnagar for Granite Application. A **demo cum customer meet** for the all new Backhoe Loader – **Shinrai** – was held at Konankere, Haveri Dist.



TL340H launch at Barbil



TL340H launch at Barbil



TL340H launch at Barbil



Demo cum customer meet for Shinrai



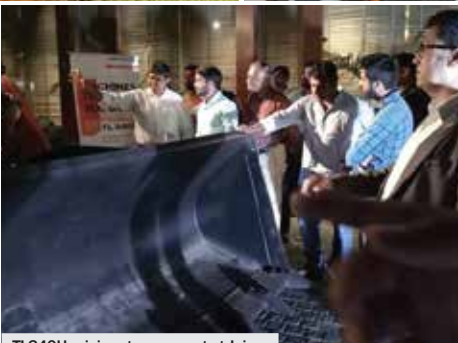
Demo cum customer meet for Shinrai



Customer Meet, Mahasamund



TL340H mini customer meet at Jaipur



TL340H mini customer meet at Jaipur



TL340H mini customer meet at Jaipur



TL340H mini customer meet at Jaipur



Customer meet at Berhampur



Customer meet at Berhampur



TL340H launch and customer meet at Hospet



TL340H launch and customer meet at Hospet



TL340H launch and customer meet at Hospet



TL340H launch and customer meet at Hospet



Customer meet at Berhampur



Customer meet at Berhampur



TL340H customer meet at Alwar



TL340H and mini customer meet at Chikhlil



Key Account customer meet at Indore



Key Account customer meet at Indore



Customer felicitation at the Thriveni Mining meet



ZAXIS140H launch at Ahmedabad



Inauguration of the Field Diagnostic vehicle at Ahmedabad



Customer meet at Betul



Visit to the Mines Control Center at Thriveni



Customer meet at Baloda Bazar



Customer meet at Betul



ZAXIS140H launch at Pune



Mini customer meet at Bethangady



EX200 Super Plus customer meet at Hyderabad



Cutomer meet at Jaipur



FINANCIER MEET

Financier meets were organized at **Ratlam** and **Gwalior**. A financier meet was held with **HDFC** bank at **Raipur**, **Indusbank** at **Hassan**, **SREI** at **Khammam** and **Hinduja Finance** at **Bhopal**. A meet was held at **Trichy** to engage with the local financier fraternity and showcase the all new backhoe loader **Shinrai**. To create awareness for our range of products and focus on **EX110**, **ZAXIS370** **GI** and **TL340H**, a financier meet was held at **Jaipur**. A financier meet was held at the experience zone at **PSN Bangalore**.



Bhopal financier meet



Bhopal financier meet



Financier meet at Ratlam



Financier meet at Ratlam



Financier meet with HDFC at Raipur



Financier meet at PSN Bangalore



SREI loan mela at Khammam



Oriental Earthmovers financial meet



Loan mela with Indusind Bank, Hassan



DEALER NEWS

Tricare Services launched their new office outlet at **Chakan (Pune)** and launched the Field Diagnostic Vehicle this quarter. **SS Excavation Solution LLP- Nagpur** too launched their Field Diagnostic Vehicle. **Mr Masafumi Senszaki, Executive officer, President Marketing Division** visited the **PSN Bangalore dealership**. **Ganesh Puja** was held with great fervor at **Tricare Pune**.



HCM Senszaki San Visit to PSN



SS Excavation Solutions launches their FDV



Launch of new office and FDV at Tricare Pune



Ganesh Puja at Tricare Pune



KEY HANDOVER

Two machines of **ZX650H** was handed over to M/s Mahalaxmi Infracontract Ltd. The key handing over ceremony was conducted by our Authorized Dealer NE Equipment Solutions Pvt. Ltd. in Konabaan, Tripura for the first **EX210 Super** to **Mr. Abhijit Datta**, who is one of the biggest Govt. Contractors of ONGC in Tripura. We handed over the first **TMX20** to the Storm Water Drainage division of the **Municipal Corporation of Greater Mumbai**.

Two **TMX 20 Super** machines was also handed over to Mahagenco **Power Plant, Koradi, Nagpur**. Two **EX200 Tunnel** machines were handed over to Mahalaxmi Infraprojects Pune and B T Patil and Sons. **TH76** was handed over to Satara Municipal Corporation.

Another machine was handed over to Mana Camp Nagar Panchayat (Raipur Dist.) and a third to Mungeli Nagar Palika Parishad (Mungeli Dist.). Two **TH86** machines were handed over to WRD Department Pune, two more to

Satna Municipal Corporation, one to Nagar Palika Parishad, Kotma, and one more to Nagar Palika Parishad, Bijuri and two machines to Chandrapur Municipal Corporation. **ZAXIS220** was handed over to Rajpath infracon Pune. **TL340H** was handed over to Rudreshwara Stone crusher, Tumkur. **ZX33U** – the first machine in Bangalore city was delivered for Civic Utilities applications. The first **EX200LC Super+** keys was handed over to Mr. Thilakar of Madurai branch. Two **EX200 Super** machines were handed over to Mr. Manoj Angre of M/S Shree Constructions. The Hubli branch commissioned the first **Shinrai** machine. **ZAXIS20U** keys were handed this quarter too. The **Lucknow Branch** introduced the new Rock Breaker range at UP Market by supplying 1st **B215 Super+** RB to Pratap Constructions. This was the 1st Rock breaker of Super+ series in UP.



Handover of TH86 to Mungeli Nagar Palika Parishad



Water Resource Department Government of Maharashtra



Key handover of TMX20 to Mahagenco



EX200 Super key handover to Mr Manoj Angre



Two EX200 Tunnel machines handed over to Mahalaxmi Infraprojects Pune



B215 Super plus rock breaker handover by Lucknow branch



EX210 Super handover to Mr Abhijit Datta, Tripura



ZAXIS33U delivered for civic utilities applications



EX200 Tunnel variant handover



ZAXIS650 Key handover to Mahalaxmi Infracontract Ltd



First machine of EX200LC Super Plus handed over at Dharwad



Two TH86 machines handed over to Chandrapur Municipal Corporation



TL340H hand over to Rudreshwara Stone crusher, Tumkur



ZAXIS20 key handover at Srikakulam AP



TH76 handed over to Mana Camp Nagar Panchayat, Raipur District.



Two TH86 machines handed over to WRD department, Pune



TH86 handed over to Nagar Palika Parishad Kotma



Two TH86 machines handed over to Chandrapur Municipal Corporation



Two TH86 machines handed over to Satna Municipal Corporation



TL 340H launch and customer meet at Hospet



TL340H key handover to Mr Rajendra Kate, Bibli



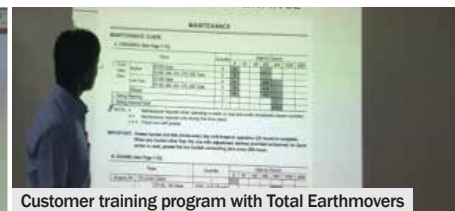
One TH86 handed over to Nagar Palika Parishad Bijuri

CUSTOMER TRAINING PROGRAMME

Training on **ZAXIS120** and **ZAXIS220** was held at Aurangabad in partnership with Total Earthmovers. The training was on basic hydraulics and GES/MPRO. **Training for Vendors** conducted by the Production Planning & Control team for our Vendor Partners too.



Customer training at Aurangabad



Customer training program with Total Earthmovers



Vendor training by the production planning and control team

SERVICE CAMPAIGN

The Service and Parts Engineer / Service and Parts Promoter (**SPE/SPP**) contest for 2018 was held at Dharwad for South 1, South 2 and the western region. A **'train the trainer'** training program was held on INSITE too at Dharwad. Kaveen Infra Solution organized a service campaign at **Bodeli**. Service camps were organized at **Saharsa, Sheikhpura, Panvel and Paya**. Field Diagnostic Vehicles were inaugurated at Mumbai, Nagpur and Bodeli.

The **Tata Hitachi Service Mechanic Competition on Excavators for Dealer Service Engineers** was held in this quarter. The winner of the competition was Umasankar Sahu from Trishul Trade Pvt Ltd. The Chief Guest - Mr. S Umapathy (Plant Head-DWD) - handed over the certificate to the National Champion.



FDV inauguration at Mumbai



FDV inauguration at Nagpur



Service campaign in Sheikhpura with the machine

Kaveen Infra Solution service campaign at Bodeli



INSITE train the trainer programme



Checking the machine



SPP SPE contest at OTC Dharwad



Glimpses of the competition

Regional Champions



Service campaign at Saharsa



Educating the operator about the machine and parts at the free service camp at Panvel and Paya

OPERATOR MEET

An Operator meet was held at Kaveen Infra Solutions Private Ltd.



Operator meet at Kaveen Infra Solutions Private Ltdns

OPERATOR TRAINING

A training for operators was conducted at the **Khargar office**. The objective was to guide and train operators about scheduled maintenance, safety, preventive maintenance to avoid breakdown in machines etc. In partnership with TEMPL, an **operator training camp on ZAXIS220** was organised.



The operator line up at Gangamai Industries and construction Limited.



Operator training at Khargar office



Operator training at Gangamai Industries and construction Limited.

BRANCH NEWS

To extend our outreach to customers, a new branch office of PSEMPPL was opened at Shyampur, Howrah.

Vishwakarma Puja was performed at the Raipur branch office with great pomp and splendor.



HITACHI NEWS

Hitachi is now World's 5th Most Valuable Engineering and Construction Brand Based on the Royalty Relief approach - a brand valuation method compliant with the industry standards set in ISO 10668, Brand Finance has highlighted USD 12,932 Million as the Brand Value of Hitachi, having considered Brand Strength Index (BSI), Brand Royalty Rate and Brand Revenues.

Top 10 Most Valuable Brands

 1 Rank 2018: 1 2017: 1 → BV 2018: \$32,005m BV 2017: \$35,318m Brand Rating: AAA	 6 Rank 2018: 6 2017: 7 ↑ BV 2018: \$12,191m BV 2017: \$10,361m Brand Rating: AA-
 2 Rank 2018: 2 2017: 3 ↑ BV 2018: \$24,981m BV 2017: \$21,050m Brand Rating: AA	 7 Rank 2018: 7 2017: 6 ↓ BV 2018: \$10,255m BV 2017: \$11,149m Brand Rating: A+
 3 Rank 2018: 3 2017: 2 ↓ BV 2018: \$21,556m BV 2017: \$23,088m Brand Rating: AAA	 8 Rank 2018: 8 2017: 10 ↑ BV 2018: \$8,232m BV 2017: \$6,795m Brand Rating: AA+
 4 Rank 2018: 4 2017: 4 → BV 2018: \$19,341m BV 2017: \$17,991m Brand Rating: AA+	 9 Rank 2018: 9 2017: 11 ↑ BV 2018: \$7,161m BV 2017: \$6,583m Brand Rating: AA+
 5 Rank 2018: 5 2017: 5 → BV 2018: \$12,932m BV 2017: \$13,227m Brand Rating: AAA-	 10 Rank 2018: 10 2017: 9 ↓ BV 2018: \$7,031m BV 2017: \$6,963m Brand Rating: AA+





TATA HITACHI

Reliable solutions