

SILVERLININGS



CII
IMME 2016
13th - 19th November at
Eco Park, Rajarhat, Kolkata

The graphic features a silver, metallic-looking emblem resembling a stylized 'C' or a shield with a circular cutout at the bottom. Below it, the CII logo is displayed in a black box, followed by the event name 'IMME 2016' in large, bold, black letters. The dates and location are listed in a smaller, black font.

MESSAGE FROM THE MANAGING DIRECTOR



Dear Colleagues,

The last quarter of 2016 has been very exciting and eventful for Tata Hitachi! From a first of its kind family day event at the Dharwad plant, to winning accolades in the Hitachi fraternity, to opening new offices! On the business front too we have seen significant improvement. Our growth has started showing an upward curve and we have ended 2016 on a stronger and higher note.

Not resting on our laurels, we now need to build on the foundation we have laid for ourselves. We need to have courage, determination, commitment and nimbleness to be the change we are looking for to take us to the top. We need to live up to our vision of being a customer centric organization: strive to further improve the skill sets of our team members, dealers and workers at the plant through continuous training. We must aim to be evaluated as being 'better than expected' by our customers across all touch points.

With our plans to expand our product range and focus on increasing sales of wheeled products our aim must always be to deliver quality products and services to delight the customer, every time.

I wish each one of you and your families a bright, safe, healthy, and prosperous New Year!

Thank you all for your continued passion, commitment and hard work.

Going forward, together, we will ensure that in 2017 we charter new territories and scale newer heights.

A handwritten signature in black ink, consisting of stylized loops and lines, representing the name Sandeep Singh.

Sandeep Singh
Managing Director

MESSAGE FROM THE VICE PRESIDENT (SALES & MARKETING)



At the outset let me wish all of you and your families a very happy and prosperous New Year 2017.

As we go into the New Year, I see a lot of brightness in the market scenario, thanks to the many initiatives taken by our government to accelerate infrastructure growth. This kind of positive growth that we have witnessed so far, as much as 50% and above YOY is very encouraging to our industry. We have already made plans to increase our production levels month on month to be able to meet the huge demand that is round the corner.

Sales and Marketing must now fully focus on harnessing this demand and improve our share of business in every segment. This will call for a very professional opportunity management, speedier development of skill levels both technical and allied, more vibrant channel network with optimum amount of manpower and infrastructure like warehouses and workshops and faster resolutions of customer complaints. Our coverage must improve both geographically and also deeper into application segments so that we can understand the customers requirement better, design and offer proactive solutions to them in form of products including attachments and services and parts packages. This will help customers become competitive in their businesses and together we must create mutual value.

Whilst being more customer centric in coming years, we must resort to a lot of market development activities alongwith our dealers and focus on selling our entire range of products in order to create and sustain a 'full liner' image in the marketplace so that we become the obvious first choice for the customers for all the solutions that they look for. Building a vibrant team and motivating them to continuously raise the bar in performance levels by enhanced productivity will be the winning strategy for us in future and as leaders we all must devote a lot of time with our people and create a leadership pipeline in all levels in our organization. I wish the team all the very best for winning in the marketplace.

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

A Krishnakumar

Vice President (Sales & Marketing)

THCMNEWS

NEW BEGINNINGS, NEW WORKPLACES

BENGALURU OFFICE - GROUND FLOOR INAUGURATION

The ribbon cutting ceremony for the ground floor of the Bangalore office was celebrated on October 10th. The new premises was inaugurated by Mr. Sandeep Singh, MD, along with Mr. Shin Nakajima – Director (Sales, Marketing & Customer Support), Mr. Venkatakrishnan Natarajan, Sr. VP

and CFO and Mr. A. Krishnakumar, VP (Sales & Marketing). Designed in the open office format, the new office layout encourages an open and collaborative work style. The day also marked the celebration of Ayudha Puja.



NEW LOOK BENGALURU REGIONAL & BRANCH OFFICE

The Tata Hitachi regional and branch office was inaugurated in Bangalore on November 14th by Mr. Sandeep Singh, MD, along with Mr. Shin Nakajima – Director (Sales, Marketing & Customer Support), and Mr. A. Krishnakumar, VP (Sales & Marketing). Sporting the Tata Hitachi brand colors, the new facility looked smart and inviting.



ACCOLADES WON

Two prizes won in the Inspiration of the Year Global Award 2016 (India region) contest.



Mr. Atukuri Dileep Kumar:

His entry “Tata Hitachi EX210 Super Hydraulic Excavator coupled with super long front attachment has enhanced the agricultural based income of small and marginal farmers” won the **third prize in the global category.**



Mr. Rishi Raj Kishore:

“Feeding Coal to Power Hungry India” - a story on converting rope shovels to electric hydraulic shovels in coal mines, promoting Hitachi branded EX2600E-6 machines - **won the Regional Award – Pioneering Spirit.**

Hitachi cash flow improvement award 2016

The Sales Support & Finance team **won the award for consistent efforts for improving AR situation** by various means. The primary one was introduction of a companywide and low cost Channel Finance program for Tata Hitachi dealers for their Inventory

Funding for Machines and Parts. The team comprised of **Mr. Gaurav Agarwal: Head – Sales Support, Mr. Manish Patadia: Head – Financial Management and Mr. Kumar Ramakrishnan: DM – Sales Accounting.**

Hearty congratulations to all!



NEWS FROM THE PLANTS

JAMSHEDPUR

Team Tata Hitachi excelled in the Tata Motors Annual Athletic meet at the Sooman Moologaokar stadium, Jamshedpur!

- In individual events, Mrs. Sandhya Singh (Finance Department) won the Gold Medal for Shot put in the Officers Women category.
- Putting up an excellent performance in the Tug-of-war competition, our boys defeated Tata Technologies in the quarter finals by 2-0. The team members were Prabhas Kumar, Arunav Bhuyan, Vivek Kumar, Abhijit Kar, Rajendra Dobriyal, Manoj Barik, Raj Kumar and Sumit Kar.
- In the individual event Mr. Prabhas Kumar of QA Department won the Bronze Medal in Javelin Throw in the EG Category. From left to right - Mr. H K Sinha, Mr. Arijit Ghosh, Mr. Prabhas Kumar & Mr. R E Rao.



DHARWAD

The Dharwad plant hosted the first Tata Hitachi **family day celebration** event on **November 5th**. From breakfast to high tea, the entire day was marked by fun filled activities and games across age groups: Identify the song, smart kids

dance, smart couple game, fashion show, magic show, mimicry and karaoke were some high points! Encouraged by top management participation, the employees and their families let down their hair and had a blast!





Committed to improving the quality of life for sections of society in and around the plant, a non-working borewell was refurbished in Garag village. The hand pump was replaced and new pipelines with a new submersible pump was installed.



In December, officials from the Water Resource Department (Govt. of Maharashtra) visited the plant to inspect the ten TH76 machines ordered by them. The officials were given a plant tour and were also shown our mini excavators (ZAXIS80 & EX70).

KHARAGPUR

The Kharagpur plant hosted a lot of visitor groups in the last quarter.

- **On November 4th**, forty one Bachelor of Architecture students of IIT Kharagpur visited the plant: they were given a conducted tour by

Mr. Karur Ravishankar, Mr. Lal Mohammed and Mr. Bipul Pal.



To
MR. N. C. NAHAPATRA
TATA HITACHI, KHARAGPUR

I AM VERY MUCH THANKFUL TO YOU FOR ARRANGING THE INDUSTRIAL SITE VISIT. IT WAS VERY FRUITFUL FOR THE STUDENTS. I AM VERY MUCH THANKFUL TO MR. A. THAKUR FOR THE TOTAL ARRANGEMENT. I AM ALSO THANKFUL TO MR. R. SHANKAR, MR. L. AHMAD & OTHERS.

THANKING YOU
Prof. T. K. MAJUMDAR



- Hitachi India held their **Annual meet on November 29th and 30th**. The team visited the plant, the Operator Training School and the school at Rupnarayanpur.



- **On December 6th**, Mr. Masayuki Taga (Consul-General) and Ms. Kanako Yoshizawa (Researcher) from the Japan Consulate visited the plant.

- There was a group of visitors from Water Resource Department (Govt. of Maharashtra) too. The team carried out an inspection of ZAXIS220-MHI machines (14 numbers) which will be deployed in draught relief operations across Maharashtra.



EVENTS

Tata Hitachi participated in the 13th International Mining and Machinery Exhibition (IMME) November 16th – 19th at Eco Park, Kolkata



The largest stall at the exhibition, the pavilion showcased our integrated solutions for mining needs. The stall displayed machines from 45 T – 100 T, showcased value added services

(CONSITE, Simulators for Operator Training, Wenco fleet management system, display of attachments and spare parts along with a newly designed FMC container).



**On display was the launch machine:
ZAXIS470H GI Shovel variant**

The event witnessed key handovers and felicitations to key customers for their long and cherished relationships with the organization.

We also held a seminar on 'Leveraging Technology in Mining' which was very well attended. And hosted a vendor meet to create a close connect between us and our vendor associates.



LANDMARK EVENTS

- **In November**, a celebration in Kolkata marked Team P. S. Earthmovers outstanding achievement of **100 EX70 orders in 100 days!**



Mr. Krishnakumar (VP Sales & Marketing) felicitating Mr. P. K. Daam (P. S. Earthmovers).



Best Sales person in 7T category – Dhirtiman Ghosh.

M/S UltraTech Cement Ltd. invited us to attend the final day function in the eve of the Metalliferous mines safety week celebration 2016. We participated in this event with a stall highlighting the safety features of our machines and processes. On display was the demo model of EX1200V shovel

along with a mannequin wearing safety PPE: both built by the FMC Awarpur Team on site specially for this event. We showcased the 'Safety Features' of our equipment and demonstrated the personal safety measures adopted by us.



CUSTOMER MEETS

Being a customer centric organization, we believe in keeping touch and updating our customers about our products.

- **In November**, a customer meet was held at Jabalpur to promote ZX220LC GI, explain ZAXIS GI Technology and showcase the Tata Hitachi Product Range. Customers were invited from Jabalpur, Katni, Mandla, Seoni, Narsinghpur, Damoh, Dindori, Anuppur, Umaria and Shahdol.



- A customer meet for EX70 Super was held at Kamakhya Nagar **in November**. There was an interactive session with prospective customers where the product features were explained.

- A customer meet was held at Hotel Maharaja Palace, Chattisgarh, **on December 28th** to mark the new dealership opening of Suryakiran Earthmovers.

FINANCIER MEETS

To strengthen the bond between us and the Financiers, a series of events are conducted to convey our appreciation towards them for their relentless support. In November, there were Financier Meets with:



Tata Motors Financial Services Limited at Hotel Patliputra Exotica, Patna.



Kailash Infratech Private Limited at Hotel Radisson Blu, Indore.



HDB Financial Services in Bengaluru.

PRODUCT RELATED



- **In October**, ZAXIS400MTH was launched at Ongole. In addition to the launch, the team met all the granite customers in Prakasam district from Chimakurthy, Ballikurava, Martur, Gurijepalli and Kanigiri and also interacted with Key Account Customers from Chittoor.



- **In November**, there was a Product Demonstration of TMX20 in Bengaluru & Kolar. The objective of this demo was to create product awareness with Municipal officials, members & contractors and promote the use of Mini-Hex in civic utilities. The demo displayed and demonstrated various applications wherein TMX20 could be used. Eg. drain de-silting, garbage cleaning, etc. We also had a product demonstration of the machine in Bengaluru, Kolar, Chikkaballapura and Pandavapura.



- **In November**, ZAXIS400MTH GI was launched in Kelwa, Udaipur. The first machine was handed over to M/S Ashapura Marble.



- To showcase the TH86 quarry variant Backhoe loader as being suitable for Crushers, Mountain Movers conducted a TH86 product display activity at Gulbarga.

KEY HANDOVER

In this quarter, we witnessed a host of Key Handover ceremonies - **ZAXIS470H to Rugta Project Limited**, AsasnoI, **ZAXIS470H GI to J. K. Project Limited**, AsasnoI, **EH600 to M/S Wonder Marble**, Banswara, **EX210 SLF to IMAX Construction**, Kolkata, two units of **EX1900-6 to M/s Singareni Collieries Co Ltd.**, at their Ramagundem site **M/S. Dewashish Constructions Co.** Aurangabad was handed over two **ZAXIS220GI**, one **EX70 Super** and one **ZAXIS120** machines. We also handed over three Backhoe loaders (**one TH86**

and two TH76) to **Yuvamitra, Nasik** - a social development organization working for the development of women, children and farmers through health, education, biodiversity conservation, agriculture and integrated water resource management and natural resources development. **M/S. DNB Transport** - Raniganj was felicitated and the keys to **ZAXIS470H** were handed over to Mr. Santosh Bharatiya & Mr. Rajesh Bhalotia. **M/S Shirpur Construction Private Limited** was handed over three **ZAXIS370LCH GI** series machines.



ROADSHOWS



- PSN Construction Equipment Pvt. Ltd. along with the Bangalore branch held a roadshow in October showcasing TH76 to target the RMC owners & small contractors near K.R Pura, Kolar Road, Bangalore Rural.
- A roadshow, to generate awareness of the EX110 Super machine, was held at Dungarpur in November. The objective was to spread awareness about the Super Series range of excavators.



KEY ACCOUNT CUSTOMER VISIT TO JAPAN

As a part of our Key Customer Engagement activities in 2016-17, we conducted a tour of our Key Account partners from the Construction and Mining customer segments to Hitachi's manufacturing facilities in Japan. This was the first of such visits for customers from the construction segment. The visit was from 7th to 11th November 2016. The overall objective of the visit was to build & establish brand Tata Hitachi in the minds of the customers, showcase Hitachi's technological advancements and showcase the superior quality standards maintained in the field of construction equipment and manufacturing.



CUSTOMER PLANT VISIT

To instil faith on our backhoe loaders and gain customer confidence, we arranged for a Dharwad Plant visit on 22nd September. The customers interacted with the plant team and the Plant Head Mr. S Umapathy, handed over mementos to them.



SPARE PARTS



- PSN Kochi held spare parts melas at Perinthalmanna, Ernakulam, Trivandrum and Kottarekara in November.
- CAG Salem held a parts mela in December at Karnampeettai, Coimbatore. The aim of the mela was to educate customers about the usage of genuine spare parts.
- **Business Promotion Initiatives:** To counter the economic downturn post demonetisation, Team Kochi introduced SBI POS in all their branches across Kerala. Initiated in Ernakulam and Kozhikod branch of PSN, 'Parts on wheels': a direct delivery of parts on site was introduced.

CUSTOMER SATISFACTION IN SERVICE

Demonstrating great team work, the service team of Tricare, a Hitachi dealer in India, in partnership with the Pune branch, delighted the customer by visiting the customer job site and repairing the machine. Four caution alarms were issued at the same instance for a ZX220LC-GI. The customer was satisfied with the quick response and service support provided.

Confidential Dealer use only

ConSite ^{News}

Consolidated Solution for Construction Sites

Documentary

[On-site Support] [Caution Alarm]

Four caution alarms were issued at the same instance for a ZX220LC-GI. The customer was satisfied with the quick response and service support provided.

Four different caution alarms associated with the pump control pressure sensor and the pump delivery pressure sensor were issued. A service engineer of Tricare, a Hitachi dealer in India, visited the site and repaired the machine. The customer praised the services provided by the dealer.



Mr. Birajdar
Dealer - Tricare



Mr. Jamadar
THCM Pune Branch



Mr. Patnaik
Customer



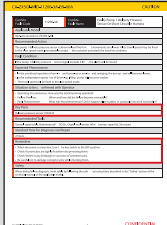
[Dealer - Tricare]
Service Engineer: Mr. Dhanaji Birajdar

[THCM Pune Branch]
Support Engineer: Mr. Alam Jamadar
(in charge of receiving ConSite alarms)

[Customer] Montecarlo
Type of business: Road work
Site Manager: Mr. Patnaik

*Caution Alarm:

It is not for a machine-down situation but needs to be taken care of asap. It is sent to dealers only. Links to machine operating data, alarm information and manuals are included in the alarm mail.

Event	Action / Communication	Note
<p>Monday, August 15, 2016</p> <p>21:34</p> <p>Four different caution alarms were issued for the ZX220LC-GI (6,023 hours). [Faulty Pump 1 (and 2) Pump Control Pressure Sensor Or Open Circuit In Harness and Faulty Pump 1 (and 2) Delivery Pressure Sensor Or Open Circuit In Harness]</p> <p>Mr. Jamadar of THCM Pune Branch received four different caution alarms. The following day, he checked the contents of the alarm manuals and called the customer to check the machine condition.</p>		<p>➔ Four received caution alarms</p> <p>He received four different caution alarms associated with the pump control pressure sensor and the pump delivery pressure sensor.</p> 
<p>Tuesday, August 16, 2016</p> <p>12:30</p> <p>Mr. Jamadar explained the alarm situation. Then, he asked the customer to check the machine.</p> <p>Mr. Patnaik (Customer) "Thank you for the information. I'll check the machine. If I can't figure it out, will you help us?"</p> <p>Mr. Jamadar (Branch Engineer) "Of course. Please let me know anytime if anything happens."</p> <p>Mr. Patnaik checked the machine by following Mr. Jamadar's advice but could not find the cause of the problem. The following day, THCM Branch and Tricare (THCM Pune Dealer) Engineer visited the customer's job site.</p>	<p>Mr. Jamadar (THCM Branch) Engineer ↔ Mr. Patnaik (Customer) Site Manager</p> <p>Mr. Jamadar (Branch Engineer) "I received alarms associated with the pump control pressure sensor and the pump delivery pressure sensor. Could you check the machine?"</p> <p>Mr. Patnaik (Customer) "Thank you for the information. I'll check the machine. If I can't figure it out, will you help us?"</p> <p>Mr. Jamadar (Branch Engineer) "Of course. Please let me know anytime if anything happens."</p>	<p>➔ Customer's Job Site</p>  <p>➔ Preparations</p> <p>Mr. Jamadar downloaded ConSite alarm manuals and prepared the parts necessary for the expected repairs. He also checked references and precautions in the manuals.</p> 

CUSTOMER ACHIEVEMENT

Congratulations to our customer Mrs. Chandmani Kunkal of Kunkal Enterprises, a woman entrepreneur

from Jamshedpur. Her achievements have been covered in the local newspaper.



OTHERS

OPERATOR TRAINING

- Imparting machine operating and servicing skills to the youth to enhance their employability, an Operator Training Course was conducted from November 15th to December 14th at the Operator Training Center, Dharwad. Thirteen unemployed youth from nearby villages were given free hands on training. The batch was tested and certified by IESC – a mandatory certification for all operators.
- 10 Operators from Thriveni Sainik Mining underwent training at the Operator Training School at Kharagpur from November 29th to December 13th. Mr. Rajesh, Sr. DGM (E&S) had this to say: "The training method looks well. It will be much useful for us and for any other mining company. We once again thank the team for offering such a nice training program."



SERVICE CAMPAIGN

- A Service Campaign was conducted at Karanampettai, Coimbatore in December for EX110 hydraulic aggregates. Customers brought their machines for the inspection of aggregates.



SMART OPERATOR CAMPAIGN

- An operator training and talent contest for ZAXIS220 was held at Chulley, Kochi. The objective was on training the operator to be a 'smart operator' and through a contest find best among them.

RUN TO SPREAD AWARENESS ABOUT CANCER

- **The Tata Steel 25K Marathon** was held in Kolkata on December 18th. Our team participated in the Ananda run – an exclusive five km run - which had a few hundred people running for a cause. The run was to support and raise fund for Tata Medical Centre, Kolkata.



QUALITY MONTH CELEBRATIONS

- **The Quality Month Celebrations** aims to bolster the Quality consciousness of the employees and vendor partners by hosting a number of events. This year's theme "Quality through 3P's: Pride, Passion & Performance", propagating the thought that quality of any product is only achieved through pride which you have, the passion which you put and the performance which you deliver into it.



The inaugural ceremony was held on 1st November at Jamshedpur plant, 2nd November at Kharagpur Plant and 4th November 2016 at Dharwad Plant.

DEALER NEWS

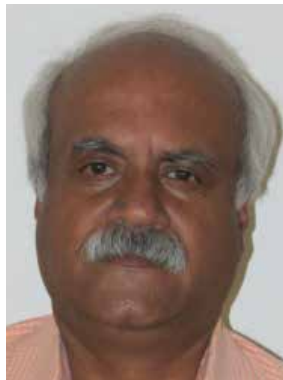
Our dealers are our extended arms - our face to our customers.

We prioritize our outreach to customers through a strong, Pan India distribution network of dealers for sales and services.

222 touch points within easy proximity of the customer site facilitates quick turnaround time.



Mr. Shabbir Zoeb Vali



Mr. Sanjiv Choudhary

***We welcome into our family
Mr. Shabbir Zoeb Vali and
Mr. Sanjiv Choudhary of S S
Excavation Solutions LLP - our
new dealer at Nagpur.***



HCMNEWS

OPENING CEREMONY OF ICT DEMONSTRATION SITE

The Opening ceremony of ICT demonstration site established at Hitachinaka city, Ibaraki prefecture was held on the 3rd of October 2016. The purpose of ICT demonstration site is to have the customer understand what i-Construction promoted by Japanese Ministry of Land, Infrastructure, Transport and Tourism is, and what ICT is.

Mr. Tsujimoto, HCM president, addressed the gathering and stated that we hoped that construction customers, government, municipalities utilize our demonstration site. After Mr. Tsujimoto's address, Mr. Masaru Hashimoto, governor of Ibaraki prefecture, Hiroshi Kajiyama, member of House of Representatives, Masafumi Mori, Vice-Minister of Japanese Ministry of Land, Infrastructure, Transport and Tourism made congratulatory addresses, and

then Eiji Fukumori, director of HCM, made brief explanation of ICT demonstration site. In the afternoon, HCM made five demonstrations at the demonstration section of the ICT demonstration site and had participants understand that ICT could contribute the improvement of productivity. The demonstrations comprised:

- ICT excavator, ZX200X-5B with machine control function
- Vibration road roller and bulldozer with machine control function
- UAV measurement, point group processing system of cloud and 3D
- Total station and laser scanner measurement, VRS (Virtual Reference Station)
- Loadrite and Blaxtair (Intelligent camera system)





Mr. Sumioka, vice-president of HCM, attends the hand-over ceremony of a new storage reservoir at Bosampor village in Cambodia.

Mr. Sumioka, vice-president of HCM and board chairperson of Good Earth Japan (GEJ) of NGO, attended the hand-over ceremony of a new storage reservoir at Bosampor village located at north-east of Cambodia. This new storage reservoir got larger capacity by consolidation of previous two small ones, which can now cover farm and daily life water for 120 family units consisting of about 450 people. Construction started in the beginning of Nov 2016 and completed as 59 m length, 37 m width and 4 m depth. 160 people consisting of 90 adults and 60

children celebrated the completion of the new storage reservoir at the hand-over ceremony. The Vice Village Chief addressed the gathering and said that they would maintain this storage reservoir and separately constructed road well by themselves. After the ceremony, the HCM team enjoyed Cambodian traditional food, Khmer noodle made from rice and forged a friendship with villagers. The HCM team hopes that this new storage reservoir contributes to better living facilities for all the people at Bosampor village forever.



Source: Hitachi Construction Machinery Website. Copyright in all documents, photos, illustrations and other depictions published or displayed on Hitachi Construction Machinery World-Wide Web Server is owned by Hitachi Construction Machinery Co. Ltd.

TATA NEWS

Tata Consultancy Services certified as top 3 employer in Asia Pacific.

TCS announced that it has been named “Top Employer Asia Pacific 2017” by the Top Employers Institute, and was ranked in the top three certified organizations in the region. TCS also achieved first time Top Employer certification in China and Philippines, as well as scored multi-year Top Employer certifications in Australia, India and Singapore.



Tata Power's Kandivali West customer relation center adjudged the 'best green customer relation center'.

Tata Power, India's largest integrated power company, has always worked towards preserving, conserving, and utilizing natural resources in the most prudent manner. In keeping with its commitment to incorporate sustainable practices in every aspect of its business, Tata Power launched its Green Customer Relation Centre (CRC) program with an aim to encourage its 22 CRCs across Mumbai to adopt green practices. For the month of October, 2016, Tata Power's CRC at Kandivali West was declared the winner of the competition.



Tata group among top 20 knowledge enterprises in the world.

Mumbai: The Tata group has been ranked among top 20 enterprises in the world in the prestigious Global Most Admired Knowledge Enterprises (MAKE) 2016 study for maximizing enterprise intellectual capital.



TATA HITACHI

Reliable solutions