

Message from the

MANAGING DIRECTOR



this financial year, I would like to express my deep appreciation for the commitment and passion that each of you brings to everything you do. This quarter has been pivotal for initiatives that have set a strong foundation for the year ahead. As we conclude the first some key highlights and achievements dedication.

This quarter, we organized our Annual Business Conference for Dealers under the an insightful plant visit to our Kharagpur manufacturing facility. The business conference proved to be a resounding success, serving as a pivotal platform to dealers. This helped us in drafting the goals for the current year, while analysing past performances.

This event not only reaffirmed our strong alliances with our dealers but also provided a podium to recognize and honour their invaluable contributions to our continued growth and success.

We further strengthened our brand motto by premiering our new brand communication at the Annual Dealer Award Night: Aao Kartavya Nibhaye, Chalo Desh Banaye (Field Employees). A celebration of pride, purpose, and personal commitment towards building the nation. This film is a testament to our brand's legacy and future aspirations, and I encourage all of you to share it with pride.

in our business, we proudly hosted our Annual Vendor Meet in Bangalore, where vendor partners.

In April, to enhance our product portfolio and meet the evolving needs of our modern customers, we launched Tata Hitachi's NX50, the Next Gen Series Mini Excavator. Tata Hitachi NX Series of Hydraulic Excavators marks the dawn of a new generation. One that meets the next generation of customer expectationsthat of performance, reliability, comfort, versatility, maintainability, and savings.

During this quarter, we marked another milestone, as we secured principal approval for developing 60 Tonne Rigid Dump Truck to strengthen our line-up for mining, it will be produced at our Kharagpur manufacturing facility with the help of HCM and HTM (Hitachi Truck Manufacturing), This underscores HCM's dedication to the growing Indian market.

We also had the honour of hosting the HMAP/HCMI team at our Dharwad manufacturing plant, where they gained a comprehensive understanding of our manufacturing capabilities.

In line with our commitment to sustainability and well-being, we celebrated World Environment Day at our Kharagpur and Dharwad plants. These events highlighted our ongoing efforts to promote environmental responsibility within our operations. Additionally, we marked International Yoga Day with celebrations at our plants, encouraging a culture of health and wellness among

Also, 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.

new milestones and drive our organization to greater heights.

Thank you for your hard work and dedication. Aao Kartavya Nibhaye, Chalo Desh Banaye!

Warm Regards,

Sandeep Singh Managing Director

ACCOLADES WON

We are delighted to announce that we have won prestigious CII Awards in Q1 for our outstanding performance in online competitions. These awards recognize our commitment to excellence and innovation in our industry. Congratulations to the entire team for this remarkable achievement!

SIno	Competition	Theme	Presenters	Category	Award	Date
	8th CII Circle Award for Productivity Improvement	Assembly lead time reduction through elimination of front attachment fitment in EX1200 Excavator model.	Hex Assy	MUDA	Platinum _ Award	3 rd May'24
2	18th 3M Competition	Muda reduction through semi automation in bolt torquing activity	Midi Assy	MUDA		
3		To increase OEE of Robot through Muda elimination	Midi Fabrication	MUDA	Gold Award	16-17 May'24
4		Efficiency improvement of Magnaflux Machine [Magnetic Particle Inspection] by eliminating	QA	MURI		



- We are delighted to announce that we have won prestigious CII Awards in Q1 for our outstanding performance in online competitions. These awards recognize our commitment to excellence and innovation in our industry. Congratulations to the entire team for this remarkable achievement.
- 2) At 24th CII National Supervisory Awards 2024, Tata Hitachi Gearbox Team achieves 2nd Runner-Up Position. Congratulations to the team members (Vivek Singh, Ajeet Kumar Sharma, Ranjan Kumar, Santosh Kumar and Jogendar Kumar) for securing the position in the Operations and Production category. Moreover, Tata Hitachi Maintenance team also won Jury appreciation award in Repair and maintenance category Here are few glimpses of the team during their impressive presentation.



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

HIGHLIGHTS OF THIS QUARTER

Annual Business Conference for Dealers



The Annual Business Conference for Dealers, themed 'Leap Ahead,' was held in Kolkata and followed by an insightful visit to our Kharagpur manufacturing facility. The conference was a resounding success, serving as a pivotal platform to strengthen relationships with our esteemed dealers. It provided an opportunity to draft goals for the current year while analyzing past performances, ensuring we are all aligned for future growth and success. A total of 81 dealer representatives from across India participated in the plant visit, accompanied by our Sales & Marketing colleagues. The visit began with a warm welcome at the Admin cafeteria by our

senior management, including MD San. This was followed by a safety briefing and a welcome address by the Plant Head, who provided an overview presentation of the plant operations. To ensure a comprehensive and organized tour, the guests were divided into three groups, each accompanied by volunteers associated with specific shops. The tour covered several key areas of the plant: like Midi Fab Shop, Heavy Fab Shop, Sheet Metal Paint Shop, Transmission Shop, Midi Assembly Shop and Heavy Assembly Shop.

Additionally, the tour included visits to the Remanufacturing (Reman) and Original Technology Center (OTC). Each group had the chance to see first-hand the intricate processes and high standards of our manufacturing operations. The tour culminated in an impressive machine display show at the testing area outside the Heavy Assembly Shop, showcasing the advanced machinery and technology that underscore our commitment to innovation and quality.



Annual Dealer Awards Night 2024 in Tokyo

We hosted our Annual Dealer Awards Night 2024 in Tokyo to recognize the excellence of our top-performing dealers. This event reaffirmed our strong alliances and provided a platform to honor their invaluable contributions to our continued growth and success. Here are some pictures capturing the memorable moments of the event.





Launch of Tata Hitachi NX50 Mini Excavator



In April, to enhance our product portfolio and meet the evolving needs of our modern customers, we launched the Tata Hitachi NX50, the Next Gen Series Mini Excavator. The NX Series of Hydraulic Excavator marks the dawn of a new generation. The NX50 line-off ceremony was successfully executed on April 25, 2024. The first three units were sent to the dealerships Autobahn in Aurangabad, Venkata Sai in Hyderabad, and Vetri in Madurai, respectively





Thank you for your continuous support and belief in our mission -CHALO DESH BANAYE!

Scan to watch the film.

We are thrilled to share some exciting news! You can now watch our new brand film, "Aao Kartavya Nibhaye - Chalo Desh Banaye", which captures the essence of partnership and dedication that drives our mission of Building the nation. This film is a tribute to those who turn challenges into opportunities and dreams into reality, while adhering to the guiding theme of Tata Hitachi.

Through the lens of our field employees, this film showcases the tireless efforts of our frontline heroes from Sales, Service and Spare parts department. Each scene of this film reflects unwavering commitment of our employees to serve our customers and build a more resilient nation. Exemplifying true spirit of partnership and hard work of Tata Hitachi's workforce. This film is a tribute to those who turn challenges into opportunities and dreams into reality, while adhering to the guiding theme of Tata Hitachi.

Annual Vendor Meet

To understand and acknowledge the importance of each stakeholder in our business, we proudly hosted our Annual Vendor Meet in Bangalore. The event gathered 108 key vendor partners to review FY23-24 performance and share plans for FY24-25. Insights on industry trends, economic conditions, and strategies were shared, with special focus on cost reduction. Awards were presented to top-performing suppliers, and the evening ended with a captivating performance by 'The Mountain Movers,' Tata Hitachi's homegrown musical band.



OTHER NEWS

Top talents shine at the SPE/SPP Annual Skill Competition in Dharwad TTC, where 12 regional winners from 6 regions showcased their skills in the presence of HCM delegates and senior management.



Mr. Amitava Guha - SPP - Progressive - WEST - Winner



Mr. Hasan Mulla - SPE - PSN-Hubli - SOUTH 1 - Winner



Mr.D Sirender - SPP - Recon -SOUTH 2 - Runner up



Mr.Karan Singh - SPE - PPS-UDP - NORTH - Runner UP

Inauguration of New Welding Training facility in Midi Fabrication Shop, Kharagpur. In March 2024,

Mr. Anand, Head of Manufacturing (KGP), and Mr. Shashank Shekhar, Plant Head (KGP), inaugurated the new Welding Training Gallery, Welder Training Room, and Welding Training Center at Midi Fabrication Shop, Kharagpur. This setup marks a significant milestone in accelerating the skill development of new welders and upgrading the skills of existing welders, both within our organization and among our suppliers. It underscores our commitment to fostering excellence in welding craftsmanship.



Tata Hitachi e-Monsoon Offer: From June 15th to August 15th, Tata Hitachi is conducting an exclusive e-Monsoon Offer through the e-Dost platform. This first-of-its-kind digital Monsoon Offer allows customers to avail special benefits for placing orders through e-Dost and choose delivery at their desired location or collection from the nearest dealer outlet. The offer aims to boost sales by encouraging customers to plan their spare needs and restore their machines during the monsoon period. It also focuses on building customer understanding, acceptability, and confidence in using the Tata Hitachi e-Dost application for their spares, service, and sales needs.











Best DAM – Parts Reward Program for Q4 FY23-24: The Best DAM – Parts Reward Program was initiated to promote new spare parts released periodically. Mr. Madhav Patankar, DAM-Parts for Pune & Kolhapur, achieved the highest share of business through new products in Q4 FY23-24. The reward program was communicated in January 2024, recognizing outstanding performance in driving sales of new spare parts





We are proud to announce that the Guwahati Branch has received an appreciation letter from the Border Road Organization for successfully commissioning field training on newly supplied machines. This recognition highlights our commitment to excellence and customer satisfaction. Congratulations to the team for this achievement! Here are few glimpses of our machines operating in extreme conditions.



BRO 90RCC -EX200 commissioned at sub zero temp



BRO 90RCC (VARTAK) -EX200 in action at 13000+ feet

Mining ABP 2024-25 at Nagpur: The Mining Annual Business Plan (ABP) 2024-25 was successfully conducted in Nagpur. This strategic event focused on outlining the goals and initiatives for the upcoming fiscal year, ensuring a robust plan to drive growth and efficiency in our mining operations. Key stakeholders and industry experts participated, providing valuable insights and strategies for achieving our objectives



Celebration of 100th Certified Machine from UEB-Dharwad: Team Tata Hitachi joyfully celebrated the certification of the 100th machine from UEB-Dharwad. This milestone signifies our dedication to delivering high-quality machinery, backed by rigorous standards and expert craftsmanship. We extend our gratitude to our skilled team at UEB-Dharwad for their commitment to excellence and look forward to continuing our journey of innovation and reliability in manufacturing.



PLANT NEWS

DHARWAD

Communication Meeting and Safety Award Ceremony: On April 19, 2024, a communication meeting and safety award ceremony were held at the plant. The Plant Head addressed all employees, highlighting the previous year's performance and outlining targets and plans for the current year. Following the address, the safety award ceremony recognized employees' outstanding contributions to maintaining a safe work environment.











HMAP Group Visit: On April 26, 2024, an 11-member team from HMAP, HCMI, HCMM, HCM, and HCMT visited the Dharwad plant. The visit focused on exploring the potential for importing Tata Hitachi's products to Southeast Asian countries, strengthening our international collaboration and market presence







Visit by TAMCEO: On April 6, 2024, members of the Tamil Nadu Construction Equipment Owners Association (TAMCEO) from Chennai visited the Dharwad plant. The visit provided an opportunity for TAMCEO members to gain insights into our operations and strengthen our relationship with key industry stakeholders











Yamada San's Visit to Plant: The visit of Yamada San commenced with an introduction and a comprehensive plant overview presentation. This was followed by a tour of the plant facilities and the PIP (Hydrolines facility), providing a holistic view of our operations and projects at Dharwad. The visit also included a tree plantation ceremony by Yamada San and concluded with a visit to the OTC.



Customers Visit: Customers from PSN Bangalore and Kochi visited the Dharwad plant to gain insights into our operations. They received a comprehensive plant overview and presentation, followed by a session with the senior management team. During this interaction, customers provided valuable feedback on our machines and discussed opportunities for improvement, reinforcing our commitment to customer satisfaction and continuous enhancement.











Volleyball Tournament at Plant: The Dharwad plant organized a volleyball tournament that started on May 15 and successfully concluded on May 20, 2024. The event was a great success, fostering team spirit and camaraderie among employees







Regional Strategy Meeting in Dharwad: On May 27 and 28, 2024, the regional strategy meeting took place in Dharwad. It commenced with presentations by HCM and Tata Hitachi, followed by individual meetings with the global BU. Participants toured the plant facilities, gaining a comprehensive overview of operations and projects. The visit concluded with tours of the OTC and UEB.



On June 5th and 6th, 2024, POSH (Prevention of Sexual Harassment) training was conducted for all employees in batches. Additionally, a separate POSH training session was held for all female employees on June 7th. These sessions underscore our commitment to maintaining a safe and respectful workplace for everyone





World Environment Day Celebration at plant: On June 6th, 2024. World Environment Day was celebrated at the Dharwad plant with a tree plantation drive. Employees planted 50 saplings within the plant premises. Additionally, the THCM team, along with government school teachers, students, and NGOs, planted 100 saplings each at Karadigudda Govt. School and Yattinagudda Govt. School. The event highlighted our commitment to environmental sustainability and community involvement



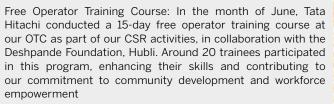






As part of our CSR initiatives, Tata Hitachi participated in a tree

plantation drive at the Water and Land Management Institute (WALMI) under the Government of Karnataka. In celebration of World Environment Day, over 200 trees were planted. Additionally, we provided our Shinrai machine for 20 days to assist in the desilting of the lake within the WALMI campus. This effort underscores our commitment to environmental sustainability and community support







On June 7, 2024, Tata Hitachi's Dharwad plant hosted a blood donation camp conducted by the District Hospital. The camp successfully collected 55 units of blood, demonstrating our commitment to supporting healthcare initiatives and community well-being.









Belur lake Tree plantation drives was conducted on 12th June 2024 and Belur lake was desilted throughout the month of June 2024









KHARAGPUR

On May 9, 2024, a townhall meeting was organized at the KGP plant, drawing over 250 employees, including TM and EG grade staff. The meeting was chaired by Mr. Anand, Head of Manufacturing, Facility Planning, Quality, and Design.

Key Highlights:

Leadership Address: Mr. Anand provided a comprehensive overview of current initiatives and future plans, emphasizing our commitment to excellence in manufacturing, facility planning, quality, and design.

Employee Engagement: The townhall facilitated open dialogue, allowing employees to voice their opinions, ask questions, and share ideas.

Strategic Insights: Key strategies for the upcoming year were discussed, focusing on enhancing operational efficiency, quality improvement, and innovation.

Recognition and Motivation: Employees' contributions were acknowledged, fostering a sense of belonging and motivation within the team.

The townhall was an invaluable opportunity to align our goals, address concerns, and reinforce our collective commitment to achieving new heights of success.







Enhanced EHS Activity: In April 2024, the Kharagpur plant introduced revised guidelines on Contractor's Safety Management. These guidelines, which include performance rating and consequence management, underscore our commitment to ensuring a safe and compliant working environment for all.







World Thalassemia Day Blood Donation Camp:

On May 10, 2024, Tata Hitachi Kharagpur plant commemorated World Thalassemia Day by organizing a blood donation camp at the training hostel. The event aimed to raise awareness about thalassemia and support local blood banks, assisting patients in need of transfusions. Medical professionals from two local blood banks ensured donor safety. The camp received an overwhelming response, collecting 106 units of blood from employees and contract workers. Tata Hitachi expressed gratitude to all participants and pledged to continue such impactful initiatives. Special thanks to the medical staff and volunteers





Tata Hitachi Recognized for Voluntary Blood Donation Camps at Kharagpur:

As part of our CSR Healthcare initiative, Tata Hitachi regularly conducts voluntary blood donation camps at Kharagpur, in collaboration with local blood banks. These efforts support thalassemia patients and critical individuals needing blood transfusions. On June 14, 2024, World Blood Donor Day, our company received a special memento for organizing the maximum number of voluntary blood donation camps, with around 500 donors annually. The memento was presented by Dr. R.K. Behera from Divisional Railway Hospital, S.E. Railway, Kharagpur, and Honorary President of Kharagpur Voluntary Blood Donors Organization (KGPVBDO). This recognition reinforces our commitment to building a better tomorrow and encourages us to continue saving lives





World Environment Day Celebration at KGP (June 5, 2024)

Tata Hitachi KGP marked World Environment Day with a series of impactful activities. Senior management led a tree plantation drive, followed by an engaging skit (Nukkad Natak) performed by the KGP team, focusing on afforestation and water conservation. The theme for the day highlighted land restoration, desertification, and drought resilience. Top management shared messages to raise awareness among employees. The event was attended by 765 participants, including senior management. Additionally, an on-the-spot quiz and an online quiz about environmental conservation added to the day's educational and interactive activities







Key Account Customer Plant Visit: M/s Quality Crusher, Kannur, Kerala

On June 19, 2024, Mr. Jilson Joseph, Mr. Reji Joseph, and Jineesh Thomas, partners of M/s Quality Crusher, visited Tata Hitachi's plant. The visit focused on the new Ultra series ZAXIS 220LC Ultra excavator and manufacturing of the new TL340H Prime and ZW225 loaders.

Mr. Arijit Ghosh and Mr. Siddharth Sharma provided an overview of the factory operations, infrastructure, and new hydrostatic circuits of TL340H Prime







Exhibition Football Match:

On June 6, 2024, an exciting exhibition football match was held between the Fabrication team (Heavy and Mid) and the Assembly team (Heavy, Wheeled, and Mid). The Fabrication team emerged victorious with an impressive score of 5-0. Special congratulations to Mr. Sambhu Murmu from Fabrication for scoring the highest goals. Well done to all participants for an exhilarating match!







TATA HITACHI

On 17th April 2024, sportsmanship was on full display as members of Tata Hitachi Kharagpur Plant and the All India Tata Hitachi Sales and Marketing team came together for a friendly cricket match. The event fostered team spirit and camaraderie, showcasing the unity and enthusiasm within our organization. It was a memorable day of fun, competition, and teamwork.

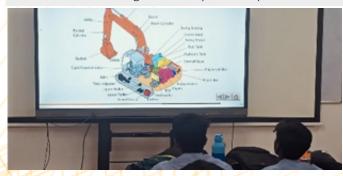






On-the-Job Training for ITI Students:

In June 2024, Tata Hitachi Kharagpur Plant welcomed 50 final-year ITI trainees from ITI Midnapore for a 10-day On-the-Job Training (OJT) program. Aligned with Tata Hitachi's vision of nation-building and skill enhancement, the trainees from Machinist, Fitter, and Turner trades participated in classroom sessions, machine operation demonstrations, and a comprehensive plant tour. This initiative, part of our CSR efforts, ensures trainees gain essential practical experience to excel in their careers and meet industry requirements





 $Tata \ Hitachi \ Kharagpur \ Plant celebrated \ the \ 10^{th} \ International \ Yoga \ Day \ with enthusiasm. The event featured guided yoga sessions, relaxation techniques, and laughter yoga, led by certified instructors among the employees. With over 155 participants, including senior executives, the celebration highlighted \ Tata \ Hitachi's commitment to employee well-being and teamwork.$







On June $3^{\rm rd}$, during the monthly WAG meeting, we introduced a new initiative to celebrate the birthdays of WAG members. This initiative aims to foster a sense of community and appreciation among team members, making each meeting a more enjoyable and memorable experience.

Inauguration of Emergency Ambulance Service at KGP Plant. This service enhances our commitment to employee safety and wellbeing, ensuring prompt medical assistance in emergencies





KEY HANDOVERS AND CUSTOMER FELICITATIONS

Felicitated Mr. Sanjiv Beri, Director of SNS Minerals Pvt Ltd: Nagpur Team proudly felicitated Mr. Sanjiv Beri, Director of SNS Minerals Pvt Ltd, Maihar, during the delivery of one unit of the ZAXIS 220LC Ultra. This event marks another milestone in their valued partnership. Congratulations to Mr. Beri and the SNS Minerals team!



Handing Over Ceremony of New EX2600-7 Excavator: On 3rd June 2024, a significant handing-over ceremony took place where Mr. Santosh Gupta, Mr. Rishi Raj, and Mr. Alok Kumar presented the key of a newly inaugurated EX2600-7 excavator. The ceremony was held at West Bokaro Division, where the General Manager of Tata Steel (West Bokaro) received the key. This event symbolizes our commitment to providing advanced equipment and strengthening our partnership with Tata Steel, contributing to enhanced operational capabilities and efficiency



Handing Over Ceremony of New EX2600-7 Excavators: On 15th April 2024, a significant handing-over ceremony took place where Mr. Toshiki Onishi, Mr. Santosh Gupta, Mr. Rishi Raj, and Mr. Alok Kumar presented the keys of two newly inaugurated EX2600-7 Excavators. The ceremony was held at West Bokaro Division, where the Vice President RM of Tata Steel and the General Manager of Tata Steel (West Bokaro) received the keys. This event marked an important milestone in our partnership and commitment to delivering advanced equipment for enhanced operational efficiency.



Unveiling Excellence: Tata Hitachi's EX 210 Infra Super+ was launched at Hotel Crown Plaza, Ahmedabad. This series redefines excavation with cutting-edge technology, embodying practicality and superior value. Here are few glimpses from the event.







PARTS MELAS



M/s Indian Construction Machinery Pvt Ltd successfully conducted a 'Parts Mela' at the Chakan Outlet in Pune District. The event showcased a wide range of parts and brought together industry professionals for an informative and engaging experience.

TRAINING PROGRAMS

Here are glimpses of various training programs conducted







Value Selling Training for Grease at Vendor Factory: On June 19, 2024, a training session on Grease – Value Selling was conducted at the Vendor Factory. Attendees included Dealership Parts & Services Managers from the North Region and the Tata Hitachi Regional Parts Team. The training covered various manufacturing processes and specifications to enhance value selling and emphasized ownership cost benefits for customers. The dealership team highly appreciated the session, which aims to improve the sales experience and revenue.





A training session was conducted for Rama-Dealer engineers and the backend support team, led by trainers A. Murugan (BSM) and P. Somasundara Pandiyan (DAM). This session aimed to enhance technical skills and support capabilities, ensuring superior service delivery and customer satisfaction. The training emphasized product knowledge, troubleshooting techniques, and effective communication strategies to empower the team in providing exceptional support and service to our valued customers.



Operator and maintenance training session provided to M/s. CIVET PROJECTS PVT LTD at their Khammam site, conducted by trainers A. Murugan (BSM) and P. Somasundara Pandiyan (DAM) on 15^{th} May 2024.



Operator and maintenance training provided to M/s. SRI SAI MINING & CONTRACTORS at their Hyderabad site. The training was conducted by trainers A. Murugan (BSM) and Nehal Dhegare (DAM) on 28th May 2024.







M/s. Recon Tech's dealer engineers and backend support team. The training was conducted by trainers A. Murugan (BSM) and Nehal Dhengare (DAM) on 1st June 2024.





Training session for Venkata Sai Motors' dealer engineers and backend support team. The training was conducted by trainers A. Murugan (BSM) and Vivek Jawnekar (DAM) on 4th June 2024.

BIRTHDAY CELEBRATION

Here are glimpses of various training programs conducted



Birthday Celebration at Hubli Branch: Wishing Kotreshi and Rakesh Kadakabhavi a fantastic year ahead filled with happiness and success



Birthday celebration of Manjunath Patil, Shubam, and Somnath. Wishing you all a fantastic year ahead filled with joy and success. Additionally, we honor Rajesh Gupta, Head of SCM



Birthday celebrations at the SCM Office in Kharagpur! Wishing our colleagues a fantastic year ahead filled with joy, success, and happiness

TATA HITACHI

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Registered Offfice: Jubilee Building, 45 Museum Road, Bangalore - 560 025 www.tatahitachi.co.in

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