

SILVERLININGS

January – March 2022 -23 | VOLUME 25



TATA HITACHI CONSTRUCTION MACHINERY COMPANY PRIVATE LIMITED

Message from the Managing Director

Dear Colleagues,

Congratulations on ending 2022-23 on a high with the highest ever sale of machines in a month. 1086 machines were sold in March 2023. Our Service and Parts Departments have also set new benchmarks by recording the highest ever sales during the year. All justifying our previous year's theme of 'Rebound'. This has been made possible with the support of all departments, from manufacturing, to supply chain, to quality, to sales, service and spares, and all other support departments. I know that this has created a huge amount of confidence and motivation for everyone to further improve our performance in FY 2023-24.



It was indeed a proud moment when we were honoured as one of the top 50 innovative companies at the CII Industrial Innovation Awards, 2022. We were delighted to receive the 'Best in Sales – Excavators' award and the runners up award for the 'Best Channel Partner' by Equipment Times. These accolades are a reinforcement of the efforts that we have been making constantly over the past few years, even during challenging periods like the COVID-19 pandemic, the lockdowns, and the consequent disruptions in business. We were able to handle these through our resilient spirit and innovative mindset, and team spirit to face all challenges.

The last quarter of 2022-23 saw several new initiatives that increased our ability to serve the customer better, as well as add value to their operations.

The launch of the ZAXIS 670H Mining Excavator was a major initiative in this direction. This made-in-India machine with proven Japanese technology, further bolstered our mining range. The launch of our CEV-IV compliant ZW225 Wheel Loader offered the best technology to our customers. We also augmented our manufacturing capabilities with the inauguration of the New CED Painting Line at the Dharwad Plant.

We successfully participated in several exhibitions like STONA, Bauma Conexpo and Earthcon, through

which we were able to engage with our customers and showcase the strength of our products and services.

It gives me great pleasure to specially mention our achievements in Service and Parts over the last quarter. During the quarter, e-Dost successfully crossed 50,000 Service Tickets, and our Online Parts Portal crossed ₹12 Crores in Spare Parts Sales.

All these are encouraging signs for the coming year, during which several new machines are in the pipeline for launch. Ensuring quality and timely introduction of all these products will be of great importance in the coming year. These initiatives, along with levers of growth like enhanced government spending, will no doubt ensure another year of robust growth for us. And to capitalise on this available opportunity, we must **STEP UP**, our theme for FY 2023-24.

In closing, I would urge you to not let down your guard as far as safety is concerned, spend time with your family, and let business not overshadow all aspects of your lives. This will ensure that we **'STEP UP'** without burning out.

Warm Regards

Sandeep Singh
Managing Director

ACCOLADES WON



Kobayashi San accepting CEO of the Year Award on behalf of Mr Sandeep Singh, Managing Director



Tata Hitachi was conferred the first runner up under Best Channel Partner of the Year category at the Equipment Times Awards 2023



Team Tata Hitachi accepting the awarded for Best in Sales - Excavators award at the Equipment Times Awards 2023



CII Award to Tata Hitachi as one of the Top 50 Innovative Companies

- It was a prestigious moment when **Tata Hitachi** was named one of the **Top 50 Innovative Companies** at the **CII Industrial Innovation Awards 2022**.
- A proud moment for Tata Hitachi as our **MD, Mr. Sandeep Singh** was conferred with the **CEO of the Year** award at the **Equipment Times Awards 2023**. Kobayashi San received the award on behalf of Mr. Sandeep Singh.
- Tata Hitachi has been awarded with the **Best in Sales – Excavators** award at the **Equipment Times Awards 2023**.
- We are delighted to announce that Tata Hitachi has been conferred as the first runner up under **Best Channel Partner of the Year** category at the **Equipment Times Awards 2023**.
- Several awards were also won at the **CII National Poka-Yoke Competition**:
 - Platinum Winner** – Control Category
 - Gold Winner** – Control Category
 - Silver Winner** – Muda Category

HIGHLIGHTS OF THE QUARTER

- Launch of **ZAXIS 670H Mining Excavator** at Kharagpur Plant
Tata Hitachi launched the all-new **Mining Excavator ZX670H** at the Kharagpur plant in the presence of customers. This **made-in-India machine** – is designed and manufactured to meet customer expectations of **high durability, unmatched efficiency, easy maintenance, low operating cost, maximum safety, and comfort**. Here are a few glimpses of the launch.



ZX670H launch at Kharagpur



- Tata Hitachi participated in the following exhibitions over the quarter:
 - Bauma Conexpo 2023** held at Greater Noida
 - STONA 2023** held at Bangalore International Exhibition Centre
 - Earthcon 2023** held at Ahmedabad
 Here are a few glimpses of Tata Hitachi's pavilions at these exhibitions



Glimpses of Tata Hitachi's Participation in BAUMA Conexpo 2023



Glimpses of Tata Hitachi's Participation in Earthcon



Glimpses of Tata Hitachi's Participation in Stona 2023

- The **New CED Painting Line** at Tata Hitachi's Dharwad manufacturing facility was **inaugurated by Shri Pralhad Joshi** (Hon'ble Union Minister of Parliamentary Affairs, Coal and Mines of India) in the presence of **Mr. Yusuke Kajita, President – Construction Business Unit, Hitachi Construction Machinery** and **Mr. Sandeep Singh (Managing Director, Tata Hitachi)**. The event was also graced by the presence of **Shri Arvind Bellad** (Member of Legislative Assembly, Hubli Dharwad West), **Shri Amrut Desai** (Member of Legislative Assembly, Dharwad Rural), **Shri Iresh Anchatageri** (Mayor, Hubli-Dharwad) and other senior dignitaries and government officials.



Inauguration of The New CED Painting Line at Dharwad by Shri Pralhad Joshi

- The **KGA Premier League Golf Tournament** was held in February, with Tata Hitachi as one of the principal sponsors. **ZAXIS 23U** was displayed throughout the tournament. Here are a few glimpses.



Glimpses of Tata Hitachi at KGA Premier League Golf Tournament

OTHER NEWS



- Tata Hitachi developed an **innovative solution for tea harvesting** partnering with the **Jadavpur University Centre for Development of Advanced Computing** – a distinguished research and development organization under the Ministry of Electronics & Information Technology. **Their innovative project, TULIP**, a tea harvesting machine that utilizes optical sensors and AI to automatically pluck tea leaves. To power this project, they sought to use Tata Hitachi's 2T Class excavator as a carrier and power pack. After extensive discussions with the customer, Tata Hitachi developed a **unique configuration** that drew from both the **TMX20 Neo and ZAXIS23U**, resulting in a solution that met the specific requirements of the project.



- The attachments team successfully developed a **magnet for the ZAXIS370LCH** excavator, which was then assembled at our Kharagpur Plant. This innovation was crucial for meeting the needs of our client, FSNL, one of the largest government agencies involved in the recycling industry. As a result of this effort, we were proud to commission two of these machines at FSNL's scrap handling plants in Bhilai and Bokaro. The successful execution of this order was a significant achievement for Tata Hitachi and demonstrates our commitment to meeting the unique needs of our clients.



- The Kharagpur plant successfully designed and manufactured a **factory-fitted shear attachment on ZAXIS 370LCH**, making it the **first such unit sold in India**. The customer inspection was completed successfully in March 2023, marking a significant achievement. The ZAXIS 370LCH will soon be commissioned at Delhi Plant of Re Sustainability & Recycling Limited (Ramky) for industrial and automobile recycling activities. Ramky is one of the leading names in global recycling. During their visit to Tata Hitachi, Mr. Angad Singh, representing Ramky, met with our top management, including Managing Director Mr. Sandeep Singh.



- Tata Hitachi marked a significant achievement when **e-Dost crossed 50,000 service tickets**. In addition, the Tata Hitachi **Online Parts Portal clocked ₹ 12 Crores of Spare Parts sales**. These achievements were marked by a cake cutting ceremony at Bangalore, attended by Senior Management personnel.

DEALER NEWS

- A cricket match and gala dinner was organised by Mitra Commercial & Automobiles along with East and West Bardhaman Owner's Association.
- The 'Milan' event was organized at Mayur Aaditya Hotel, Dharwad on 1st March 2023. A total of 90% plus employees participated with great zeal and enthusiasm from each function of the plant.



Cricket Match Organised by Mitra Commercial & Automobiles



Gala Dinner after Cricket Match Organised by Mitra Commercial & Automobiles



Team Ensol celebrating 50 machines sold in December 2022

PLANT NEWS

DHARWAD



Founder's Day Tribute by Dharwad Plant Employees

- On 3rd March 2023, the **Birth Anniversary of Jamsetji Nusserwanji Tata** was celebrated. All employees paid their tributes.



Glimpses of Ekiden 2023 at Dharwad Plant

- **'EKIDEN' was organized at the Dharwad plant** on 4th March, 2023. 33 teams participated with great zeal and enthusiasm from each function, which contained 3 different age categories like (1) age group less than 35 years, (2) age group 35 years and above and (3) mixed age group. Each team consisted of 6 participants and ran 6 kms each. All participants were awarded participation certificates. Winners were awarded by senior dignitaries.



Women's Day Celebrated at Dharwad Plant

- **International Women's Day was celebrated at the plant** on 9th March, 2023. Mr. G. B. Kulkarni - Plant Head Dharwad gave his opening remarks where he encouraged women employees to come forward and take up challenges at work and reach the top-level positions in the organization. Mr. K. R. Kamath - Head QA & QC, DWD PLANT, addressing the gathering appreciated the role of women in all walks of life and hoped that their dreams come true. After the cake cutting ceremony the event proceeded with conducting of entertainment activities like dumb charades, antakshari, singing and dancing in which the women employees participated enthusiastically. Light snacks and cold drinks were served to close the event.



Women's Day Celebrated at Dharwad Plant



Women's Day Celebrated at Dharwad Plant



Women's Day Celebrated at Dharwad Plant

- On 16th March 2023, a Session on '**General Health for women**' was arranged for women employees. Dr. Shoubhagya Kulkarni was the guest speaker. The program was attended by around 50 women employees, followed by a question-and-answer session.
- In association with District Hospital Dharwad, the **plant organized a blood donation camp** at the factory premises on 1st February 2023. The event was inaugurated by the Plant Head. The camp saw an overwhelming response. 77 units of blood were collected. Blood donation certificates were distributed to the donors during the event
- The **Tata Hitachi Cricket Team** participated in the **CII Karnataka Sports League 2023** on 4th and 5th February 2023 at Belgaum.



Yoga Session for Dharwad Plant Employees

- On 2nd February 2023, two sessions of yoga were held for all employees. A total of 69 employees attended in batches.

KHARAGPUR



Flag Hoisting on the Occasion



National Safety Day Award Ceremony



Unveiling of Safety Theme

- **National Safety Day Celebration at Kharagpur Plant:** National safety day was celebrated on 4th March, 2023 in the presence of senior management and employees from various departments. The theme of this year was "Our Goal – Zero Harm." The Safety flag was unfurled by Director Takahiro San along with Anand San, Plant Head and Arup San, Quality, Head, Design and Planning. A prize distribution ceremony for best safety kaizen, best KYK, Special Jury Award and EHS Excellence Award were presented to encourage safety awareness among employees.



Glimpses of Republic Day Celebrations at Kharagpur Plant

- **Republic Day** was marked by a **Sit and Draw Competition** organized for wards of employees. Exemplary contributors, idea-generators and security personnel were felicitated. This was followed by cultural programmes and performances.



Glimpses of INSPIRE educational initiative at launched at Kharagpur Plant

- On 14th February 2023, **INSPIRE - an educational initiative by volunteers** from employees of Tata Hitachi – was launched. It was graced and inaugurated by MD San. This initiative provides support to employee wards located in rural areas around the Plant in school education specifically in subjects like English, Math and Science. These employee wards are first generation school goers who need such support.



Glimpses of the 4th Tata Hitachi Inter-Departmental Cricket Tournament Finals

- The **4th Tata Hitachi Inter-Departmental Cricket Tournament** was conducted from 24th January 2023. The semi-final matches were played on 21st and 22nd February. The Outdoor Sports events for the financial year ended with the final match between the Midi Assembly team and a mixed team comprising of members from HR, QA, Design, Finance.



Glimpses of Republic Day Celebrations at Kharagpur Plant

- On 3rd March 2023, employees of the plant paid **tributes to the Founder's vision** of an industrial future with community welfare at its core. A voluntary blood donation camp was organized at the Trainee Hostel.



Glimpses of Blood Donation Camp during Founder's Day Celebrations at Kharagpur Plant



Long Service Award to Kingsuk Choudhry, Customer Service



Long Service Award to Mr Prabhas Kumara, Design Department



Long Service Award to Ms Rubi Datta, Design Department



Long Service Award to Suragani Ganapathi Prasad, Design Department

- A limited over tennis ball tournament, the Inter-Company Corporate Cricket Carnival named '**Tata Hitachi Cup 2023 – Kharagpur Corporate Cricket League**' was launched on 27th February 2023. The finals were held on 6th March 2023 between Tata Hitachi and Tata Metaliks. The occasion was graced by MD of Tata Metaliks, Mr. Alok Krishna and DRM of Southeast Railways, Mr. Md. Hashmi.



Glimpses of Ekiden at Kharagpur Plant



Cultural Event Following Ekiden

- The fifth Tata Hitachi EKIDEN Sports Event** was held at the Kharagpur plant on 15th March 2023. 65 teams participated with much fun and fervour. This was followed by Long Service Awards to employees who have spent 25 years at Tata Hitachi and a cultural event and felicitation ceremony for kids of our employees who had participated.

CUSTOMER MEETS

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



Big Customer Meet by Vedant Earthmovers at Koderma, Jharkhand



Customer Meet by ES Infraserive at the newly inaugurated MCF at Indore



Customer Meet by Trishul Tread at Bhubaneswar, along with cultural programme, machine walkround and key handovers



Shankar Equipments Ltd. held a small Customer Meet at Aurangabad, Bihar for EX200 Infra

KEY HANDOVERS & 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.



Felicitations and Handover of EX130SP to CVV Earthmovers, Bengaluru



1 unit SHINRAI PRIME handover to Maa Bhagwati Enterprises, Jaipur



2 Units of SHINRAI PRIME delivered to Nagar Nigam Heritage, Jaipur



2 Units of SHINRAI PRIME delivered to Welworth Synthetics, Bhilwara



2 Units of SHINRAI PRO delivered to Netri Infra Buildcon, Jaipur



4 units of EX200 LC handover to Balaji Dayal Pura, Ajmer



EX200 LC and B215 breaker handover to Shree Ram Stone Crusher, Jaipur



EX200 LC handover to Rakesh Kumar, Sawai Madhopur, Rajasthan



EX210 LC and B215 breaker handover to Ashapura Infrastructure, Bhilwara



EX215 SLR handover to A&A Constructions, Kollam Kerala



SHINRAI PRIME handover to Jithesh, Calicut, Kerala



SHINRAI PRIME Handover to Sri Devi Singh, Ajmer



Shinrai Pro handover to Shree Dev Construction, Bhilwara, Rajasthan



ZAXIS 220LC handed over to Irikur Construction, Kannur, Kerala



ZAXIS 220LC handover to Breez Metals, Wayanad, Kerala



ZAXIS33U Handed over to Prajeesh, Calicut, Kerala

KEY HANDOVERS - VALUE+MACHINES (USED EQUIPMENT)



EX210LC Value+ Machine handover to Janta Shree Traders, Indore, Madhya Pradesh



EX210LC Value+ Machine handover to Rajkumar Yadav, Durgapur, West Bengal



EX210LC Value+ Machine handover to Sameer Infra & Logistics, Durgapur, West Bengal

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 Roadshows and customer meet at Jaipur



SHINRAI PRIME Demo at Maa Bhagwati Enterprises, Jaipur



SHINRAI PRIME Roadshow at Jaipur



SHINRAI PRIME Try & Buy Dirt Demo at Koothuparamba, Kerala



SHINRAI PRIME Try & Buy Dirt Demo at Maniyur, Kerala



SHINRAI PRIME Try & Buy Dirt Demo at Nilambur, Kerala



SHINRAI PRIME Try & Buy Dirt Demo at Pothencode, Kerala



SHINRAI PRIME Try & Buy Dirt Demo at Vanimal, Kerala



SHINRAI PRIME Try & Buy Dirt Demo at Vazha Mala, Kerala

FINANCIER MEETS AND LOAN MELAS



Indusind Loan Mela by ES Infraserive at Barwani, MP



SHINRAI PRIME Loan Mela by Kailash Infratech at Satna



SHINRAI PRO Customer Meet with Loan Mela at Beawar, Rajasthan

PARTS MELAS

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



Parts Mela by ES Infraserve at Ujjain



Party Mela at Jaipur held by Jaipur Branch

OPERATOR MEETS & TRAINING PROGRAMS



Operator Meet by ES Infraserve at Ujjain



Operator training program by ES Infraserve at Ajnar Stone Crusher, Udaygarh, Jobat, MP

OTHER TRAINING PROGRAMS

A one-day training session was conducted at the Kharagpur OTC, by a Kinshofer team from the Netherlands. Kinshofer is a highly reputed attachment manufacturer and a key attachment supplier to Tata Hitachi, making this training session an important learning opportunity for our team.



One-Day Training Conducted at Kharagpur OTC by Kinshofer Netherlands Team

FESTIVALS & CELEBRATIONS AT TATA HITACHI



Birthday Celebrations of Bharat R from Dharwad Manufacturing Office



Celebrating Milestone of 500+ Machines Sold by Bangalore Branch



Celebrating South 1 Crossing 1,616 and Bangalore Branch crossing 630 machine sales respectively



Founder's Day Celebrated at South 1 Regional and Branch Office



Founder's Day Observed at Tata Hitachi Corporate Office



Holi Celebrations at Corporate Office



Holi Celebrations at South 1 Regional and Branch Office



Holi Celebrations by QA Department, Kharagpur Plant

EMPLOYEE ENGAGEMENT ACTIVITIES

• Corporate Office Activities

Apart from our monthly get-togethers, Corporate Office also hosted a badminton tournament. Here are a few glimpses of the tournament awards ceremony and monthly get-togethers.



Glimpses of Badminton Tournament Awards Ceremony



Glimpses of Corporate Office Get-Together in February



Glimpses of Corporate Office Get-Together in January

TATA HITACHI AT WORK

- Our **SHINRAI BX80** commissioned at M/s. Malleilil Industries, Kerala, crossed a **milestone 12,000 hours of operation**. Our team celebrated this milestone with the customer.



Kerala Team Celebrating the Milestone of 12,000 hours with the Customer

- The **4th Edition of the Customer First Exhibition** was held in Jan 2023 with focus on Quality.



- An **Alicon B235 Breaker** was **successfully installed in a CAT D323** machine through PSN Hubli at Davanagere.



TATA HITACHI

Reliable solutions

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