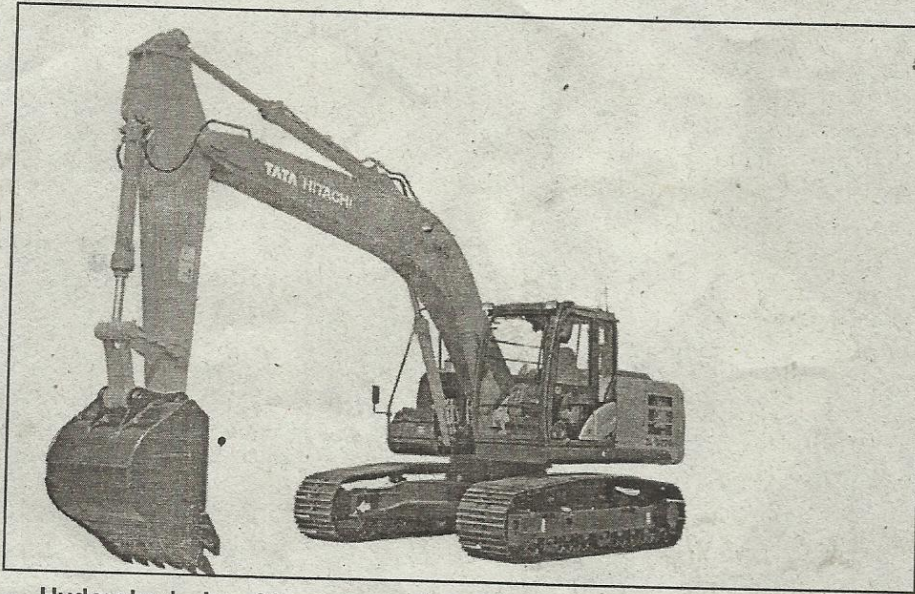


Tata Hitachi launches ZAXIS 220 LC - GI Series



Hyderabad, Jan 22: Tata Hitachi's Global Initiative, the ZAXIS 220 LC - GI Series Hydraulic Excavator was launched today at Hyderabad in the presence of a distinguished gathering of customers and Tata Hitachi officials. The large audience attending the event which was held at Taj Deccan appreciated the novel features and offerings of the new product. The ZAXIS 220 LC will roll out of Tata Hitachi's plant at Kharagpur, West Bengal, which is one of the biggest state-of-the-art manufacturing facilities in India.

Tata Hitachi formerly known as Telcon (originally a division of Tata Motors) has been in the forefront of the Construction Equipment business since the early 1960s. A technical collaboration with Hitachi Construction Machinery Limited (HCM) Japan started in 1984 for the manufacture of world class hydraulic excavators in India. The Construction Equipment business was made an independent entity in 1999 and over the years HCM acquired stake in this entity (currently at 60%, the rest being with Tata Motors). Telcon is

now Tata Hitachi Construction Machinery Company Limited. The new brand identity was launched on 4th December 2012.

The fusion of these powerful identities in the Tata Hitachi brand energizes and revitalizes the Company's continued quest to provide quality equipment with the latest technologies to the Infrastructure and Mining segments so vital to the Nation's progress. The Company offers a full range of constructive solutions which include Hydraulic Excavators, Backhoe Loaders, Wheel Loaders, Soil Compactors, Motor Graders, Transit Mixers and Dumpers. Tata Hitachi has the widest range of hydraulic excavators with more than 30 models starting from 2T up to 800T capacity catering to Mining, Construction, Quarrying and other Infrastructure applications.

Tata Hitachi is the leader in the Indian hydraulic excavator market, with a range that straddles the diverse requirements of the customer. While the ZAXIS series excavators address the cutting edge technology segment, the

popular EX series is widely accepted in the market for cost effectiveness, easy maintainability and low operating costs. Over the last five decades, the company has always been at the forefront in providing the latest technology, features and customization to the discerning Indian customer. The ZAXIS series of excavators exemplifies this. With pioneering offerings in the hydraulic excavator range, Tata Hitachi has consistently broken new barriers in the evolution of the CE Industry in the country.

Again, in keeping with its stature as the trendsetter in the Industry, Tata Hitachi is now proud to introduce its ZAXIS GI Series of hydraulic excavators in India, through the launch of the new TATA HITACHI ZAXIS 220 LC, a 20 Ton class Tracked Hydraulic Excavator. The new ZAXIS GI series from Tata Hitachi have taken the Zaxis technology to the next level through its features and offerings. The new ZAXIS 220 LC is powered by an Isuzu engine which delivers a huge 170 PS output (14 % higher), for achieving higher production in tight job schedules.