

TATA HITACHI

Reliable solutions

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Compiled & Edited by the Communications Team

VOLUME 6

OCTOBER – DECEMBER, 2017

SILVERLININGS



Tata Hitachi Construction Machinery Company Private Limited

MESSAGE FROM THE MANAGING DIRECTOR

Greetings!

We have just finished an eventful and exciting 2017.

Our landmark occasion this year was the unveiling of our new back hoe loader – TATA HITACHI SHINRAI. Launched at EXCON, this new backhoe loader is an engineering marvel. A world class product. I am confident that Shinrai will carve a niche for itself and further strengthen our already robust product line up.

In addition to the launch of TATA HITACHI SHINRAI , EXCON saw us launching ZAXIS140H, the EX210 Super quarry variant, EX210 Super with an indigenous super long front attachment and INSITE – a new telematics suite for the EX series of hydraulic excavators and wheeled products.

A second milestone was the record production output in 2017 and a 100 % adherence to our planned production schedule – I must congratulate each and every one of you for your amazing team work across all divisions in making this happen! We ended December with a bang – clocking 1015 units – a record for the organisation! I thank you all for your tireless efforts to make this happen.

2018 promises to be equally exciting. The Government's investment in major infrastructure drivers, as indicated in the union budget, continues in 2018 - 2019 with significant growth earmarked for roads, railways, PMGSY, AMRUT & Smart Cities. Hence our industry is expected to continue its growth trajectory. I am confident that 2018 will bring good tidings for the organization too. With our traditional grit and resilience I am confident that we will be able to charter new

*HAPPY
"NEW YEAR
TO EVERYONE!"*



territories in the coming year.

New Year Greetings to you and your family.

May you have a fun-filled, happy and a safe year ahead.

Sandeep Singh
Managing Director

MESSAGE FROM THE SENIOR GM SALES & MARKETING

Dear friends,

Greetings to you all!

The last quarter of 2017 saw us achieving two important organizational milestones.

The first was our participation in EXCON and the unveiling of our all new backhoe loader – Tata Hitachi Shinrai. Designed and manufactured on the key tenets of capability and reliability, Shinrai, with its new and advanced features stands true to its name: a Japanese word that means trust, reliability and confidence. Top management representatives from Hitachi and Tata Hitachi, customers, media and many of our financier friends graced this historic event with their presence.

EXCON also saw us launching ZAXIS140H, the EX210 Super quarry variant, EX210 Super with an indigenous super long front attachment and INSITE – a new telematics suite for the EX series of hydraulic excavators and wheeled products. On display was also the Hitachi ZH200 – the state of the art hybrid excavator – a first of its kind in India. The launch of the Tata Hitachi Brand shop – with a wide array of attractive merchandise – proved to be a runaway success!

The second landmark event was our achieving the highest ever monthly billing of 1015 units in December – aided in some measure by the lowering of GST rates. My compliments to the entire Tata Hitachi team for achieving this landmark, showing that we as an organization, and our markets in general, are ready to move to the next stage of maturity in size and scale of business. We can also take the credit of establishing the lease financing business model for our industry on a large scale in India, as our earlier efforts with lease funding have been modest and disparate. Now almost

*HAPPY
"SUCCESSFUL
2018" TO EVERYONE!*



anyone, with some contract to put his machine to, can own a Tata Hitachi excavator.

Going forward, times continue to be good for our industry, and we need to continue this momentum and build further. All of us must have the courage, determination, commitment and nimbleness to scale greater heights and consolidate our leadership position.

Wishing you and yours a very happy and successful 2018! Chalo Desh Banayen!

Hemant Mathur
Senior GM
(Sales & Marketing)

TATA HITACHI NEWS

EXCON 2017



Mr. Sandeep Singh inaugurating the Tata Hitachi booth



Press Conference at the Tata Hitachi booth

This year, our stall at EXCON 2017 showcased the company's commitment to our brand theme of '**Chalo Desh Banaye**'. The star attraction was the unveiling of our all new backhoe loader, **TATA HITACHI SHINRAI**. The other launches included the launch of **ZAXIS140H**: the latest addition to the GI series, promising unbeatable performance; **the quarry variant of EX210 Super** with a heavy duty track chain, rollers, idler and reinforced bucket and front

attachment links; **EX210 Super with an indigenous super long front attachment**, redesigned and strengthened to suit Indian conditions. Keeping pace with technology, we launched **INSITE** – a new telematics suite for our EX series of hydraulic excavators and wheeled products. And last, but not the least this edition of EXCON saw the **launch of the Tata Hitachi brand shop** – armed with a range of exciting merchandise!



EX210LC Super being handed over to Mr. Krishnam Raju



Mr. Azim Premji visits the Tata Hitachi booth



Lucky draw contest winner Mr. Mallikarjun



The launch of the Tata Hitachi brand shop



Mr. Telang at the brand shop



The dancers put on a scintillating performance



Mr. Amitabh Kant at the Tata Hitachi booth



The Photo boxi was a huge hit



Mr. Sandeep Singh with customers at the Tata Hitachi booth

SALES MILESTONE

We ended 2017 with a bang when we achieved the highest ever monthly billing of 1015 units in December – a landmark occasion for the entire organization!



ACCOLADES WON

INSPIRATION OF THE YEAR AWARD



For the third year in a row, Tata Hitachi won accolades at the **Hitachi Inspiration of the Year awards!** This year Dharwad plant's entry on "**Rejuvenation of Lakes by de-silting – conservation of rain water**" led by Mr. Prashant K Dixit was **awarded the Regional Award – Inspire the World category**. He received the award & citation on 17th November in a glittering ceremony held at the Oberoi Hotel, New Delhi.

45TH SGA COMPETITION

Our employees won prizes in the **14th International Skill Competition** and **45th SGA competition** conducted by Hitachi. In the small group activity, the bronze prize was won by Mr. Deep Thakur and Mr. Anoj Jones (Production Engineering, Jamshedpur). In painting, the 4th position was awarded to Mr. Suvankar Jana (Sheet Metal ED Paint Shop, Kharagpur). In the measurement category, the 5th position went to Mr. Sumit Nandi (Transmission, Jamshedpur). In Assembly, the 5th position was won by Mr. Iranna Iyapal Sangami



(Midi Assembly, Dharwad) and the 6th position went to Mr. Debabrata Chakraborty (Excavator Assembly, Kharagpur).

RT-12 EXCELLENT ACTIVITIES AWARD

As a part of the **RT-12 Initiative of the Hitachi Construction Machinery Group**, two cost reduction/improvement projects from Tata Hitachi were **awarded the Excellent Activity Award**. The first project awarded was on the optimization of design, and process & metallurgy of tooth point to improve the life of the part and reduce the cost simultaneously. The team members were Mr. Saurabh Rana (SCM), Mr. Shashi Kumar (SCM), Mr. Manpreet Marwah (Director's Office), Mr. Arijoy Roy (Design) & Mr. Satish Kumar Singh (Design). The second project was on the improvement in container loading efficiency for CKD parts from HCM Japan. The team members were Mr. T Anil (SCM),



Mr. Parth Vohra (SCM), Mr. Tatsuo Sakai (HKL), Mr. Atsushi Kawamura (HKL), Izuta Satoshi (HCM) and Mr. Tomoyuki Nakaura (HCM). Mr. V Ramesh VP (OE) collected the award on behalf of the team members.

PLANT NEWS JAMSHEDPUR

Jagriti – an inter-school competition conducted by Tata Hitachi every year as a part of the CSR program under the Education & Literacy initiative of Jamshedpur plant, had representatives from all participating schools invited to a meeting at the Tata Hitachi Jamshedpur plant. They were encouraged to take on leadership roles and take joint decisions as part of a learning program.

Training on basic Fish Farming at Hurlung Village:

a training on basic fish farming was organized in partnership with the Department of Fisheries and Animal Husbandry, East Singhbhum District, Jharkhand on December 16th. The training was conducted by Mr. Anil Kumar, Technical Officer, Fishery development. He spoke to the farmers about the basic concepts of fish farming, fish culture, cost effective feeding, cost effective pond maintenance, detailed information of various government schemes which directly benefit farmers who take up fish farming as an additional source of income.



DHARWAD

ZAXIS140H key handover: A new addition to the ZAXIS GI series of machines, the key handover ceremony of ZAXIS140 was held at Dharwad in November 2017.



As a part of M.Com syllabus, **students from JSS College visited the plant in November**. They were taken around the plant.



Rehabilitation of differently abled people from nearby villages:

The Mahaveer Limb Centre, Hubballi provides physical, economic and social rehabilitation of the people who have lost their limbs. Under the skill development & training initiative, Dharwad plant joined in the endeavor



to help differently abled people and improve their employability. The team visited the artificial limb center and partnered them to bear partial expenses for 19 people. These limbs were distributed in a function on November 19th.

The Tata Hitachi JIM (Japan - India Institute for Manufacturing Program) was formally launched at the Dharwad plant on 8th December. a Senior Management team from Hitachi Construction Machinery and Tata Hitachi graced the launch function. MPTA Education has been nominated as the partner to implement the program at Dharwad. In the 1st Batch 46 trainees will be trained under JIM Programme.



As an initiative from IR Department, **a blood donation camp** was organized at Dharwad plant in association with District Civil Hospital Dharwad on December 16th. This camp was inaugurated by Mr. S Umaphathy, Plant Head. 48 units of blood was collected in the camp.





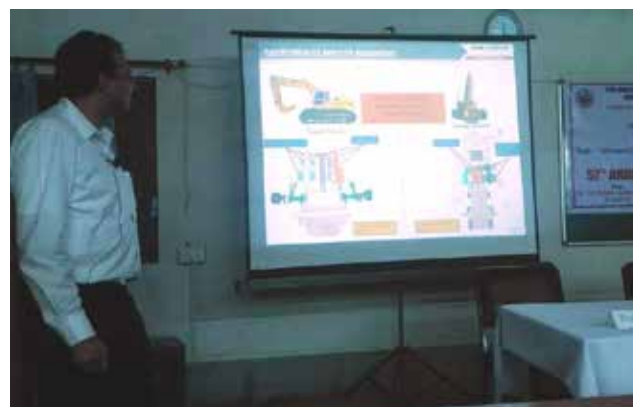
The **Dharwad Volley Ball Tournament** began with the registration of 11 teams and the final match was played between the mini assembly shop and the attachment shop on 23rd December. The spirited winning team from the mini assembly shop was led by Mr. Mahadev Pujar. The runners up team from the attachment shop was led by Mr. C M Desai.

The IR team took the initiative of **providing an ultra-modern bus shelter** opposite the plant main gate to help employees, villagers and college students. This initiative was undertaken to commemorate “Hitachi Volunteer Day”.



KHARAGPUR

Mr. Arup Mukherjee, Plant Head - KGP was invited by IIT, KGP at their 57th Annual General Meeting of The Institution of Engineers, West Bengal Chapter on October 24th. He gave a lecture on ‘Advanced Technique in Gear Manufacturing’. The faculty members of IIT awarded him and memento was given as a token of appreciation.



Family day celebrations: The first of its kind family day celebrations was held at the plant on November 25th. the event was organized on a grand scale and it was a day filled with fun, laughter and games with enthusiastic participation from plant employees, their families and the Tata Hitachi top management.

Visit of Japanese Economic Research Institute representatives along with the officer from WBIDC: Consultants from JERI (Japan Economic Research Institute) visited the Kharagpur Plant on 27th December. The Plant Head, along with members, received them and gave a brief presentation on the plant.



Customer Visit: Mr. Kolli Adinarayana, an old Tata Hitachi loyal customer, visited the plant. A customer since 2005, he owns a lot of Tata Hitachi excavators.



Behavioral Training: A training on Behavioral Science was conducted for the members of Engagement & Canteen Committee by Mr. Chandreshwar Khan. The key learnings were how to conduct oneself at workplace, behaviour with peers, superiors, subordinates, etc.

MACHINE DEMO

DEMO OF THE TL340H WHEEL LOADER

There was a **demo of the game changing TL340H wheel loader** at Gohpur, Assam. The jobs handled by the demo machine were loading of GSB material on dumper at the Nasbor and Boorgang crusher plant, loading on dumper & shifting of waste material, sand, aggregates, dozing and leveling of sand & mix aggregates, feeding of sand & aggregates on WMM Plant & Batching Plant, lifting and carrying of diesel drum, tyre, DG set, excavator bucket etc.



GSB material loading on Dumper at NASBOR Crusher Plant



Hot mix plant land developing work



Sand Dozing and leveling for New NH roadways

LAUNCH

TL340H

With a promise of high fuel efficiency, high productivity and enhanced operator comfort, the reliable **TL340H was launched at, Sirgitti, Bilaspur on November 8th.**



PARTS MELA

AT TELENGANA

A **parts mela** was held at Jadcherla, Telengana in December – showcasing Tata Hitachi genuine parts.



OTHERS

A CUSTOMER TRAINING WORKSHOP

A customer training workshop on hydraulic aggregates explaining the repairing process of hydraulic aggregates in workshops and the working principles of different types of pumps, motors and control valves fitted onto machines was held at Guwahati in October.



CII Certificate of participation: Tata Hitachi has been recognized by CII as **one of the top 26 innovative companies of India**. An award for this recognition was given to us during CII's Innovation Summit in New Delhi on 24th October.



Mr. Hemant Ma ur addressing the Swagat participants



The Swagat team at the Dharwad plant

Swagat: The 4th edition of the revamped SWAGAT:

The new joiner's orientation program was successfully conducted in October at Bangalore and Dharwad. The program witnessed 94% participation and comprised of sessions with functional heads, an interactive session with the MD and top management and group activities in Bangalore. At Dharwad, there were sessions on various plant functions, interaction with the plant head, and a visit to the shop floor, the technical training school and product demos.

ConSite India conference: a conference on ConSite was held at Kharagpur to help the team understand how ConSite was a differentiated tool linking and connecting the customers' machine to his jobsite.



Mr. Arun Ghosh PA receives the award for the best promotion of ConSite in customer support



Mr. Pavankumar Kulkarni receives the award for best promotion of ConSite in Sales and Marketing



Inauguration of the CIC by Mr. Rahul Shorey



Distribution of participation certificates at CIC



BRO tunneling seminar: A seminar on "Challenges in planning, investigation, design and construction" was held on November 2nd and 3rd at the Manekshaw Centre, New Delhi. **Tata Hitachi displayed the EX110 Shovel Model for Tunneling at this seminar.**

Silchar business meet: In association with N E Equipment Solutions Pvt Ltd, a business meet was conducted at Silchar to **introduce our Mini Excavators - TMX20 Super & ZX33U** – to the tea garden fraternity at Barak Valley.



Quality Month: Tata Hitachi has always followed the annual tradition of **celebrating Quality Month in November**. This celebration aims at bolstering quality consciousness amongst the Tata Hitachi employees and vendor partners by hosting a number of events. This year's theme "TOTAL QUALITY - EVERYDAY, BY EVERYBODY", drew inspiration from the thought that quality requires involvement of each and every employee, every second, to transform the company's products and services to continuously enhance customer satisfaction.



Inauguration of the dealership experience zone: The **1st Tata Hitachi Experience Zone** in the country was inaugurated at PSN-Bangalore on December 14th by our Managing Director Mr. Sandeep Singh. The EZ is an amalgamation of premium space and SOP's to offer an immersive and comprehensive experience to discerning customers. A cross section of dealers attended the event. The Director Sales, Marketing & Customer Support Mr. Shin Nakajima, Senior GM Sales & Marketing Mr. Hemant Mathur, Head-Customer Service Mr. Ram Iyer, Head-Spare Parts Mr. Nilanjan Das graced the occasion with their presence.



PARTICIPATION IN EXHIBITIONS

JHARKHAND

The **Jharkhand Mining Show** was held at HEC Grounds Ranchi end October. The Tata Hitachi booth showcased the EH600 and ZAXIS470H. The event witnessed the key handover of **EH600 to Mr. Sudeshwar Singh (MD, Himalaya Steel)** by MD Sandeep Singh. A second key handover of the **EH600 was made to Mr. Kishan**



Santhalia (MD, United Air Express) by Mr. Suresh Nair. Tata Hitachi delegates participated in a session on Opportunities, Challenges and Risk in Mineral Exploration, organized by CII, followed by a session on Safety and Sustainability in Mining.

A three day conference was held under the aegis of the **Swachh Pune project in November**. The event was a platform to showcase solutions for various challenges faced in managing the solid waste generated in Pune city. It was also a platform where we showcased our line of products to urban development bodies.



DEALER NEWS

BEST UPCOMING MALL

The Tata Hitachi Nellore dealer, **MG Brothers Industries Pvt Ltd** won an award for the 'Best Upcoming Mall – South India'



CUSTOMER MEET

PARTS MELA

A customer meet cum parts mela showcasing the **EX200** was held at **Jamnagar in December**. Fast moving parts & lubricants were displayed at the meet. Special discount, were offered on filters, tooth points & lubricants. Special ongoing schemes on spare parts were displayed were an added attraction to customers.



An exclusive customer meet for mining customers was held at **Barbil, Orissa** in December. The meet witnessed the promotion of 35T, 45T HEX and Loaders.



KEY HANDOVER

ZAXIS650H, ZAXIS470H, TMX20

This quarter **witnessed** the keys of **ZAXIS650H** handed over to Mr. Vijay Chabra, Unit Head, Ultratech Cement Ltd, Dhar Cement Works and to Mr. Vijay Chabra, Unit Head, Ultratech Cement Ltd, Dhar Cement Works. Key and plaque handover event for **ZAXIS470H** to M/s. Chowgule and Company Private Limited was held at Pale Mines (North Goa) and Costi Mines (South Goa). Two **TMX20** keys were handed over to the Berhampur Municipal Corporation in the presence of the Commissioner, Mayor and higher authorities of the



LOAN MELA

KOLHAPUR BRANCH

A loan mela was organized at the Kolhapur branch with SREI on October 28th. Orders were booked for two EX 210SUPER series excavators and two EX200 SUPER series machines.



ROADSHOWS

TH76 MAX SERIES

The Hubli team along with PSN Hubli organized the **TH76 Max series road** show starting from Hanagal, Haveri district in October covering Davangere, and Chitradurga districts. Targeting markets in South Gujarat, roadshows were organized to **showcase the TH76 backhoe loader** at six locations in Nadiad and Anand districts in November.

