

SILVER LININGS

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Tata Hitachi Construction Machinery Company Private Limited



Message from the **MANAGING DIRECTOR**

Dear Colleagues,

As we are through with the first quarter of this financial year, I would like to express my deep appreciation for the commitment and passion that each of you bring to everything you do. This quarter, we further strengthened our brand motto by introducing our new brand communication creative:

Aao Kartavya Nibhaye, Chalo Desh Banaye. A celebration of pride, purpose, and personal commitment towards building the India of tomorrow.

We held our **Annual Business Conference for Dealers** under the theme **STEP UP**, which proved to be a resounding success, serving as a pivotal platform to build stronger relationships with our esteemed dealers. This helped us in drafting the goals for the current year, while analysing the past performances. We also hosted our **Annual Dealer Awards Night 2023** in the month of June. This event not only reaffirmed our strong alliances with our dealers but also provided a podium to recognise and honour their invaluable contributions to our continued growth and success. The latest brand communication was also premiered at the event, which built upon our theme of **'Chalo Desh Banaye'**.

To succeed in the long run and to maintain a lean and efficient manufacturing of machines given the competitive market environment - the company has decided to collaborate with a consultancy partner McKinsey on a cost optimisation project - **"Project Rebound"**. The McKinsey team has been given the mandate to analyse our present business operations, seek for methods to enhance our processes, and pinpoint areas where we can optimize our costs. Various training modules will be arranged and activities like Vehicle & Part level workshops will be carried out under this project. Through this project, we will not only improve the financial health of our company by reducing unnecessary expenses and streamlining our operations but also offer immense learning opportunities & experience sharing for our young managers and leaders.

To understand and acknowledge the importance of each stakeholder in our business, we proudly hosted the first edition of **SYNERGIE 2023 - Annual Financiers' Summit and Awards Show**. This forum gave us an opportunity to

thank our Finance Partners and recognise their efforts by rewarding top performers

I am also delighted to commemorate a significant milestone: The **5th Anniversary** of our **Re-Man Centre** at the Kharagpur plant. This remarkable achievement not only symbolises our dedication to innovation but also underlines our commitment to sustainability and the circular economy. Additionally, we inaugurated our state-of-the-art **Hydraulic Pump Test Rig** at the Re-Man Centre, representing a significant advancement in our quality standards. To further augment our product portfolio, I am pleased to announce the launch of the **New Telcon Series** of Rock Breakers. This strategic expansion bolsters our range of attachments, empowering us to provide innovative solutions to our customers and address their evolving needs.

I want to express my concern for each of you and your families. Your safety and health are paramount, so please remember to take all necessary precautions during this challenging monsoon season

While closing, I would urge all to unite in celebration of our achievements as we continue to march forward with unwavering determination and a shared commitment to excellence throughout the year.

Aao Kartavya Nibhaye, Chalo Desh Banaye!

warm regards,
Sandeep Singh
Managing Director



ACCOLADES **WON**

- 1) The Kharagpur Plant participated in the **13th CII Poka Yoke competition**.
 - The team Vendor QC comprising of members from QA, PE, SCM & Production won the **Platinum award** in the Control Type Poka Yoke category. This year the theme of the Poka Yoke was: **"Elimination of drill hole taper issue in Center Joint Spindle"**. The presentation was made by **Mr. Amarendra Mohanta (QC)** and **Mr. Deep Thakur (PE)**
 - **The Production & Maintenance Team** won the Gold level award in the Shutdown type Poka Yoke category. The Theme of the Poka Yoke: **"Elimination of frequent Breakdown of chips conveyor"**. The Presentation was made by **Mr. Mahesh Potnuri** and **Mr. Jiwan Jyoti** of Midi Fabrication shop
- 2) In the **16th CII 3M Competition**, 4 teams participated from the Kharagpur Plant. 2 teams were awarded with **Gold awards** in Muda elimination kaizen category and 2 teams were awarded **Silver award** in Mura and Muri categories.

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

HIGHLIGHTS **OF THE QUARTER**

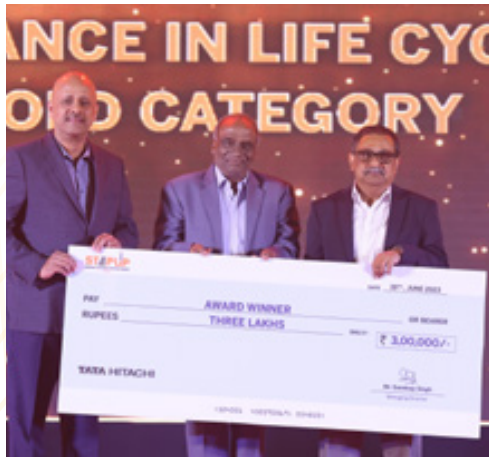
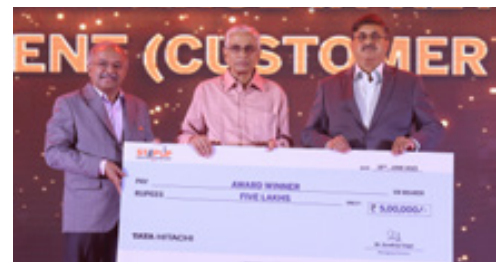
- **Annual Business Conference for Dealers**, this gathering with dealer principals allowed us to foster deeper connections and facilitate meaningful collaborations that drives success for us and them. Here are some glimpses of the event





- **Annual Dealer Awards Night 2023**, was held to honour and celebrate the remarkable achievements of our esteemed dealer partners. The event commenced with an inspiring keynote address by a renowned motivational speaker, setting the tone for the day. Dealers from across the country gathered to witness an enthralling musical performance by talented artists, providing a delightful evening of entertainment. Here are some glimpses of the event





- Tata Hitachi proudly hosted the first edition of the Annual Financiers' Summit and Awards Show, **Synergie 2023**, at ITC Maratha, Mumbai. This summit and award show gave Tata Hitachi a forum to thank our finance partners and recognise their efforts by rewarding top performers. It also provided a unique platform to engage and co-create better financial solutions for customers. Glances from the event are below.



Finance Partner of the year - HDFC Bank Ltd



NBFC Partner of the year - HDB Financial Service



Active Support in Mining Range - Tata Capital Financial Service Ltd



Active Support in Infra Range - ICICI Bank Ltd



Active Support in Shinrai - Yes Bank Ltd



Active Support in Mining Range - Tata Capital Financial Service Ltd

MEMORIES OF SYNERGIE 2023:



OTHER NEWS

- Tata Hitachi collaborated with **Total Energies** as an associate partner to provide approved lubricants to customers through their wide network and distribution. Through this association with Total Energies, Tata Hitachi aims to expand its reach to customers serving lubricants widely in the after-sales market. A formal sign-off agreement was executed on May 18, 2023, at Tata Hitachi Parts Headquarters, Nagpur, in the presence of **Mr. Syed Shakilur Rehman, CEO Lubricants, Total Energies** and **Mr. Amit Biswas, Spare Parts Head, Tata Hitachi**.



- To conduct a strong team-building exercise and boost the confidence and sense of ownership of each member of the Tata Hitachi regional team, **Annual Regional Meet** for each region was organised:

The annual regional meet for the **North Region** was held at Raddison Blue, Dharamshala, on June 22nd and 23rd, 2023. The total number of participants was 90, out of which 21 were dealer members and rest were Tata Hitachi team members. Here are a few glimpses of the event.



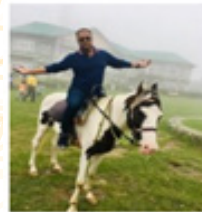
- The annual regional meet for the **East Region** was held at Sinclairs Hotel and Resort, Kalimpong, on June 15th and 16th, 2023. The total number of participants was 110, out of which 20 were dealer members and rest were Tata Hitachi team members. Here are a few glimpses of the event.



Together as a Team



Recreation



Team Building



Achievement & Recognition



- The annual regional meet for the **West and Central Region** was held at Resort Rio, Goa, on June 22nd and 23rd, 2023. The total number of participants was 124, out of which 32 were dealer members and rest were Tata Hitachi team members. Here are a few glimpses of the event.



Together as a Team



Recreation



Team Building



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DEALER NEWS



Inauguration of **Imperial Wheels Pvt. Ltd.**, Muzaffarpur, Bihar



PSN Construction Equipment Pvt. Ltd., Inaugurated its new Integrated Facility in Calicut, Kerala



Inauguration of **Rama Excavators** integrated facility at Karimnagar, Telangana

PLANT NEWS

DHARWAD

- **Vendor Townhall Meeting Q4 (2022-23)** was held at the plant on February 22, 2023. 22 vendors from across India participated. Categories covered were: Casting, Forging, Machining, Electrical, Rubber and Hydraulic commodities.



- **Vendor Townhall Meeting Q1** (2023-24) was held at the plant on June 28, 2023. 22 vendors from across India participated. Categories covered were: Fabrication and Sheetmetal commodities



- **Technical Support from HCM** in Improving the PTCED Process. Painting experts from HCM, Mr. Sakamaki Kaoru (Production Engineering) and Mr. Takano Tomoya (Production), were deputed to the plant from May 22 to June 21, 2023, for stabilising the New CED Paint Shop. They provided technical support in improving the PTCED Process, optimising parts loading, and sharing the best practises followed in HCM.

KHARAGPUR

- The **Quarterly Townhall Session** was held over MS Teams on April 28, 2023. The Senior Management Team, from various departments were a part of this session



- The **100th EX 1200** machine was rolled out from the plant on 18th May 2023. The Plant Head and other seniors were present during the Roll-out Ceremony marked by Puja and coconut breaking ceremony.



- The sports team launched the **sports calendar** for 23-24 on 1st June 2023. An Inaugural football match played on 1st of June between **Midi Assembly and Midi Fabrication**. The 2nd match was played between **Midi Assembly and Rest of Tata Hitachi** on 05th June.



- Project Rebound - Shop visit by delegates:** The steering committee review was held on 5th June. This was followed by visit to shop floor to inspect the teardown of machines area.



- MD dialogue** was held on 7th June 2023, at the Admin Building



- **Tree plantation** drive was organised on **World Environment Day celebration** at the plant on 5th June. MD san and Kajita san along with other delegates from HCM were the chief guests for this event.



- A get-together with HCM Delegates was held at the Guest House and Hotel Wonder Inn (5th & 6th June,23) on the occasion of the **Regional Strategy Meet**



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.



EX200 LC Super plus with B235 Breaker Key handover at Ajmer, Rajasthan



TL340 prime Key handover at Neem Ka Thana, Rajasthan



Key handing over of 2 units EX210LC Super + to M/s. Sri Ganapathy Earth Movers by PPS Motors, Salem.



Key handing over of 4 Units of Shinrai Prime to M/s. Arja Energies Private Limited, Tirupur by PPS Motors, Salem.



Key hand over of 5 Units of Excavators, 2 Units of Shinrai Prime and 1 Unit of Rock Breaker to M/s. Avigna EPC Private limited, Krishnagiri by PPS Motors, Salem.



Congratulations to Mr. Mathiazhagan of M/s. Sri Devaraja Granite Mines over his recent purchase of 2 ZX 370 LCH units by PPS Motors, Salem.



Key handing over of EX 200 Infra to M/s. KKS and Co By PPS Motors, Salem

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 Connect Event for SHINRAI conducted by Aurangabad Branch at Beed, Maharashtra on 10th and 11th June'23



Shinrai Customer Meet at Mettupalayam (Coimbatore) by PPS Motors, Salem



Customer meet at Jaipur, Rajasthan

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.



EX 200 Infra road show at Neem Ka Thana, Rajasthan



PPS Motors, Salem conducted Mega Road show at Salem with full product range display, in presence of Financiers

PLANT VISITS

Plant Visit and Internship training for IIT Dharwad's, third and final year students was organized. The entire module (**Industrial Visit of 6 days and Internship of 1 month**) was coordinated by Mr. Rajesh Ojha and Dr. Surya Prakash Ramesh (Dept of Mechanical, Materials and Aerospace Engineering, IIT Dharwad)



PARTS MELAS

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



Parts Mela at Sikar, Rajasthan



Parts Mela at Sujargarh, Rajasthan.

PARTS ON WHEEL CAMPAIGN AT SATNA & MAIHAR



FINANCIER MEETS

An important platform to network, share insights, and discuss emerging trends, fostering collaboration and informed decision-making



Customer and Financier meet, Sikar, Jaipur, Rajasthan

TRAINING PROGRAMS

Here are glimpses of various training programs conducted

- Safety training conducted at Vijayawada for Randstand Engineers



EMPLOYEE ENGAGEMENT **ACTIVITIES**

- **Corporate Office Activities** – Here are glimpses of the monthly get-togethers



- **Raambaag Team's Annual Employee Connect** at Kodaikanal



- **Jaipur Branch Team** visit to Shree Kathu Shyam Ji temple



TATA HITACHI AT WORK

Machines at work exhibit exceptional performance, robustness, and efficiency, ensuring seamless execution of heavy-duty tasks and construction projects



30T Rock Breaker B360 delivered to Shree Cement, Shree Cement, Rajasthan



Installed 1st magnet 30 Ton model, LMR 160 L in machine model ZX 370 LCH GI at Ms Ferro Scrap Nigam Ltd, Bhilai steel plant campus



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Reliable solutions

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