

VOLUME 14

OCTOBER – DECEMBER 2019

SILVERLININGS



Tata Hitachi Construction Machinery Company Private Limited



MESSAGE FROM THE MANAGING DIRECTOR

We ushered in 2020 with plenty of hopes and possibilities.

The last year had been quite challenging.

The decline in economy led to slow down in CE Industry which affected the machine sales across all the segments.

However, despite this, we in Tata Hitachi, made significant progress and achievements on many fronts.

Let us look at some of our accomplishments:

Sales and Marketing, Customer Service and Spare Parts:

- Launch of EX215 Quarry version and EX215 Super Long Reach version
- Opening of new Spare Parts Warehouse for catering to North region in Faridabad
- Expanding Shinrai launch to North & West region
- Improvement of Market Share in Wheel Loader loaders by over 1%
- Improvement of Market Share in Excavator (Premium Segment) from 15% to 20%
- Roll out of Sales & Service Mobility solutions to enhance engagement with our customers
- Successful participation in EXCON and IME exhibitions

Manufacturing and Operations:

- Kharagpur achieved highest ever production in the month of April 2019
- Smooth transition from Jamshedpur to Kharagpur under Project SLIM accomplished
- Achieved GMD Score of 86% (avg for 2 plants) and in Quality a score of 98.5% which was best in HCM group company

- Timely development of BS IV models prototypes
- Successfully conducted International skill competition for welding at the newly developed skill training center at Dharwad

Awards and Recognitions:

- Selected as a **“Super Brand”**
- Received **“Great Place to Work”** certification second time in a row
- **CII certificate** of appreciation for driving inclusion of women in the workplace
- 5th Position in International skill competition for welding at Dharwad
- Winner in **“The Machinist Super Shop Floor Awards”** in the category of Machining Excellence
- FY19 **“Inspiration Award”** for the Best Case Presentation
- “APAC VEC Bronze Award” for overall Value Engineering Cases & Initiatives
- Awards in Hitachi Inspiration of the Year Global Award 2019:
 - Regional Award: Pioneering Spirit
 - Regional Award: Inspiring the World

- 1st prize in “Excellence in Engineering Design” 8th Annual Manufacturing Today Conference & Awards 2019
- Dharwad Plant office was awarded India Green Building Council’s “LEED for India New Construction -Gold Rating”.

The above accomplishments would have not been possible without your commitment and sincere hard work and my compliments to you.

We must not lose sight of the fact that going forward the challenges may only increase. The economic recovery is still uncertain, and the competition is going to be further intense. However, our resolve and determination to satisfy our customers and add value to our stakeholder’s operations would help us tide over the challenges. We need to think innovatively to identify opportunities in the market and capitalize on the same.

Let’s continue to strive towards establishing Tata Hitachi as a Customer Centric organization

with focus on the three guiding principles of the organization:

- **Right machine at the Right Time**
- **Fix it right first time**
- **Quality is not only what we produce, Quality is what we deliver**

Finally, our efforts to contribute towards improving the quality of life of the society at large through the CSR and climate change initiatives must be scaled up.

I am confident that we will battle the odds and charter new territories in the coming year. Let’s work together to make 2020 a great year.

**I wish all of you and your family
a Happy New Year 2020.**



Sandeep Singh
Managing Director





MESSAGE FROM **ASST. VICE PRESIDENT**

(Sales and Marketing)

Dear Colleagues,

A Happy New Year to you all!

The last year has been a tough one for us. In Line with the all India decline in Construction Equipment sales across categories, our sales have slowed down.

Having said that, a stable after sales service market, a steady growth in the mining segment and our recent venture into Backhoe loaders continue to keep us in good health despite the downturn.

The highlight of the last quarter was EXCON 2019. An event which the industry together at a time when the market is going through a depressed phase. The sales are down; demand is less, some uncertainty about the funds. The event was executed at the right time and the turnout too was quite encouraging. The industry participation exuded a positive sentiment which was much needed. EXCON saw us launching two new machines: The first was the EX215LC Quarry hydraulic excavator. A machine engineered to perform in tough quarry applications. The second launch machine was the EX215LC-SLR. Built keeping in mind the demand for customized and special machines, we designed and developed our very own SUPER LONG REACH front-attachment for our most popular 20 Ton excavator to create the new Super+ Series model EX215LC-SLR.

We have also infused the magic of IoT in our machines, which will provide additional safety and

help in preemptive maintenance of the machines.

For Tata Hitachi, the excavator business it still the mainstay of the business. Shinrai the Backhoe loader, has just started, we were a very small player in that business and there is massive room for growth. So we are looking at 60-70 per cent growth from a very small business here.

We are also one of the biggest players in the mining excavator space. Thankfully the mining demand has been steady.

2020 will be tough too. But I am sure that we are geared up to face the challenges and consolidate our position in the market.

ChaloDeshBanaye!

Hemant Mathur

Asst. Vice President, Sales & Marketing

HIGHLIGHTS

This quarter saw the 1000th and 1001st ZAXIS140H hydraulic excavator being handed over to our customers at the Dharwad plant.



ZAXIS140H 1000 and 1001 machine handover

► ACCOLADES WON

Committed to pursuing excellence, we were delighted to receive recognition both internally and externally in the last quarter.



Mr. KP Jackson receives the award for Mini Excavators



Mr. Hemant Mathur receives the award for Crawler Excavators

► We were proud winners in the Crawler and Mini Excavator categories in the **Equipment India 2019** awards ceremony.

► **The Hitachi Global Inspiration awards** saw us winning the 'Inspire the World' award (won by Mr. P Rajashekar Reddy and team) and the Regional award for Pioneering Spirit (won by Mr. Sidharth Bharadwaj and team).



The winners with Mr. Shin Nakajima



Regional award for Pioneering Spirit - Mr. Sidharth Bharadwaj and team



Inspire the world award for Mr. P Rajashekar Reddy and team



Big Bang Award for website



► The Tata Hitachi website won a silver medal at the **Big Bang Awards**, hosted by the Advertising Club, Bangalore.



Award ceremony



► The team from Tata Hitachi won two prizes at the **10th Asia Cost Engineering Committee (ACEC)** Meeting of the Hitachi Group held at Bangkok, Thailand. The prizes were for FY19 “Inspiration Award” for the Best-Case Presentation and the “APAC VEC Bronze Award” for overall Value Engineering Cases & Initiatives. We were represented by Mr. Shivanshu Zamdagni from the Research, Analysis & Support Group of Design & Development and Mr. Manish Kumar from the Sourcing – Import & Proprietary Group of Supply Chain Management – all from the KGP plant.

► In the **Manufacturing Today awards 2019**, we were nominated for three categories – Engineering design, Innovation, Technology. We were the winners in Engineering design and received the third prize in Innovation and the fifth prize for Technology.



Excellence in EHS practices award



► Our Dharwad plant won the **‘5 Star Rating’ for Excellence in EHS practices**, in the CII-SR EHS Excellence Awards for the year 2019.

Congratulations to all members of Team Tata Hitachi! Let’s stay committed to our pursuit of excellence.

► CONTRACTOR MEETS

Contractor meets were held at **Bijapur and Balasore** to strengthen connect with the community.



Balasore Operator Meet

Bijapur contractor meet

► CUSTOMER MEETS

Adda meets were held at **Dwarka, Bandhkal and Bagpat in partnership with TIME Equipment**. A customer meet showcasing the **EX130 Super+ hydraulic excavator** was held at Sehri, Kharkhonda, Sonipat in partnership with **TIME Equipment**. Another one at Haldwani showcased the **TL340H** to customers. A mini customer meet was held at **Narayanpur in partnership with Pawansut Earthmovers**. A customer meet for the **EX200LC Super+ hydraulic excavator** was held at **Chattisgarh**. In partnership with **PS Earthmovers**. A customer meet was held at **Haldia**. Customer meets were also held at **Pakur, Jharkhand in partnership with Vedant Earthmovers and Pattamundai, Orissa**. We also participated in the **TEMO I WA (Madurai) meeting at Madurai**. A customer meet was held at **Hospet in partnership with PSN Hubli**, another in partnership with **ACE Mangalore**; one at **Ooty in partnership with CAG Salem**. **PSN Bangalore** held a mini customer meet at **Gubbi, Tumkur**.



Ace Mangalore customer meet



Adda meet at Bagpat



Adda meet at Dwarka village



Adda meet at Bandhkal



Customer meet at Hospet



CAG Salem customer meet at Ooty

Customer meet at Gubbi, Tumkur



Customer meet for EX200LC Super+ at Chattisgarh



Customer meet at Haldia

Customer meet at Pakur



Customer meet at Pattamundai

Customer meet for EX200LC Super+ at Chattisgarh



Mini customer meet at Narayanpur

Sonipat customer meet



TL340H customer meet at Haldwani



ZAXIS140H and Shinrai on display at the TEMOWA (Madurai) meet

► DEALER NEWS



Progressive Motors Pvt. Ltd. arranged for puja ceremony at their new office premises on an auspicious day of the beginning of Navratri.



Progressive Motors new office inauguration

► DEMOS

The **TL340H** Loader demonstration was held at **Bajpur, Haldwani**. Another demo in dirt was held at the **Ultratech Cement Plant at Pindwara**. In partnership with **Shankar Equipments**, a demo in dirt was organized for **ZAXIS33U** at **Gaya**. A demo of **EX210LC Super+** was held at **Alwar, Rajasthan** too.



Demo in dirt at Gaya



Demo in dirt at Pindwara



EX210LC Super+ demo at Rajasthan



TL340H demo at Haldwani

► EXCON



All set to inaugurate the Tata Hitachi booth



Attachments on display

The 10th edition of EXCON saw two new launches at the Tata Hitachi booth: the first was the **EX215LC Quarry** and the second, the **EX215LC-SLR Hydraulic Excavator**. Apart from these, on display at our stall was the compact and power packed duo – **ZAXIS20U** and **ZAXIS33U**, **ZAXIS140H**, the **EX130 Super+** hydraulic excavator, the indigenous wheel loader **TL340H**, **ZAXIS220LC GI**, **ZAXIS370 LCH** and the all new Backhoe Loader – **Shinrai**. Keeping pace with technology, we showcased **CONSITE** for our **ZAXIS GI** series of hydraulic excavators and **INSITE** for our **EX Super+** series of hydraulic excavators and wheeled products. Our stall, showcased two **Experience zones** - one for the **ZAXIS** series of hydraulic excavators and the second for **SHINRAI**. Apart from the machines, there was a display of a wide range of **customized attachments** addressing specific customer needs and an array of **genuine Tata Hitachi spare parts**. The **Tata Hitachi brand shop** displayed an array of branded merchandise.



Cold fire welcome for our esteemed guests



CEO conclave



Customer felicitation at EXCON



Customers through the Dealership Business zone



Highest number of DO's in a single day from SREI



Lamp lighting at the Tata Hitachi booth



Launch of the EX215LC SLR



Launching of the EX215 Super+ Quarry machine



Machines at the demo area



MD and Nakajima san with the dealer personnel



MD interacting with dealer personnel at the Dealer Business zone



MD san inaugurating the EX215LC SLR machine



Mr. Arvind Garg felicitating the women employees at the Tata Hitachi booth



Mr. Arvind Subramanian - Former Chief Economic Advisor to the Government of India at the Tata Hitachi booth



Mr. Nitin Gadkari visits the Tata Hitachi booth



MD san showcasing the Shinrai to a design expert



Ms damayanti Soni, an esteemed customer, with MD and Nakajima san



Ms Damayanti Soni with Shinrai at the demo zone



Participation in the Risk Conclave



Press Conference at the Tata Hitachi booth



Public Day



Shinrai in action at the demo zone



The Genuine Spare Parts section



Tata Hitachi awarded the Certificate of appreciation for driving inclusion of women in workspace



The machines in all their grandeur



The inauguration of the Tata Hitachi booth on December 10th



The inauguration of the ZAXIS app at the experience zone



The tour of the booth



The simulator on display at the IESC booth



Team Tata Hitachi

► OTHER EXHIBITIONS

We participated in the **8th Edition of the exhibition, of "IME 2019"**, a prestigious biennial international exhibition focused on Mining Equipment. Our stall won **the First Prize** for being the best in the large stall category. We also participated in the **International Conference on Opencast Mining Technology and Sustainability 2019** at Singrauli. **M/s PSN Bangalore** Participated in the Krishi Mela organized by the Agriculture University-Bangalore.



Krishi Mela at Bangalore



Award received at IME 2019



IME 2019



The Tata Hitachi stall at ICOMS



► FESTIVAL CELEBRATIONS



Dusshera celebrations at the Corporate Office

Believing that happy employees are the strength of an organization, we took time out from work to celebrate **Dusshera, Diwali and Christmas** at the Corporate office. The Nagpur office also celebrated Christmas in style!



Dusshera celebrations at the Corporate Office



Diwali celebrations at the Corporate Office



Christmas celebrations at the Tata Hitachi Corporate Office

Christmas at Tata Hitachi Nagpur

► FINANCIER MEETS

NE Equipment Solutions organized a financier meet at **Silchar, Assam**. In partnership with **TIME Equipment**, a meet with **Sundaram Finance** was held at **Faridabad**. We participated in a **Mega Gramin Mela** with **HDFC Bank** at **Jaipur** in partnership with **Trishul Tread Private Limited**. In partnership with **Kailash Infratech**, a financier meet was held at **Rewa, MP**. **PSN Hubli** organized a financier meet at Hubli.



Financier meet at Rewa, MP



Meet with sundaram Finance



Participation in the Mega Gramin Mela



PSN Hubli financier meet



Silchar financier meet



► INTERNATIONAL SKILL COMPETITION



Hitachi Construction Machinery's **16th International Skills Competition for Welding** was held at Tata Hitachi's Dharwad plant in Karnataka in October 2019. This was the third such event, conducted outside Japan. A total of 19 contestants across seven countries participated in the event. The participating countries were Australia, China, India, Indonesia, Japan, Netherlands and Russia. All guests and participants were taken on a cultural trip at Hampi the day after the competition ended.



International Skill Competition



Cultural trip at Hampi



► LOAN MELAS

In partnership with **TASS Technical Services Private Limited**, **HDFC Gramin Loan Mahotsava** was held in **Rajnagar, Rajsamand, Gulbarga (with Mountain Movers) and Tiruchengode (with CAG Salem)**. In partnership with **TIME Equipment**, we participated in the **HDFC LOAN MELA, at Samsabad, Agra**. A loan mela was held at **Beed, Maharashtra**. And one with **SREI at Bolangir**. In partnership with **Harsheel Infraequip Private Limited**, loan melas with **HDFC** were held at **Ashta and Jawar**. A Loan Mela was held at **Dharmapuri, Hubli and Namakkal** in partnership with **ICICI**.



Gramin Loan Mahotsava at Rajnagar



HDFC loan mela





Loan Mela at Beed



Loan Mela at Dharmapuri



Loan Mela at Gulbarga



Loan Mela at Hubli



Loan Mela at Tiruchengode



Loan Mela with HDFC



Loan Mela with ICICI at Namakkal



Loan Mela with SREI

► MACHINE HANDOVERS



CAG Salem felicitates EX200 Super+ customers



Chimakurthy key handover

Key handovers took place for **Shinrai** at **Vikasnagar, Dehradun**; 15 nos ZX470H at **Udaipur**; Goa; EX1900-6 at **Kirandul**; Jamui; **Chimakurthy**; 10 units of ZAXIS220GI at **Nashik**; EX210LC at **Kutch, Gujarat**; 3 units of ZAXIS400GI machines at **Andhra Pradesh**; and 5 units of ZAXIS470H at **Gujarat**. ZAXIS140H was handed over at **Coimbatore**, ZAXIS20U by **PSN Mysore**, 3 nos EX210 Super+ by **PSN Bangalore**, EX215 Super+ quarry version at **Chikkodi**, ZAXIS400MTH at **Sellampatti**. ZAXIS200 customers, ZAXIS400MTH customers, ZAXIS140H customers and EX200 Super+ customers were felicitated by **CAG Salem**.



EX1900 at Kirandul



Five ZAXIS470H handover



Handing over of 10 machines of ZAXIS220-GI



Key handover at Goa

Key handover at Kutch, Gujarat

Machine handover at Nagpur



Machine handover at Vikas Nagar



PSN Bangalore hands over three EX210 Super+ machines



PSN Hubli hands over EX215 Super+ Quarry variant at Chikkodi



PSN team hands over ZAXIS20U Mini hex



Three ZAXIS400GI machine handover



ZAXIS140H handover at Coimbatore



ZAXIS140H handover at the Bangalore airport



ZAXIS220GI customer felicitations by CAG Salem



ZAXIS400MTH customer felicitations by CAG Salem



ZAXIS400MTH key handover at Sellampatti

► OPERATOR MEETS



Operator meets cum training sessions were organized at **Haldia and Silchar**. In partnership with **Kaveen Infra Solutions Private Limited**, operator meets were organized at **Jambusar, Baroda and Ropar** and **Fathegarh**.



Operator meet at Bharuch



Operator meet at Ropar and Fatehgarh



Silchar operator meet



➤ OTHERS



➤ **Health Camp:** In partnership with Global and Fortis Banerghatta, a health camp to check BMI and Bone Mineral Density was held at the Corporate Office.



Health camp



➤ 3rd edition of Customer First Exhibition at Dharwad Plant:

The 3rd edition of Customer First Exhibition, an initiative by Quality department, was held at the Dharwad plant. The event objective was to sensitize our stakeholders about the pain caused to customers incase our product fails in any way.



Customer First exhibition at the Dharwad plant





►► **Customer First exhibition at the vendor premises:** As a part of horizontal deployment, our Quality team had taken the initiative to extend the Customer First Exhibition to our Vendor partner's premises as parts supplied by vendors have maximum contribution in our machines. 7 vendor partners were selected from the vendor council.

►► **Yokoten Newsletter:**

To reinforce our commitment to Quality, a quarterly newsletter called as “**YOKOTEN**” was launched by MD, Alt director and VP (sales & operations) during the 3rd edition of Customer First Exhibition at Dharwad.



Launch of the Yokoten newsletter



Quality month celebrations at the Kharagpur plant and at the vendor premises

►► **Quality month celebrations at the Kharagpur plant:**

Like every year, November '19 was celebrated as Quality Month at the Kharagpur plant. The theme for year was “Quality Always Wins”. The major events were the Welding skill competition, Quiz competition, See and measure competition, Functional theme competition and many more. The celebration was extended to Vendor premises also, inaugurating the event in total 9 vendor locations.

►► **Quality month celebrations at the Dharwad plant:**

A similar event for the Quality month was held at the Dharwad plant. More than 18 events took place including some new initiatives. The major events were the Poke-Yoke Competition, Welding skill competition and knowledge sharing sessions organized by Vendor partners. The celebration was extended to five Vendor premises too.



Quality month celebrations at the Dharwad plant



►► RT15 L-Phase training cum workshop:

RT15 “L-phase” training cum workshop was held at KGP plant with a trainer from HCM Japan. MVP (Most Valuable persons) are identified every month during the RT15 factory review with Tabuchi San. For the month of October, the MVP’s were: **Mr. Pranay Kumar (KGP), Mr. Rajesh Ramyan (Dharwad), Mr. Ramesh B and Mr. Sunil Kumar Singh (Procurement), Mr. Akhilesh Choudhary and Mr. Mustafizur Rahman (Quality)**

RT-15 L-Phase training cum workshop



MVP's for October

►► SPP/SPE Skill Competition at the Dharwad plant:

A two-day competition was organized to meet SPEs and SPPs in different regions to exchange ideas and discuss issues regarding for success of SPP/SPE activity. 28 SPEs from 28 dealerships and 28 SPPs from 28 Dealerships participated in the competition. The winners were: Best **SPE Mr. N. Sivakumar-Raam Baag; Best SPP-Mr. Jeevan Sabu - PSN Kochi; Runner-up SPP-Mr. Suresh Prabhu, ACE Mangalore; Runner-up SPE-Mr. Sujit Jana, PSE Kolkata.**



SPP-SPE Skill competition at Dharwad



Awareness session on stress management and mental wellbeing

►► An awareness session on **mental wellbeing and stress management** was held at the Corporate Office in partnership with Global and Fortis, Bangalore.

- The organization celebrated **Children's Day** with the underprivileged children of Delhi in partnership with an NGO – Family Vision.



Children's Day celebrations

- **Creating customer delight:** In our quest to continuously delight our customers, we were encouraged to receive a letter of appreciation from a customer in Goa.



Letter of appreciation from a customer



Participating in the ITBP Raising Day parade

- We participated in the **ITBP 58th Raising Day Parade** and showcased the **EX70Super+ hydraulic excavator** and our all new **Backhoe Loader, Shinrai**.

► PARTS MELAS



Davangere Parts Mela



Melas showcasing Tata Hitachi Genuine Spare Parts were held at **Bajpur (Uttarakhand), Anandpur Sahib, Udaipur (Rajasthan), Morbi (Gujarat), Dhule, Nanded and Nepal**. A parts mela at **Kannur** was organized by **PSN Cochin**. **PSN Bangalore** held a parts mela at **Makali and Mysore** and **PSN Hubli** another one at **Davangere**.



Kannur Parts Mela organised by PSN Cochin



Nepal Parts Mela



Parts Mela - Nanded



Parts Mela at Anandpur Sahib



Parts Mela at Bajpur, Uttarakhand



Parts mela at Dhule



Parts Mela at Makali



Parts mela at Morbi - Gujarat



Parts mela at Mysore



Parts Mela at Udaipur, Rajasthan



► PLANT NEWS

► DHARWAD PLANT



Hitachi Eco Award



► Hitachi Japan awarded the Dharwad plant for its contribution towards environment protection activities, in the field of high efficient lighting, energy saving and environment friendly office building. Hearty Congratulations to the plant team for this achievement.

► A **cleanliness drive** was organized by Dharwad plant at the Kittur Chennamma Park. 150 + plant employees volunteered for this event.



Cleanliness drive at K C Park



Lake cleaning and de weeding

► **Unkal lake de weeding and cleaning** was carried out aided by representatives of local NGOs, members of the Deshpande Foundation and employees from Tata Hitachi.

➤ A **Badminton tournament** for all employees was held at the R.N Shetty stadium. Employees from different departments came together to form 32 Men teams and 8 Women teams.

The Women's Doubles was won by Miss. Priyanka V Nargund & Miss. Nargis S Kazi. Miss. Neha U Durgadsimi & Miss. Shivani S Badami were runners up in the tournament. **Men's Doubles** was won by Mr. Malla Vasudev, Mr. Jyoti Prakash Barick, Mr. Shashi Shekhar, & Mr. Venkata Revanth of QA testing team. Mr. Prithvi S Upadhyaya, Mr. Shenodh K M, Mr. Pavan Kulkarni from maintenance were runners up.



Badminton tournament at the Dharwad plant



Customers from Porbandar at the plant



➤ Customers from Porbandar visited the plant.

▶ KHARAGPUR PLANT



The Regional Strategy Meet

➤ The **Regional Strategy Meet** was held at the plant where senior delegates from HCM and top management from Tata Hitachi gathered to review present status and strategies with a focus on future road map. The delegates visited the Fabrication shop, Material preparation shop, Transmission shop, Assembly shop and Reman center during Plant visit. They appreciated the Jishuken activity, New shops under slim transition and improvement activities in Plant.

➤ A **Football Tournament** was held at the plant. Mr. Arup Mukherjee - Plant Head – along with Department Heads and other employees inaugurated the tournament with the first kick.



Football tournament





Meeting with DAV School Representatives

➤ Two senior faculties of **DAV Model School, IIT KGP** visited the plant to invite the Plant Head to their Annual Sports Day and Annual Day function. Mr. Arup Mukherjee met them and discussed about the need for greater Industry-School interface.

➤ **Key customer visit:** Mr. Ramesh Bhai from Gujarat visited the plant and was taken around major facilities like Fabrication (Robot welding), Sheet metal pain shop (ED Painting), Assembly Shop (Flexible assembly line) and Reman center.



Key customer Mr. Ramesh Bhai's visit



Customers from Chamatu, Jharkhand

➤ A group of 32 customer from Chamatu visited the plant too.

➤ REGIONAL NEWS



Vijaya Dashami celebrations at the Bangalore brannch office.



Diwali celebrations at the Nagpur branch office

Diwali celebrations were held at the **Nagpur branch office**. The office also welcomed the **new Regional Manager – Mr. Sudhanshu Deshpande**. The **Bangalore branch office** celebrated Vijaya Dashami with great fervor.



Welcoming Mr. Sudhanshu Deshpande



Shree sagar Stevedores LLP from Gujarat, was felicitated from the **Rajkot branch**. A **loan mela**, in partnership with **Progressive Motors and HDFC**, was also organized by the branch.



Loan Mela under the aegis of the Rajkot branch



Customer felicitation at the Rajkot branch



The South 1 team celebrating their success at the SPP- SPE competition

The South-1 Regional & Branch Team shared the joy of success by celebrating with the first Price winner Mr. Jeevan Sabu as best SPP in our SPE/SPP Contest.

► REGIONAL DEALER CONFERENCE



Regional Dealer Conference



Regional Dealer Conferences were held across the country to take stock, strategize and plan for the year ahead.

► ROADSHOWS

Roadshows for **EX70Super+** were held at **Narghat and Tangrakhali**.



Narghat Roadshow



Tangrakhali roadshow



► SERVICE CAMPS

A **Service camp with the FDV** was held at **Morbi district-in partnership with Progressive Motors-** to spread awareness among customers regarding usage of genuine consumables & parts. A service camp was also held at **Ulwe**, under the aegis of the Mumbai branch. A service camp was held at **Hassan** too.



Service camp at Morbi



Service Campaign at Hassan



Service Camp at Ulwe

► SHINRAI NEWS

Machine handovers took place at **Lal Kuan, Haveri, Gulbarga, Hubli, Bangalore, Kolar, Mandya, Chikkodi, Bellary, Siddalgatta, Tumkur, Salem and Erode.**

Demos and displays for Shinrai were held at **Mallur, Bellary, Belgaum, Salem, Bangalore, at Punhana – NCR (in partnership with TIME Equipment), at Alampur, Kalpi, two demos at Katra Bazar, Sultanpur and one more at Baldirai – Sultanpur. Under the aegis of Swift Construction Expert, demos were held at Sarai Bhupat, Etawah, Jaswant Nagar, Etawah, Kursena, Jaswant Nagar,**

Etawah, Mainpuri, Bissu, Sujgawan, Hardoi, Manikpur, Etawah, Barra, Kanpur Dehat , Bilgram Hardoi and Gangaganj Sultanpur Road, Lucknow. A display and roadshow under the aegis of PSN Hubli was carried out at Belgaum. **A demo with Shinrai was carried out at Nagpur too.**

A customer meet cum felicitation was organized at **Keonjhar, Orissa.**

Delighting customers and vendor partners, Shinrai was launched last quarter at **Bhopal and Ahmedabad.**



CAG Salem handover the second Shinrai to a repeat customer



Machine handover at Nadavinamani-Haveri District.



Machine handover by PSN - Hubli



Mountain Movers Gulbarga handing over the Shinrai keys



PSN Bangalore hands over Shinrai at Bangalore



PSN Bangalore hands over Shinrai at Kolar



PSN Bangalore hands over Shinrai at Mandya



PSN Hubli hands over Shinrai at Chikkodi



Shinrai customer felicitations by CAG Salem



Shinrai handover at Bellary



Shinrai handover at CMC Siddalgatta



Shinrai handover at Lal Kuan, Delhi



Shinrai handover at Mandya



Shinrai handover by CAG Salem



Shinrai handover at Tumkur



Shinrai handover by CAG Salem



Shinrai handover to TMC Devenahalli



Shinrai with B60 Rock breaker handed over at Erode



ZAXIS140H customer felicitation by CAG Salem





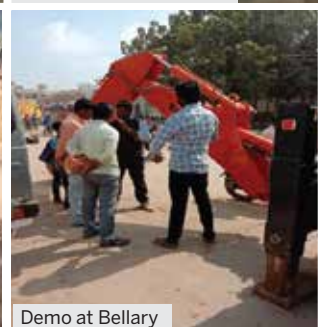
Demo and display at Belgaum



Demo at Baldirai - Sultanpur



Demo at Alampur - Kalpi



Demo at Bellary



Demo at Barra Kanpur Dehat



Demo at Bilgram Hardoi



Demo at Gangaganj Sultanpur Road, Lucknow



Demo at Jaswant Nagar - Etawah





Demo at Katra Bazar - Sultanpur



Demo at Mainpuri - Bissu



Demo at Manikpur Etawah



Demo at Kursena, Jaswant Nagar



Demo at Punhana, NCR



Demo at Sarai Bhupat - Etawah



Demo at Sujawan, Hardoi



Demo in dirt at Salem



Demo by PSN Bangalore





Shinrai demo and display at Mallur



Demo in dirt by CAG Salem



Shinrai demo at Nagpur



The second demo at Katra Bazar - Sultanpur



Customer meet at Keonjhar Orissa



Shinrai launch at Ahmedabad



Shinrai launch at Bhopal

► TRAININGS CONDUCTED



Anakapalli training camp

An RPL Program was organized at **M/s: Star Earth Movers** by the **Hubli Service Team** and at **Kutch**. **Operator Trainings** were organized for **ZAXIS220** at **Tekkal**, on **ZAXIS370LCH** and **ZAXIS400MTH** at **Hassan, Shinrai** at the customer site (**by PSN Hubli**), another organized by **Mountain Movers - Gulbarga**.

NE Equipment Solutions organized a training for customer staff at **Silchar – Assam**. Training was conducted by the **Nellore branch** at the customer site at **Chimakurthy**. An operator training session was also held at **Chimakurthy** and **Latur**. A training on “**Safe Operation & Maintenance of Excavators**” was held at **Anakapalli**. Training on machine maintenance was held under the aegis of **Progressive Motors** at **Jamnagar**. **Kaveen Infra Solution Private Limited** organized a customer training camp at **Hazira and Kandla, Gujarat, RPL**. A training program on **InSite** was held at **Vijaywada** along with training on **Reman & MVF checking procedures**.



Customer staff training at Silchar



Customer training at Hazira, Gujarat



Customer training at Kandla



InSite training at Vijaywada



On site customer training on Shinrai



Operator and customer staff training at Jamnagar



Operator training at Kutch



Operator Training at Latur



Operator training organized by Mountain Movers, Gulbarga



Operator training for ZAXIS220



Operator training programme at Chimakurthy



POCO
RPL program



Training at Chimakurthy



Training for ZAXIS370LC and ZAXIS400MTH at Hassan



Training on Reman and MVF training

➤ USED EQUIPMENTS

A certified EX200 Super machine under Tata Hitachi Value plus was refurbished by TIME Equipment and handed over to the customer. The certified EX110 machine under Tata Hitachi Value plus was refurbished by Surya Kiran. Raipur and handed over to the customer. PSE Kolkata handed over a refurbished Tata Hitachi Value Plus EX70 machine to the customer too.



EX70 machine handover



EX110 handing over at Raipur



Key handover of EX200 Super THVP



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