

SAMBANDH

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Tata Hitachi Construction Machinery Company Private Limited



Message from the MANAGING DIRECTOR

Dear Colleagues,

I am writing to you all during the onset of the festive season in our country. And as the market conditions are gradually gaining strengths, the upcoming festival season will bring encouraging developments and positive impact on our construction equipment (CE) industry.

Despite facing challenges like torrential rains in various parts of the country in the last quarter, CE industry and Tata Hitachi has shown resilience and promising growth compared to the previous year. This growth is a testament to our team's commitment and dedication towards our customers satisfaction who have been reposing confidence in our brand and products.

I am pleased to share some of the significant developments and achievements from the past quarter.

In last quarter, we have further strengthened our product range/ variants by introducing

- **SHINRAI Power 4** Backhoe Loader, for the tough Indian terrains
- **ZAXIS 140H ULTRA** and **EX 130 PRIME** with a host of contemporary feature enhancements
- **Appointed two New Dealers** by realigning the territories of our existing dealers to enhance our market coverage and market penetration

Above mentioned activities have already started showing results with enhanced sale of machines and spare parts business for us.

Our partnership with **Tata Capital** for financing our entire product range is another milestone that will enhance our sales.

Executives from group companies like – Africa, Middle East & Oceania have visited our manufacturing units recently. They have given encouraging remarks on our facility & quality of our machines and have shown interest to explore the possibilities of sourcing some of the machines to their territories.

We are trying to strengthen our presence in Mining business. The commissioning of the AC drive **EH3500**

Dump Truck at Coal India and the **EX2600 Excavator** at Tata Steel is a great step towards increasing our presence in mining segment.

Under **Project Rebound**, the team Tata Hitachi is committed to achieve the cost reduction targets to enhance our competitive edge. Cost optimisation initiatives like **Teardown and Bench Marking** workshops have been conducted at both Dharwad and Kharagpur plants, supported by McKinsey's subject matter experts to enrich knowledge of our team members.

Our commitment to sustainability has led to the launch of **Multimodal Transportation** from our Dharwad plant. By seamlessly integrating various modes of transportation and optimizing supply chain management, this initiative aims to enhance efficiency, reduce costs and most importantly contributes to the environment by minimizing emission.

Enhancing engagement activities by organising sports events is encouraging competitive and team spirit among team members.

As we move forward, let us work together with sheer grit and determination to tide over any challenges that will come our way and steadily improve our performance in the coming months.

Thank you everyone for your unwavering dedication and hard work. I wish you and your families a very happy festival season!

warm regards,
Sandeep Singh
Managing Director

ACCOLADES WON

CII awards



Our KGP team participated in the **46th CII NATIONAL KAIZEN COMPETITION** conducted on 26-27 July 2023 and won **PLATINUM AWARD WINNER** in **INNOVATIVE CATEGORY**. The theme was **early failure detection in IGM boom robot Manipulator to prevent major Breakdown**. Presented by- **Mr. Bipin Kumar (Maint)** and **Mr. Subhash Das (Maint)**



Our KGP team participated in the **46th CII NATIONAL KAIZEN COMPETITION** conducted on 26-27 July 2023 and won **PLATINUM AWARD WINNER** in **RESTORATIVE CATEGORY**. The theme was **power consumption reduction through better changes in machine operation**. Presented by - **Mr. Abhijit Pathak (Maint)** and **Mr. Debashis Mukherjee (Maint)**



Our KGP team participated in the **46th CII NATIONAL KAIZEN COMPETITION** conducted on 26-27 July 2023 and won **SILVER AWARD WINNER- INNOVATIVE CATEGORY**. The theme **rework reduction in roller pads of EX 1200 Side Frame through implementation of common line cutting in Koike Oxy Cutting machine**. Presented by - **Mr. N.V. James** and **Mr. Ashish Kumar**

SHE awards



The Kharagpur plant received '**SHE Excellence Award**' by CII eastern region for the first time! 71 companies participated in this 3-phase evaluation process comprising of Application, Onsite Assessment and Final Presentation to Jury members which covered all aspects Safety (S), Health (H) and Environment (E) adopted by these organizations. Plant was adjudged as **Second Runner Up in Large scale industry category** in **SHE Excellence Award'2023** by CII eastern region

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

HIGHLIGHTS OF THE THE QUARTER



- **Tata Hitachi proudly unveiled the SHINRAI Power 4 Backhoe Loader**, a testament to trust, capability, and reliability. Launched on 22nd September 2023, in Guwahati. Powered by a CEV-IV compliant robust Japanese engine, this 4 wheel drive marvel is ready to conquer hilly terrains and demanding projects in tough locations.



- **Tata Hitachi Introduced EX 130 PRIME and ZAXIS 140H ULTRA** – Cutting-edge construction equipment redefining performance, efficiency, and innovation. Witnessed at a prestigious event in Dharwad, Karnataka, on 25th September 2023



TATA HITACHI

- Tata Hitachi sets new industry standard with **Multi-Modal Logistic Initiative Flag-Off**. Tata Hitachi marked a historic event on August 31, 2023, at Navalur Railway Station, Dharwad, Karnataka, launching a journey that seamlessly integrates multiple transportation modes, culminating in Faridabad. This initiative underscores Tata Hitachi's commitment to innovation, sustainability, and efficient logistics. By optimizing supply chain management and reducing emissions, it aligns perfectly with modern needs. Railway Officer **Mrs. Haritha** praised the effort, highlighting its synergy with the Gati Shakti scheme. Tata Hitachi's Managing Director **Mr. Sandeep Singh** and Dharwad Plant Head **Mr. Govindraj Kulkarni** with other **dignitaries** graced the event.



OTHER NEWS

Tata Hitachi's Service Competition (Construction) was held for the skilled Service Engineers working in the field (service team - construction). This event was in line with Tata Hitachi's commitment to excellence and continuous improvement in service quality.

The objective of the Tata Hitachi Service Competition (Construction) was to recognize and appreciate the hard work, dedication and serve as an opportunity for the engineers to showcase their knowledge, skills, and problem-solving capabilities in real-world scenarios.

The competition was conducted in 3 stages:

- Online Test
- Interview
- Practical Test

Congratulations to **Mr. Mahaling Kakamari (Bangalore Branch Office)** for winning the award for **Best Service Engineer - Construction**

Here are a few glimpses of the competition:



TATA HITACHI

Tata Hitachi's Service Competition (Mining), was held for the skilled Service Engineers working in the mining service team. This event was in line with Tata Hitachi's commitment to excellence and continuous improvement in service quality.

This competition provided a platform for showcasing the expertise of our mining service team and fosters a spirit of healthy competition and cheer among the participants. The objective of this competition was to recognize and appreciate the hard work, dedication and serves as an opportunity for the engineers to showcase their knowledge, skills, and problem-solving capabilities in real-world scenarios.

The competition was conducted in 3 stages:

- Online Test
- Interview
- Practical Test

Congratulations to **Mr. Vinodrao Asutkar (Saoner Project, Mining Department)** for winning the award for **Best Service Engineer - Mining**

Here are a few glimpses of the competition:



TATA HITACHI

- **Regional Sales Skill** contest was conducted across 6 regions in the month of August 2023 with the aim of continuing efforts to:
- Build a strong foundation for our dealer sales team
- Enhance confidence during discussions
- Inculcate the right habits and behaviour
- Build a brand of competent and professional sales team, which customers will acknowledge

East Region - Compact

 WINNER Goutam Kundu Mitra Commercial, Durgapur —★—	 1st Runner Up Shatrugna Giri Trishul Treads, Bhuvaneswar —★—	 2nd Runner Up Rajesh Ganguly International Earthmovers, Kolkata —★—

East Region - Infra

 WINNER Rajendra Kumar Parida Trishul Treads, Jharsuguda —★—	 1st Runner Up Sujoy Adhurjya Mitra Commercial, Durgapur —★—	 2nd Runner Up Abhishek Kundu International Earthmovers, Kolkata —★—

North Region - Compact



WINNER
Sameer Deshpandey
Ensol Infratech, Jaipur
—★—



1st Runner Up
Vikrant Sharma
Time Equipment, Faridabad
—★—



2nd Runner Up
Prakash Kumar
Ramdev Earthmovers, Jodhpur
—★—

Central Region - Compact



WINNER
Anand Nigam
ES Infraserve, Indore
—★—



1st Runner Up
Abhinandan Mishra
Suryakiran Earthmovers, Raipur
—★—



2nd Runner Up
Rajesh Sahu
SS Excavation Solutions, Nagpur
—★—

North Region - Infra



WINNER
Vikas Pathak
Time Equipment, Faridabad
—★—



1st Runner Up
Sandeep Bindra
Dada Motors, Mohali
—★—



2nd Runner Up
Ramniwas Choudhary
Ramdev Earthmovers, Jodhpur
—★—

Central Region - Infra



WINNER
Anish Burad
ES Infraserve, Indore
—★—



1st Runner Up
Manish Gautam
Kailash Infratech, Jabalpur
—★—



2nd Runner Up
Bhoopesh Sahu
Suryakiran Earthmovers, Raipur
—★—

South 2 Region - Compact




WINNER
Gajendran G
Vetri Construction, Madurai
—★—




1st Runner Up
Sridharla Chiranjeevi
MG Brothers, Nellore
—★—




2nd Runner Up
Manikandan U
C4S, Chennai
—★—

South 1 Region - Compact




WINNER
Yashwanth C S
Pavan Motors, Shivamoga
—★—




1st Runner Up
Madesh Karthick
PPS, Salem
—★—




2nd Runner Up
Rakshith K.G
PSN, Bangalore
—★—

South 2 Region - Infra




WINNER
Thellaboina Satish Kumar
Rama Excavators, Warangal
—★—




1st Runner Up
Venkata Kotireddy Kovelakuntla
Recon Technologies, Hyderabad
—★—




2nd Runner Up
HD Kalandhar
MG Brothers, Nellore
—★—

South 1 Region - Infra




WINNER
Nithin Lohar
PSN, Bangalore
—★—




1st Runner Up
Vishwanath G
PSN, Hubli
—★—




2nd Runner Up
Vikram K M
Pavan Motors, Shivamoga
—★—

West Region - Compact



West Region - Infra



Congratulations to all the winners!

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 **South 1 Region** was held at Hotel Gamyam Retreat Kumta, Karnataka on July 13th and 14th, 2023. The total number of participants were 60, out of which 16 were Dealer Partners and the rest were Tata Hitachi Team members. Here are a few glimpses of the meeting:



DEALERSHIP NEWS

- Inauguration of **Bijjargi Excavation Solutions Construction Equipment Pvt Ltd** integrated facility at Vijayapura, Karnataka



PLANT NEWS

DHARWAD

THCM Skill competition results: Total of 7 awards were bagged by plant:

- Gold Award** in Measurement, Painting, welding and Robo welding category
- Silver Award** in Assembly, Painting and Robo welding category



- Glimpses from **Employee Dialogue** which was held at the plant on 5th July 2023. **MD san** addressed the gathering and delivered a comprehensive speech, highlighting the significant **advancements, achievements, and scope for improvements**. Also, emphasized on the **positive trajectory, shedding light on the current scenario and the promising futuristic opportunities** that lie ahead.



- 4 dignitary customers from **M/s Detox company Ltd** were invited for a **customer meet** at the plant location on 31st Aug'23.



- A **4-day Yoga training program** on **Sustaining Concentration and Focus** was organized from 11th - 15th Sep'23. The session was conducted by **Ms. Shobha Hulikatti**, a certified practitioner.



- Plant initiated an **Internal Collaborative Teams & SWOT Analysis Workshop** in the month of August to **Drive Plant enhancements**



- A **family get-together** and **Dinner** was organized by Plant at Ocean Pearl Resort



- Independence Day celebration glimpses**



- Glimpses from CII Meet**



- Elevating Efficiency:** 3 Batches of 5S and 3T (**2 classroom and 1 Gemba training**) training was conducted by **Mr. Srinivas Kulkarni**. Benefiting 61 Tata motors employees



- Srijan ladies club extend helping hands:** Made donations to **Mangalagatti School** and **clothing for women**, Plus a vibrant **Savan Month celebration** was organised in Dharwad.



- Glimpses of **Khel Utsav**



CSR INITIATIVES

- **Empowering rural women through tailoring:** 3 livelihood camps in Haliyal and surrounding rural areas were organised, benefiting around 90 women.



- **Advancing Education:** Plant donated 2 televisions to Kamalapur Govt School as part of CSR Initiative for Digitalizing School Education.



- **Enriching knowledge through plant visits:** Welcoming students from various esteemed institutions for plant visit. Institutes were Nursing college SDM, SDM Engineering college, Jain College Hubli, Rashtrouthana School and SDM ITI College



- Glimpses of CSR Visits



- **Reviving lakes, nourishing lands:** DWD Plant's efforts to Desilt Belur and Haliyal Lakes for a sustainable future, as local government authorities requested for it.



- **Bringing clarity to rural vision:** Successful Eye Check-up camp was organized in Mangalagatti Village with Over 100 Participants.



KHARAGPUR

- **Vendor Townhall Meeting Q2 (2023-2024)** was held at the plant on August 29th 2023. Vendors from across India participated. Categories covered were: **Preoperatory aggregates.**



- A voluntary **Blood Donation Camp** was organized at the plant on 3rd August 2023 to commemorate the **Birth Anniversary of JRD Tata**, under THCM CSR Healthcare initiative FY 23-24.
- **KGP Voluntary Blood Donation Organization (KGPVBDO)** supported noble cause by roping in two local government hospital Blood Banks.



- Plant had the privilege of hosting **Ms. Melinda Pavak (US Consul General)** in the plant on 31st Aug 2023. She was accompanied by **Ms. Priyanka Sinha (American Spaces Coordinator)**.



- Plant visit was organised on 27th Sep 2023 for foreign delegates.

Foreign delegates were Mr. Takaharu Ikeda - President HCME, **Mr. Bill Drougkas** - Manager Product Management HCME, **Mr. Tobias Jones** - Account Manager Africa, **Mr. Richard de Jongh** - Manager Account Management



- THCM Skill Competition (Welding, Painting, Machining and Assembly Skills)** was conducted on 10th - 13th July 2023 and the results were:

- **Gold Award** in Assembly, Measurement (women) and Machining category.
- **Silver Award** in Manual Welding, Measurement, Measurement (women) and Machining category.
- **Bronze Award** in Manual Welding, Robot Welding, Assembly, Painting, Measurement, Measurement (women) and Machining.



- Independence Day celebration** glimpses



- A get-together was organized by **Sirjan Kharagpur** and **Dharwad** on Sawan Mahotsav and Independence Day celebration to inspire kids



KEY HANDOVERS & CUSTOMER FELICITATIONS

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



10# SHINRAI Prime handed over to Nagpur Municipal Corporation by Central Region



Key handover to Lateef Baghban and Shakir Wani by **United Motors**

PPS Motors



Key handover of 1# ZAXIS 220LC GI to Mr. Malliga Sakthivel of M/s. Salem Blue Metals, Salem.

Key handover of 1# of ZAXIS 220LC GI to Ms. Sasikala Sivakumar at Namakkal, Salem.

Key handover of 2# ZAXIS 220LC to KA customer M/s. Seven Hills Blue Metals at Hosur, Salem.

Key Handover by **Jaipur Branch**



Key handover of ZAXIS 140 at Srimadhopur, Rajasthan, to Mr. Rajesh Kumar Contractor

SHINRAI Prime Key handover at Ajmer, Rajasthan, to M/s. S R Minerals



SHINRAI Prime Key Handover to Nagar Palika at Neem Ka Thana, Rajasthan



Key handover of EX 210LC at Bhilwara, Rajasthan to Mr. Ramlal Mali



ZAXIS 220LC Key handover to Mr. Mularam from M/s. Palra Cone Crusher at Ajmer, Rajasthan



SHINRAI Prime Key handover

Time Equipment

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.



M/s. Avaneesh Logistics along with Mr. Subhash Talole visited at Dharward OTC for inspection of ZX 370LCH.

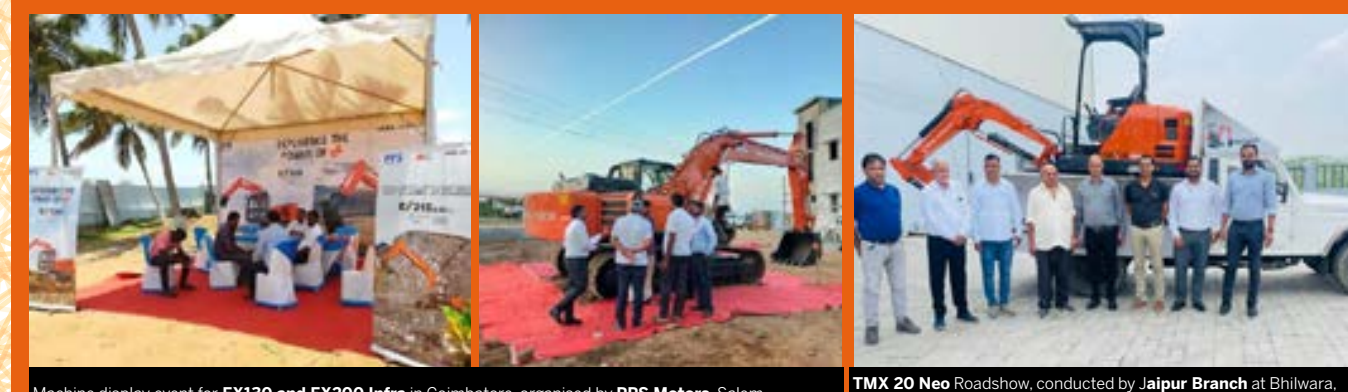


Customer Meet at Rewa, Madhya Pradesh organised by **Team Tata Hitachi and KIPL**

Customer Meet in Bhatinda, conducted by **Dada Motors**Key Account Meet at Salem and SHINRAI customer meet at Namakkal, organized by **PPS Motors**Customer Meet at Greater Noida, organised by **Delhi Branch** and **Time Equipment** in presence of **Mr. BKR Prasad** from HOSHINRAI Adda Meet conducted by **Ensol Infratech** and **Jaipur Branch** at Beawar, RajasthanCustomer Meet conducted by **Ensol Infratech** and **Jaipur Branch** at Srimadhopur, Sikar and Jaipur

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.

Machine display event for **EX130** and **EX200 Infra** in Coimbatore, organised by **PPS Motors**, SalemTMX 20 Neo Roadshow, conducted by **Jaipur Branch** at Bhilwara, Rajasthan

PARTS MELAS

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

**Kailash Infratech Pvt. Ltd.** conducted Parts Mela in central region (Nagpur & Jabalpur) on 22nd August 2023

SERVICE CAMPAIGNS

Building strong relationships and providing valuable training to operations

Service campaign conducted by **Kailash Infratech**

FINANCIER MEETS

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



Financier Meet with **HDFC Bank, Kotak Mahindra Bank** and **YES Bank** was conducted at **Nagpur Regional office**.



Financier Meet conducted by **Dada Motors** in **Chardigarh** and **Karnal**



Loan Mela organized in **Ludhiana** by **Dada Motors**

Financier Meet conducted by **Vantage Construction Equipment** and **Jaipur Branch** at **Kota, Rajasthan**

First Financier Meet by **United Motors** - **Jammu**

TRAINING PROGRAMS

Here are glimpses of various training programs conducted

- Operator and Customer Training programme conducted at **Gondia, Maharashtra** by **team Tata Hitachi** and **SS Excavation Solutions LLP**



First Operator Training programme conducted by **United Motors** in **Ramban**



Operator training conducted by **Jaipur Branch** at **Shree Cement, Rajasthan**



Safe operation and maintenance Training conducted by **Mr. Mithlesh Tembhare** and **Mr. Subhadip Mondal** at **MOIL Training Center, Mansar (Maharashtra)**



Operator training programme conducted by **Mr. Papayya Swamy (Nellore Branch Office)** at **M/s. Ultratech cements, Jaggaipet site, Andhra Pradesh**



RPL-4 training program conducted by **Mr. Papayya Swamy (Nellore Branch Office)** at **M/s. Penna cements, Boyareddypalli site, Andhra Pradesh** on 28th august, 2023

TATA HITACHI

Reliable solutions

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