

SILVERLININGS

July - September 2022 | VOLUME 23

NEW!

ZW 225

THE EPITOME OF RELIABILITY AND PRODUCTIVITY



Tata Hitachi Construction Machinery Company Private Limited

Message from the Managing Director

Dear Colleagues,

I write to you at the time when the festival season has set in the country. With buoyancy returning to the market, this season has brought good news by helping us improve our market shares and financials. I hope this serves as a motivation for all of us to do even better.

I would like to express my deep appreciation for the commitment and passion that each one of you bring to everything you do. We have demonstrated that with our grit and determination we can overcome any kind of challenge.

This quarter, we continued our commitment by introducing new products, increasing value chain business, strengthening our network, and connecting with customers with greater enthusiasm.



Highlights of the quarter were:

- The Global Monozukuri Diagnosis (GMD) straight pass score of the Kharagpur plant improved from 87.1% in 2019 to 92.7% in 2022, registering an increase of 5.6%.
- ZW225, 5- Ton Wheel loader line off ceremony from Kharagpur plant
- Successful launch of EX200 INFRA at dealer locations across the country

I believe that the market will continue to grow in the coming months bringing with it newer challenges. Together, let us build on the momentum generated in this quarter and commit ourselves to showing our best performance in the second half of this financial year on all fronts.

Let us also strengthen and enhance our employee engagement platforms and create new ones so that we can share ideas, collaborate, and shape a better future together.

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

Warm Regards

Sandeep Singh
Managing Director

ACCOLADES WON



The team from the Tata Hitachi, Kharagpur plant won the **Gold Award** under the supply chain category for presenting a case study at **CII's National Technology competition**. The team comprised **Mr. Shashi Kumar (SCM), Mr. Pankaj Kumar (SCM), Mr. Kunal Ranjan (SCM), Mr. Bijay Prasad (PE), and Mr. Sandeep S (QC)**. They presented a case study on the topic **"Improvement in Induction Hardening Process"**.

Congratulations to our team members for keeping the Tata Hitachi flag flying high!

HIGHLIGHTS OF THIS QUARTER

ZW225 line-off ceremony at the Kharagpur plant



Puja at the line off ceremony



Top management in the line-off ceremony



The machine being flagged-off



Keyhandover for 2 units ZW225 to customer Mr. Narayana Reddy of VPR Mining, Hyderabad

Line-off ceremony for the all-**new CEV-IV-compliant ZW225 Wheel Loader** was held at the Kharagpur plant in the presence of top management and customers.

EX200 INFRA launched at dealership outlets



EX200 Infra launch at Durgapur by Mitra Commercial



EX200 Infra launch at Durgapur by Mitra Commercial & Automobiles



EX200 Infra launch at Gangavati, Karnataka by PSN-Hubli



Key handover to Mr. C Devaraj during thr EX200 Infra launch at Ganagvati, Karnataka



EX200 Infra launch at Greater Noida by Time Equipment, Faridabad



EX200 Infra launch at Jharsuguda, Orissa by Trishul Tread Pvt. Ltd.



EX200 Infra launch at Jodhpur by Ramdev Earthmovers



EX200 Infra launch at Surat, Gujarat by Kaveen



EX200 Infra launch at Surat by Kaveen Infra Solutions Pvt. Ltd, Ahmedabad



EX200 Infra launch at Jamnagar by Progressive Motors Pvt. Ltd, Rajkot



EX200 Infra launch at Panvel, Maharashtra by Total Earthmovers, Mumbai



Key handover to customer Priyanka Enterprises during EX200 launch at Panvel, Maharashtra

OTHER NEWS

1 Mr. Shin Nakajima's farewell

At Bangalore



At Nagpur



Mr. Shin Nakajima received his India assignment in 2012 and started his stint as Senior Advisor to the Managing Director. Recently he was designated as Director (Sales, Marketing & Customer Support).

His stint at Tata Hitachi came to an end after a decade-long association in Aug'22 due to his superannuation and **team Tata Hitachi took the opportunity to bid farewell to the dynamic person who has made a magnificent contribution to the organization.**

2 ZW225 Wheel Loader launched at Hyderabad, Telangana



Mr. Sandeep Singh delivering his special address at the launch



Customers at the ZW225 launch



Press meet



Felicitation of Mr. GVS Narayana Reddy, Director - VPR Mining Infra by Tata Hitachi Senior Management



Tata Hitachi booth at **MANTHAN National Conference and Expo** organized by the Ministry of Road Transport and Highways (MoRTH)



A new **FMC warehouse** was inaugurated at **Roadway Solutions, Vapi Site**.



Sales & Marketing team signed a **new retail finance MOU** with **Fullerton India Credit Co. Ltd.** in Mumbai.



Mr. Sandeep Singh presided over the **VDMA India's symposium** as Chief guest and addressed the gathering

7 TATA HITACHI

8000+
CUSTOMER REGISTRATIONS

www.tatahitachiparts.com

Tata Hitachi **Parts Portal** achieved the milestone of **8000+ customer registrations**.

DEALER NEWS

- **Bijjaragi Excavations Solutions, Vijayapura**, inaugurated their **branch office at Gulbarga** in the presence of customers and the Tata Hitachi team.



Inaguration of new outlet at Kalaburagi by Bijjargi Motors, Vijayapura, Karnataka



Inaguration of new outlet at Kalaburagi by Bijjargi Motors, Vijayapura

- **Shinrai Pro Backhoe Loader launched at at dealership outlets**



Shinrai Pro



Shinrai Pro launch at Indore by ES Infraserve Pvt. Ltd.



Shinrai Pro launch at Vizag by UPS, Vijayawada

PLANT NEWS

DHARWAD

Khel Utsav – The annual sports event was held successfully at the plant with enthusiastic participation from employees.



A **Yoga session** was conducted for employees by Dr. Shobha Hulikatti from Paramahansa Yoga Petha. This event was conducted in partnership with Paramount Health Services & Insurance TPA Private Limited.



Joy of Giving - An initiative for voluntary contribution by employees. Items like notebooks, stationery, etc., were collected and distributed to the children at Honamma Shikshana Samathe for the Deaf & Dumb, Dharwad, in the presence of the Plant head and other employees.



To mark the occasion of **'75th Azadi Ka Amrit Mahotsav'**, the lake in Madhanabhavi village was desilted and Tata Hitachi extended support by providing the EX130 Super+ for the activity.

KHARAGPUR

- **Global Monozukuri diagnosis (GMD) – GMD** was conducted by a team from HCM, Japan between 4th and 9th of July 2022. All the production shops like Assembly, Welding, Transmission, Painting as well as QA were diagnosed during this period. **The GMD score of the Kharagpur plant improved from 87.1 % in 2019 to 92.7% in 2022 registering an increase of 5.6%.**



Townhall session – The top management team addressed all the managerial grade employees in the Kharagpur plant during the Townhall session



Cricket tournament finals - Champions: Team from QA, Transmission and HR



Inauguration of the **indoor sports tournament**

3rd TATA HITACHI SKILLS COMPETITION 2022

- Conducted in both **Dharwad and Kharagpur** plants from May-July 2022
- 6 Trades (+3 from the previous year) & 8 Competitions (+4 from the previous year)
- **Exclusive competition for Women** – Measurement
- **Exclusive competition for Vendor Partners** – Welding

Here are the glimpses of the competition



CUSTOMER MEETS

Nothing helps us build strong relationships with customers like face-to-face interactions. Our customer meets are one of the most valuable ways to connect with our customer base. Here are glimpses of customer meets conducted.



Customer meet at Tumkur, Karnataka



Customer meet at Hubli, Karnataka



Customer meet at Indore by ES Infraserve Pvt. Ltd.



Customer meet at Jharsuguda, Orissa



Customer meet at Purulia, West Bengal



Customer meet at Dharmanagar, Tripura

KEY HANDOVERS AND CUSTOMER FELICITATIONS

It gives us immense joy every time we delight our customers with the on-time delivery of the machine. Here are glimpses of a few key handovers and customer felicitations.



Orange Peel Grab handover to Ganganagar Vehicles, Jaipur, Rajasthan



EX200LC with B235 RB handover to Jay Ambe Stone Crusher, Ajmer, Rajasthan



EX200LC handover to Shri Balaji Stone Crusher, Dausa, Rajasthan



Key Handover of EX210LC to Mr. C Umapathi, Chittoor, Andhra Pradesh



Key Handover of Shinrai Prime to Mr. K Prema Kumar, Nellore, Andhra Pradesh



Key Handover of EX210LC to customer Vajramma Transport, Nellore, Andhra Pradesh



Key Handover of ZX400MTH to customer Tirumalagiri Minerals, Chittoor, Andhra Pradesh



Key Handover of EX200LC to Customer - Balaji Transporters & Handlers, Vizag



Key Handover of ZW225 at SAIL- IISCO Burnpur, West Bengal



ZX220LC SLF with grapple supplied to Super Formica and Lamination Ltd., Bangladesh



EX215LC-SLR with swing alarm supplied to Pubali Engineering & Construction Co. Ltd., Bangladesh



Key handover of ZX220LC Quarry to Chauhan Stone Crusher at Jabalpur



Jamshedpur team felicitating customer R R Enterprise



Shinrai key handover to Mr. Kaushik Sangvi at Rajkot, Gujarat



EX70 Prime key handover to Shree Ji Stone, Bhavnagar, Gujarat



Patna team felicitating customer Maurya Motors



Shinrai Prime Key handover to SMS Limited, Nagpur



Key handover of EX210LC Super+ to Mr. Raviraj Singh Parihar, Satna, Madhya Pradesh



EX210LC Super+ key handover to Mr. Raviraj Singh Parihar, Jabalpur, Madhya Pradesh



ZX220LC Quarry handover to Chauhan Stone Crusher at Jabalpur, Madhya Pradesh

KEY HANDOVERS - VALUE+ MACHINES (USED EQUIPMENT)

Glimpses of key handovers of Value+ machines rolled out from the Machine Refurbishment Facility to the customers.



EX210LC value+ machine handover to customer - Nissy Earthmovers, Karimnagar, Telanagana



EX210LC Value+ machine handover to customer Mr. Golusulu Ramulu, Warangal, Telangana



EX210LC Value+ machine handover to Mr. Rajendra Kumar Yadav at Koderma, Jharkhand



EX210LC Value+ machine handover to customer - Vishal Enterprise, Sandor, Hospet, Karnataka

DEMOS AND ROADSHOWS

Demos and roadshows are an effective way to increase brand awareness and product knowledge among our target customers. Glimpses of a few demos and roadshows conducted.



EX70 Prime roadshow in Kolkata, West Bengal



EX200 Infra roadshow in Shalbadra, West Bengal



Shinrai Prime demo at Birbhum, West Bengal



EX200 Infra roadshow in Bankura, West Bengal



EX200 Infra roadshow in Bardhaman, West Bengal



Shinrai Prime demo at Rampurhat, West Bengal



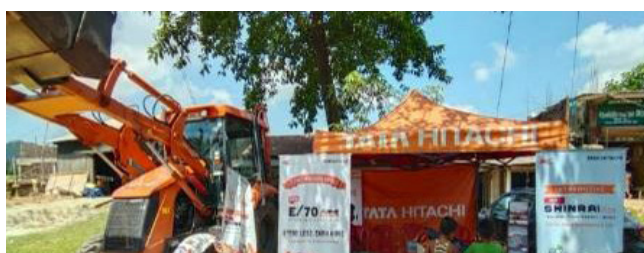
Shinrai Prime demo at Betma, Madhya Pradesh



Shinrai Prime demo at Bhikangaon, Madhya Pradesh



Shinrai Prime demo at Jabalpur, Madhya Pradesh



Shinrai Prime display at Chirakuta, Assam



EX70 Prime roadshow in Malad, Mumbai



EX70 Prime roadshow in Malad, Mumbai, Maharashtra



TL340H Roadshow at Neem Ka thana, Rajasthan



Shinrai Prime Demo at Nasirabad, Rajasthan



Shinrai Prime roadshow in Sambalpur, Orissa



Shinrai Prime demo at Mysore, Karnataka



Shinrai Prime demo at Tirupati, Andhra Pradesh



Shinrai Prime Demo at Karimnagar, Telangana



Shinrai Prime demo at Kasargod, Kerala



EX215LCQ roadshow in Calicut, Kerala



EX215LCQ roadshow in Kasargod, Kerala



Shinrai Prime demo at Palakkad, Kerala



TMX20 Neo roadshow in Palakkad, Kerala



TMX20 Neo roadshow in South Kerala



TMX20 Neo roadshow in Wayanad, Kerala



TMX20 New roadshow in Calicut, Kerala



TMX20 New roadshow in Kannur, Kerala



Shinrai Prime demo at Calicut, Kerala



TMX20 New roadshow in Malappuram, Kerala



ZX33U roadshow in Muvattupuzha, Kerala

CUSTOMER VISITS TO DHARWAD PLANT



Customers from Bellary, Karnataka



Customers from Davangere, Karnataka



Customers from Prakasam, Andhra Pradesh



Customers from Aurangabad, Maharashtra

FINANCIER MEETS AND LOAN MELAS



Financier meet at Bhubaneswar, Orissa



Financier meet with HDB Financial Services at Balasore, Orissa



Financier meet with Hinduja Leyland Finance at Jharsuguda, Orissa



Financier meet at Kannur, Kerala



Financier meet at Kottayam, Kerala



Financier meet with Yes Bank at Indore, Madhya Pradesh



Financier meet at Imphal, Manipur



Financier meet at Jodhpur, Rajasthan



Financier meet at Patna, Bihar

PARTS MELAS

Parts Melas are an effective way to impress upon the customers the advantage of Genuine Tata Hitachi Spare Parts.



Parts mela at Khandwa, Madhya Pradesh



Parts mela at Mandsaur, Madhya Pradesh



Parts mela at Saharsa, Bihar



Parts Mela at Perambalur, Tamil Nadu by Raambaag



Parts Mela at Tumkur, Karnataka

SERVICE CAMPAIGNS



Service campaign at Dewas, Madhya Pradesh



Service campaign at Ujjain, Madhya Pradesh



Service campaign at Saharsa, Bihar



Service campaign at Karimganj, Assam

OPERATOR TRAININGS



Operator training at Sendhawa, Madhya Pradesh



Operator training at Ujjain, Madhya Pradesh



Operator training at Dalouda, Madhya Pradesh



Operator training at Jaora, Madhya Pradesh



Operator training at Palghar, Maharashtra



Operator training at Aizawal, Mizoram



Operator training at customer site Krishna Marble & Paras Marble by KIPL, Jabalpur



Operator training at Dhanbad

TRAINING PROGRAMS



PowerApps development training in Dharwad



Technical training on Lubricants conducted in Hyderabad for the dealer team



ZW225 training for Sales team(East region) at Kharagpur plant



Training conducted for Water Resource Department Officials at Pune

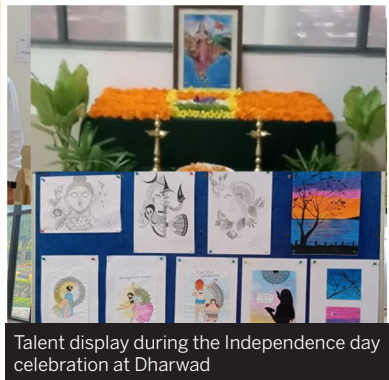


Training conducted at Pune for Water Resource Department Officials

FESTIVALS & CELEBRATIONS AT TATA HITACHI

INDEPENDENCE DAY

Celebrations at various locations



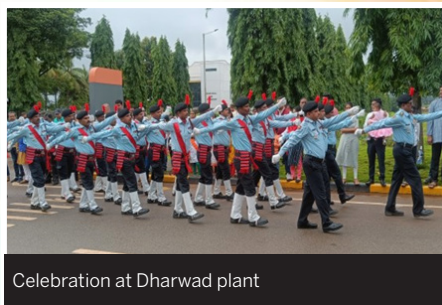
Talent display during the Independence day celebration at Dharwad



Celebration at Mumbai during the launch of EX200 Infra



Celebration at Kharagpur plant



Celebration at Dharwad plant



Celebration at Corporate office, Bangalore

Contest

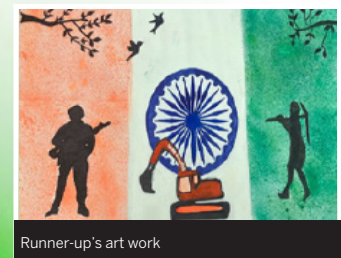
- **Incredible India Quiz:** Quiz on “**Virtual Tour of India**” was conducted for all employees with 4 different categories of questions released on the MS Teams platform.
- **Painting competition at the Corporate office, Bangalore:** A team-based painting competition was organized where 12 teams participated on the theme “**Nation First, Always First**”.



Felicitation to the Winners- Team Marketing



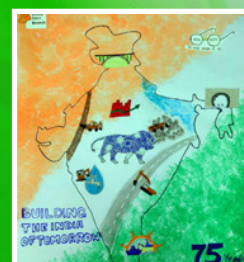
Felicitation to the Runner-up -Team Legal Warriors



Runner-up's art work



Winners of the Quiz competition



Winner's art work

GANESH CHATURTHI



Celebration at Corporate office, Bangalore



Celebration at Mumbai branch office



Celebration at FMC team at NCC, Rajapur site



Celebration at Jaipur branch office

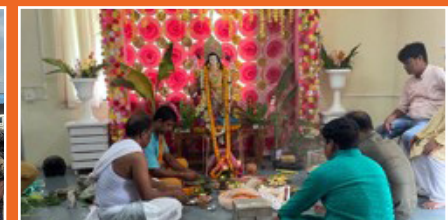


Celebration at Nagpur branch office

VISHWAKARMA PUJA



FMC team working at VPR, Talcher in Odisha celebrated Vishwakarma Puja



Celebration at Employee Helpdesk, Kharagpur



Celebration at Kharagpur plant



SCM Team, Dharwad celebrated Vishwakarma Puja at RSB, Dharwad



Vishwakarma Puja at Raipur Branch office

ENGINEER'S DAY

- **Celebration at Corporate office, Bangalore:** A team-based activity was organized where every team was given the task of making **mini engineering structures** with simple objects like ice cream sticks, rubber bands, and glue.
- **Celebration at the Kharagpur plant**



Celebration at Corporate Office, Bangalore



Celebration at Corporate Office, Bangalore



Celebration at Corporate Office, Bangalore



Celebration by Planning team, Kharagpur

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Reliable solutions



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