

SILVERLININGS

JULY - SEPT 2025 | VOLUME 34



TATA HITACHI CONSTRUCTION MACHINERY COMPANY PRIVATE LIMITED

Message from the Managing Director



Dear Colleagues,

The economy continues its strong growth momentum, with the first quarter GDP expanding by 7.8% year-on-year, driven by growth in services, manufacturing, and construction. The government's continued emphasis on infrastructure — reflected in a 33% rise in Capex till July and a 14% increase by states till August — sets a positive backdrop for our industry and future growth prospects.

It gives me immense pride to share the progress we have collectively achieved over the past few months. Each milestone is a reflection of our commitment to reliability, excellence, customer satisfaction, and sustainability, and I believe it is important to pause and acknowledge these accomplishments as we continue our journey forward.

This quarter, we witnessed a series of significant product launches. The SHINRAI Prime CEV 5 Backhoe Loader was introduced across multiple locations in India, receiving an encouraging response from customers. In addition, we rolled out our CEV 5 emission norm-compliant Wheel Loaders TL 340H Prime and ZW 225, further strengthening our position as a responsible and future-ready player in the industry. These launches not only expand our portfolio but also reinforce our role in supporting India's infrastructure development with technologically advanced and environmentally friendly equipment.

Our plants continue to be a cornerstone of our success. The Dharwad Plant's recognition for

Emerging Sustainable Practices is a proud achievement that highlights our steady march towards green operations. Complementing this, Tata Hitachi was honoured with multiple prestigious accolades – the 12th CII National Award for Environmental Best Practices 2025, the CII SHE Award, the Equipment India Award and recognition in the CII National Kaizen Competition. Each of these awards reflects the collective dedication of our teams in embedding sustainability, safety, and continuous improvement in our day-to-day work.

Engagements with customers and partners also marked this quarter. The visit of Coal India's senior team to our plant gave us an excellent opportunity to showcase our capabilities and strengthen trust with a key stakeholder. Similarly, hosting the HCM Latin America Team at Dharwad fostered collaboration and alignment with our global partners. Participation in industry platforms like the RAHSTA Expo and Conex South allowed us to present our solutions to a larger audience, reinforcing our presence in the construction equipment ecosystem.

Recently, Tata Hitachi introduced the ZAXIS 890LCH, which has delivered improved operating efficiency and reduced operating costs, resulting in better returns for our customers. Additionally, the launch of the ZAXIS 490H, another proud addition to our indigenously manufactured Ultra Series, marks a significant milestone. The model has been strongly accepted across the industry, further strengthening our position as a trusted partner in the nation's infrastructure growth journey.

While the excavator market has remained at similar levels to last year till August, due to excess rainfall during the ongoing monsoon, the market has shown signs of recovery in recent months. Although the backhoe loader segment faced a temporary correction owing to the transition to CEV 5 norms, we expect infra activities to accelerate in the second half of the year, leading to growth across segments for the full year.

As I reflect on these achievements, I am reminded that our success is built on the relentless dedication of each member of the Tata Hitachi family. Your commitment to quality, innovation, and sustainability is what drives our progress and strengthens our brand every day.

Let us continue to work with the same spirit of collaboration and determination, as we aspire to set new benchmarks and contribute meaningfully to society, our customers, and the industry at large. Together, we will build a more sustainable, innovative, and reliable Tata Hitachi.

As we step into the festive season, I extend my warm wishes to you and your families. May this time bring joy, peace, and togetherness to all.

Warm Regards,
Sandeep Singh
Managing Director
Tata Hitachi

ACCOLADES WON

Team Transmission Shines at CII National Competition

The Transmission team secured the 2nd Runner-up Award at the CII 25th National Supervisory Skill Competition in Kolkata, showcasing innovation, skill, and teamwork that make us proud.



Tata Hitachi Wins Platinum at ET Edge SCM Fest 2025

Tata Hitachi was honored with the Platinum Award for Excellence in Supplier Relationship Management at the Enterprise Supply Chain Awards, part of the ET Edge SCM Fest 2025 held at the Taj Palace, Delhi. With over 200 participating companies, Tata Hitachi emerged ahead of leading corporates. The award was received from Smt. Meenakshi Lekhi, former Minister of State for External Affairs. The recognition underscores Tata Hitachi's strong supplier partnerships and industry leadership, validated by a jury comprising senior bureaucrats, eminent former CPOs, and IIM/IIT professors.



Tata Hitachi Wins Asia's Best Inventory Management Solution Award

Tata Hitachi has been awarded Asia's Best Inventory Management Solution of the Year by Bradken, recognizing our effective management of GETs. This achievement reflects our commitment to timely supply, efficient order collection, and excellence in serving customers.



Tata Hitachi-Kharagpur Wins Gold at 53rd CII National Kaizen Competition

Tata Hitachi-Kharagpur participated in the 53rd CII National Kaizen Competition in Bangalore and won the Gold Award in the Innovative category. The team tackled the challenge of eliminating welding wire wastage during torch changeovers. Congratulations to team members Ankit Agrawal, Dilip Kumar, Lakhi Kant, Jugal Dolai, Abhishek Kumar, Ritu Pal, Birendra Kumar, and Anil Kumar for this achievement.



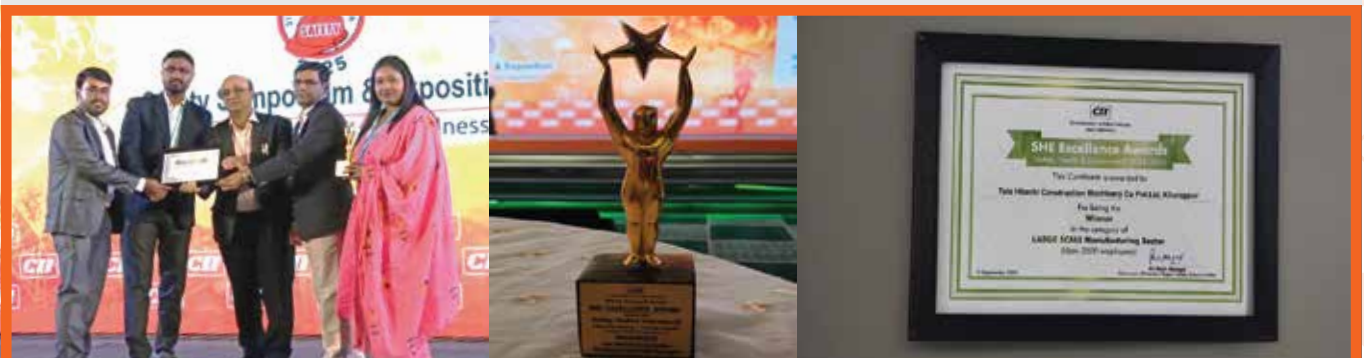
12th CII National Award for Environmental Best Practices, 2025

Tata Hitachi Kharagpur Unit received the 12th CII National Award for Environmental Best Practices 2025, held on 11–12 September in Pune. Recognized for excellence in Waste Management and Pollution Control initiatives, the award was presented by Jayanta Karmakar and Anup Sahoo, highlighting the unit's commitment to sustainable operations.



Special Achievement- Winner in SHE award by CII (State Level)

Tata Hitachi -Kharagpur Plant was awarded the SHE Excellence Award (2024–25) in the Manufacturing Large Scale category (up to 2,500 employees) at the CII 19th Safety Symposium & Exposition, ITC Sonar, Kolkata, competing with 64 companies. This prestigious recognition celebrates the plant's exemplary commitment to safety, occupational health, and environmental responsibility, setting a benchmark for industry best practices.



Special Achievement- 2nd Runner up in SHE award by CII (Region Level)

Tata Hitachi - Kharagpur Plant secured 2nd Runner-Up in the Manufacturing Large Scale category (up to 2,500 employees) at the CII 19th Safety Symposium & Exposition, ITC Sonar, Kolkata. The event saw participation from 101 companies across seven states in Eastern India. This prestigious recognition highlights the plant's commitment to safety, occupational health, and environmental responsibility, setting a benchmark for industry best practices and fostering a culture of well-being and sustainability.



Tata Hitachi-Kharagpur Recognized Across Multiple National Competitions

Tata Hitachi-Kharagpur earned accolades across several prestigious competitions: 13th CII IQ National Excellence: Platinum Award & 2nd Runner-Up in Operations for "Manufacturing cost optimisation under RT15 Initiative" (Team: Nitesh Kumar, Kumaresh Ghosh, Ritesh Tiwary, Sunil Pandey). Silver Award in Supply Chain for "Proactive procurement strategy for building resilient Supply Chain & Crisis Preparedness" (Team: Manish P Kumar & Mohd. Imtiyaz Ahmad).

36th Eastern Region Workskills Competition: Mr Rayavarapu Srirama Sarma (Design) topped SolidWorks – Design, and Mr Ajay Kumar Singh (Transmission) secured first in Miller.

20th Edition of 3M Competition: Platinum Award – MUDA Category for "Setup time reduction in TF tacking Fixture" (Team: Manas Karmakar, Deepak Singh, Tarit Salui, Shashi Bhusan, Soumen Mondal). Silver Award – MURI Category for "Line Balancing of ZAXIS 490 filter sub-assembly" (Team: Amit Das, Santosh Satpathy, Debabrata Chakraborty, Tapas Kundu, Shyamal Dolai, Ranit Banerjee).

22nd CII National Circle Competition – Platinum Award

Tata Hitachi-Kharagpur secured the Platinum Award at the 22nd CII National Circle Competition. Congratulations to the team members—Abhishek Shukla, Aribam Bangshilal Sharma, Shashi Bhusan Sahoo, Banisha Ghosh, Ashim Gorai, Rakesh Dubey, Deepak Singh, Biswajeet Khanra, Manas Karmakar, and Sandeep Das—for their outstanding performance and contribution.



39th CII Karnataka State Level Quality Circle Competition 2025

At the 39th CII Karnataka State Level Quality Circle Competition 2025 held in Bengaluru on 27th September 2025, Team SHINRAI Avengers from Tata Hitachi won the 'Best Theme' Award for their Kaizen project "Elimination of AC Duct Misalignment." The project was presented by Basavaraj and M. S. Chitti.



Tata Hitachi Dharwad Plant Recognised for Emerging Sustainable Practices

On 24th September 2025, Tata Hitachi Construction Machinery's Dharwad plant was honoured at the 3rd CII Karnataka ESG Summit for Emerging Sustainable Practices. This recognition highlights the company's strong commitment to Environmental, Social, and Governance (ESG) responsibility.



HIGHLIGHTS OF THIS QUARTER

EQUIPMENT INDIA AWARDS

Let's continue driving excellence together!

These achievements reflect our unwavering commitment to excellence and innovation. Congratulations to everyone who contributed. Your dedication and hard work have made this success possible.

Bestseller in Crawler Excavators



Bestseller in Mini Excavator



Green Factory of the Year



Best After-Sales Service Provider {Excavator Segment}



Building Connections at South Conex 2025

South Conex 2025 offered a valuable platform to engage with contractors and hirers from North and Central Tamil Nadu, strengthening our brand presence in the region. Key associations, including TAMCEO and the Tamil Nadu Highway Contractors Federation, actively participated, visiting stalls and exploring products that support their business growth.

THCM Shines at 15th Rahsta Expo, Mumbai

Tata Hitachi participated as the Equipment Partner at the India Construction Festival 2025, held at the Jio Convention Centre, Mumbai. The event drew over 7,000 visitors and industry leaders. Our display of the SHINRAI Prime CEV5 and ZAXIS 38U, along with an exclusive Tata Hitachi Brand Shop, garnered tremendous appreciation — reinforcing our commitment to innovation and excellence in the construction equipment industry.



MD-San's Visit to Key Customers

Our Managing Director visited key customers ARSS and KCCL. He was warmly received by Mr. Subhas Agarwal at ARSS and Mr. S. R. Samal, CMD, at KCCL. The visits reinforced long-standing partnerships and celebrated a decade of mutual trust, growth, and collaboration.

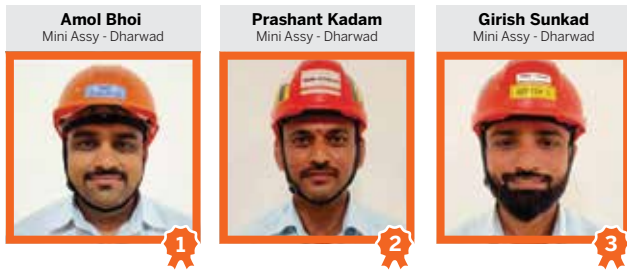


Tata Hitachi Skill Competition

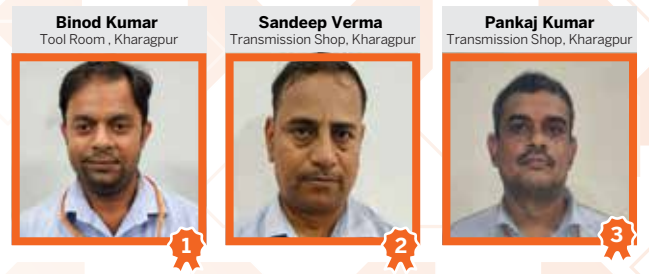
The 6th Tata-Hitachi Skill Competition concluded on 18th July 2025, with a record 324 participants across 13 competitions in 7 trades. This year introduced new trades and competitions, including Fabrication (material preparation & welding), Painting for Vendors & Contract, and Machining for Contract employees. Participants included 232 permanent, 64 contractual, and 28 vendor employees.

WINNERS

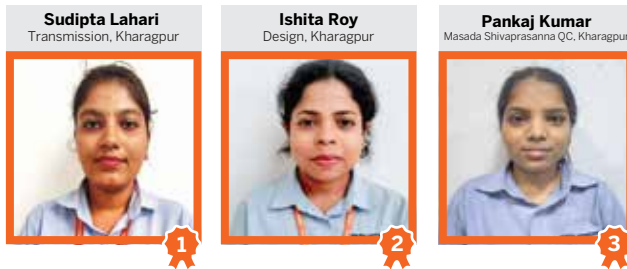
Assembly



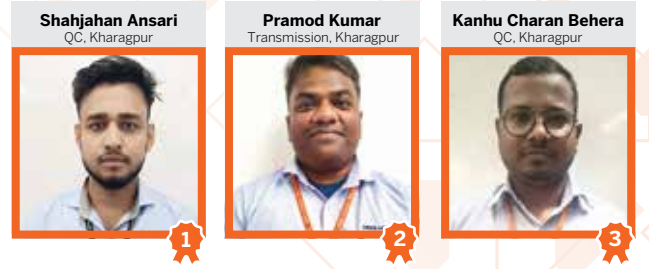
Machining



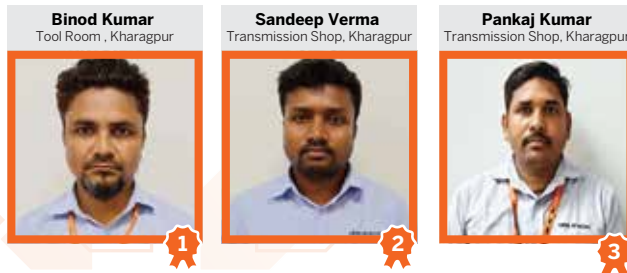
Measurement- Female Category



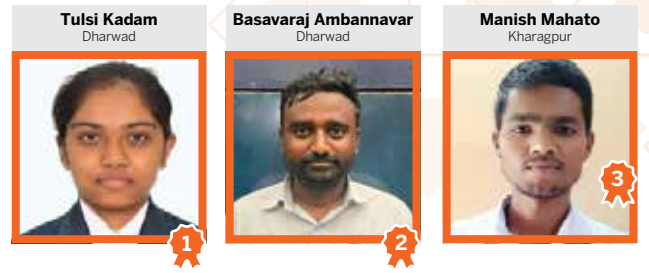
Measurement- Open Category



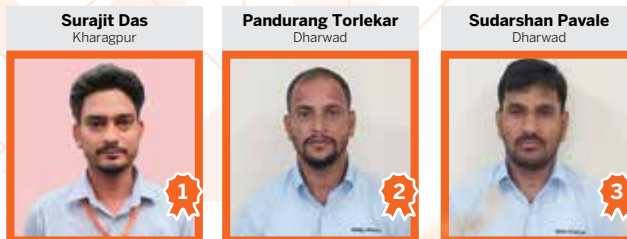
Painting



Robot Welding



Welding



Fabrication & Welding



OTHER NEWS

The Annual Service Competition 2025

The Annual Service Competition 2025 was held at Kharagpur on 23–24th July, bringing construction and mining engineers together for the first time. Top 12 contestants competed on the ZAXIS 220LC Ultra and ZAXIS 670H, undergoing rigorous tests to claim the title of Best Service Engineer FY 2025–26.

Winners included Santosh A (Chennai South2) as Best Engineer – Construction, with Joepaul Tharayil (Cochin South1) and K. Jithendra (South2) as runner-ups, in Mining, Md. Sameer (Hyderabad) clinched the Best Engineer title, followed by Ranjeesh Kumar (Jabalpur) and Jitendra Kumar Singh (Singrauli) as runner-ups. Winners were honored with trophies, certificates, and SHINRAI models in the presence of esteemed dignitaries.



Technology Day at Tata Steel West Bokaro

On 9th September 2025, Tata Hitachi FMC West Bokaro, in collaboration with Tata Steel, celebrated Technology Day, showcasing the latest advancements in excavators, dumpers, and mining solutions. The event highlighted innovations designed to enhance efficiency, safety, and productivity in operations. Adding to the achievement, FMC West Bokaro and OMQ divisions were honoured as Divisional Safety Torch Bearers for H2 FY25 in Tata Steel's Raw Materials Division. This prestigious recognition, accompanied by an award of ₹2 lakh, stands as a testament to the team's relentless focus on technological excellence, workplace safety, and robust risk mitigation practices.



Celebrating Excellence & Learning

The Quality Champions Programme 2024 award ceremony was held on 26th June 2025 at the Dharwad and Kharagpur plants, celebrating 148 participants from diverse functions across three stages. Continuing the focus on capability building, learner onboarding for Globis Unlimited - a leading online management and leadership platform - commenced on 22nd July 2025, with 95 Tata Hitachi employees embarking on their journey to become future leaders.



First Piling Rig on EX215LCQ Commissioned in Nagpur

Tata Hitachi successfully commissioned the first piling rig on the EX215LCQ in Nagpur, in collaboration with customer EEIL. This milestone marks a step forward in delivering customized solutions for specialized applications.

PRODUCT LAUNCHES

Expanding Product Portfolio

TL340H CEV5 Wheel Loader Debuts in South 2

The first TL340H CEV5 Wheel Loader launch in the South 2 region took place in August 2025 in Hyderabad. Key customers, including crusher owners and corporate clients, attended the event, exploring the machine firsthand and engaging enthusiastically with the team about its features and capabilities.



Nationwide Launch of SHINRAI CEV 5 – Setting New Benchmarks in Efficiency and Sustainability

Tata Hitachi continues its journey of innovation with the nationwide launch of the new SHINRAI CEV 5, compliant with the latest CEV Stage 5 emission norms. The machine delivers superior performance, fuel efficiency, and reliability — combining advanced hydraulics, enhanced operator comfort, and cutting-edge telematics for a smarter and greener operation.

The launch was celebrated through a series of product unveilings and customer meets across India, drawing an enthusiastic response from customers in the construction, infrastructure, and rental sectors.

The SHINRAI CEV 5 journey spanned a wide network of locations including Baramati, Rajamundry, Mumbai (Bhiwandi), Aurangabad, Bijapur, Koppal, Udaipur, Surat, Chandigarh (Mohali), Bhubaneswar, Raichur, Lucknow, Trichy, Mirzapur, Shahpur, Tirunelveli, Jharsuguda, Bangalore, Nagpur, Patna, Belgaum, Malappuram, Satna, Jhansi, Mahaboob Nagar, Ahmedabad, Khandwa, Ratlam, Karimnagar, Salem, Tirupati, Bhopal, Dehradun, Vizag, Chennai, Raipur, Durgapur, Jamshedpur, Gulbarga, Hyderabad, Kharagpur, and Barpeta.

Each event featured live demonstrations, active customer engagement, and strong interest, reaffirming the trust customers place in the Tata Hitachi brand and its commitment to sustainable progress.





PLANT NEWS

KHARAGPUR

Vendor Town Hall Meeting

Held at Kharagpur plant on 25th June 2025. Categories Covered were; Sheet Metal and Fabrication Commodities. The Agenda for the meet is as follows:

- Present business condition & performance of Tata Hitachi
- Production Targets & Preparedness.
- Presentations on Delivery, Quality, Logistics performance, VA/VE- Cost reduction & capacity utilization.
- Vendor Performance, Joint Activities, Expectations & Way forward
- Presentation from selected suppliers on their best practices.
- Interactive session involving Tata Hitachi delegates including Plant Head, VP-SCM, Head -Design and Head -Quality.



Engaging Customers Across Regions

Key customer visits were conducted to strengthen relationships and showcase our offerings. Highlights include a Tripura customer visit on 3rd September 2025, a visit from Chhatrapati Sambhaji Nagar on 9th September 2025, and a session with IRCON on 29th July 2025.



Tata Hitachi-Kharagpur Showcases Production Excellence in Japan

In July 2025, Debayan Ganguly of PPC, Tata Hitachi - Kharagpur, presented at the 2025 Production Rationalization Conference in HCM-Tsuchiura, Japan. He highlighted how Tata Hitachi-Kharagpur optimized inventory and streamlined production through the implementation of a Manufacturing Execution System (MES), demonstrating the plant's commitment to



Kharagpur Leadership at CII Manufacturing Conclave 2025

Mr Shashank Shekhar, Plant Head at Kharagpur, co-convoked the 6th edition of the CII Manufacturing Conclave 2025, themed "Future Ready Manufacturing: Smart & Inclusive Industrial Ecosystem." The event featured insights from a distinguished panel, including Mr Girish Nair, Head of SCM, highlighting trends and innovations shaping the industry.



EHS Special Activities – July'25

Virtual Reality Training for Height Workers

Interactive VR-based training sessions were conducted to enhance safety awareness and preparedness for height-related work.



Poster Competition on Theme-Based Campaign

Employees showcased their creativity through a poster competition promoting key safety themes and best practices.



Safety Equipment Demonstration by M/s Udyogi

A live demonstration on rescue and other critical safety equipment was conducted at the KGP Plant by M/s Udyogi.



On-Spot Quiz Competition & Awards

An engaging safety quiz was organized to test knowledge and encourage active participation, with winners felicitated on the spot.



Recognition for Highest Safety Observation Login

The Midi Fabrication Team was awarded by the Plant Head for recording the highest number of safety observations.



Tata Hitachi Leaders at Kiswok TQM Kick-Off

Mr Sandeep Mishra, Mr Kunal Ranjan, and Mr Deep Thakur attended the M/s Kiswok TQM Kick-off meeting in Kolkata as special guests, alongside representatives from Tata Motors and Tata Power. Mr Mishra shared insights on TQM, emphasizing principles from Deming, Crosby, and Juran, and encouraged active participation from all employees to ensure the initiative's success.



Recognition for Immediate Fire Risk Mitigation

Employees were awarded for their prompt response and effective action in mitigating potential fire risks.



Best Safety Poster Award

The best safety poster on the theme-based campaign was recognized and awarded by the Head of Manufacturing.



Mr. Jayanta Karmakar was certified by Bureau Veritas for successfully completing the assessment for the lead verifier Training Course on Green Gas Accounting.



Mr Pranay Kumar, Head of Heavy Fabrication, successfully completed the Management Development Program (MDP) at IIM Lucknow, enhancing his leadership and management capabilities.



CSR Initiatives of FY 2025-26

Health Camps Reach 300 Villagers

Two free health camps were organised in Rupnarayanpur and Baradiah, providing vital medical support to around 300 villagers.



1st Blood Donation Camp of FY 2025-26

On 18th July 2025, Tata Hitachi organised its first blood donation camp of the financial year, collecting 119 units of blood. The initiative reflected the team's commitment to community well-being and social responsibility.



Supporting Ghatal Together

Our team stepped up to aid flood-affected areas in Ghatal, donating essential relief materials to help the community recover.



79th Independence Day Celebrated at Kharagpur

The Kharagpur plant proudly celebrated India's 79th Independence Day, honouring our nation and fostering team spirit through vibrant festivities.



Breast Health Awareness Session

A breast oncologist conducted an informative session at WAG, raising awareness and sharing key insights on breast health.



Indoor Sports



PLANT NEWS

DHARWAD

79th Independence Day Celebrated with Pride at Dharwad Plant

The Dharwad plant marked India's 79th Independence Day with flag hoisting by our Plant Head, a patriotic march past, and for the first time, a parade of Tata Hitachi machines—operated by a female employee in a salute to women empowerment. Employees and their families enjoyed awards, a selfie point, branded merchandise, breakfast, and an open JAM session, making the day memorable for all.



Khel Utsav 2025 Sparks Energy and Team Spirit

Khel Utsav 2025 celebrated sportsmanship and teamwork across Tata Hitachi, with record participation from employees. The vibrant opening ceremony was graced by Kobayashi Takahiro, Binoj Koman, Ranganath Kamath, and other senior leaders from the Dharwad plant.



Visit to Tata Motors – Dharwad Plant by WAG Committee

Dharwad Plant WAG Committee members visited the Tata Motors Plant at Dharwad on 5th August 2025. The visit provided a valuable opportunity to observe and understand the company's operations, workplace practices, & Innovative approaches. During the visit, the team was given a guided tour of various departments and the shop floor.



Visit by Mr. Ono Yasuyuki (HCM)

Mr. Ono Yasuyuki visited on September 19–20 to learn about Tata Hitachi business operations, cost reduction initiatives, and engaged with key vendors during his visit.



Launch of Srusthi – Fostering Design Creativity

Srusthi, a new initiative to promote core design competencies and spark creativity among designers, was successfully hosted at IIT-Dharwad.



CSR Initiatives

CSR Initiative Multipurpose shed inaugurated at Mummigatti Thanda to encourage Rural community Sports



World Environmental day celebrated by planting 1000 tree at Joint Director Agriculture Department campus Dharwad under CSR Initiative



SRIJAN members Dharwad participated in World Environmental day celebration by planting 1000 tree under CSR Initiative



SMART Board Distributed to Govt School Narendra Dharwad under CSR Education initiative



SMART Board Distributed to Govt School Kurubagatti, Dharwad under CSR Education initiative



SMART Board Distributed to Govt School Mangalagatti, Dharwad under CSR Education initiative



Under CSR Education Initiative Distributed News Paper student Edition Vidyarthi Udyoga Mitra and Janara Guru to local government Schools



Hubli Dharwad MP Shri Prahlad Joshi Handed over the Ambulance to District Health Office - Tata Hitachi Dharwad CSR initiative under Health



School Buses provided under CSR Education for Rastrotthan Vidyakendra School children at Dharwad



Dharwad Plant Rolls Out 500th ZAXIS 220 LC Ultra

The Dharwad Plant reached a proud milestone with the successful rollout of its 500th ZAXIS 220LC Ultra machine, marking excellence in production and performance.



KEY HANDOVER AND CUSTOMER FACILITATIONS

Customer Connect Drive

The Sampark Samadhan Program was organized by Zonal South 2 Team at Navayuga Engineering Company, Hyderabad, in August 2025, Fostering stronger engagement with key stakeholders. This initiative was continued and was also conducted at Madhucon Project Ltd., Hyderabad, reinforcing Tata Hitachi's commitment to customer connect and support.



SHINRAI Prime Handover

In August 2025, a key handover ceremony of 4 SHINRAI Prime machines was held with Ramky RE Sustainability, Chennai. The event marked a step forward in strengthening collaboration and supporting sustainable infrastructure development.



Clamshell success story

Zonal team East Region and Mitra Commercial, Durgapur, secured a prestigious order of 10 SMAG Clamshells. The order was placed by I.T. Enterprises (Al Fattah Enterprise), located in Asansol.



SDLV SHINRAI Customer Engagement Drive

A SHINRAI Customer Engagement Drive was organized by Zonal Team, Team SDVL and Team MGB to connect with customers, showcase the machine's superior features, and strengthen relationships. The initiative created an interactive platform for customers to experience the SHINRAI advantage firsthand, reinforcing Tata Hitachi's commitment to customer-centric solutions.



Key Handover to JSW:

On 4th July 2025, Tata Hitachi handed over nine machines, including 8 ZAXIS 490H ULTRA and 1 EX 350LC Prime, to JSW Group at their Barmer, Rajasthan site. This marks another step in strengthening our partnership with JSW.





Key Handover to M/s Gupta Enterprises, Indore

A key handover and felicitation was held for M/s Gupta Enterprises, Indore, marking the delivery of an NX30 Mini Hex. Formerly a competition key account, the customer has now joined the Tata Hitachi fold with the addition of a ZAXIS 370 in May and an NX30 in August. This milestone was made possible through the dedicated efforts of Sourabh Geete (BM, Indore), Amitesh Dhakad (MD, ES Infraserve), and the ES team.

Customer Felicitation: M/s Jagdamba Enterprise

Tata Hitachi celebrated M/s Jagdamba Enterprise in Kanpur, facilitated by dealer Adichi Infra India Pvt Ltd, recognizing their continued partnership and support.



Customer Felicitation: M/s Pitambara Granites

M/s Pitambara Granites, Lalitpur, was felicitated by Tata Hitachi with dealer Ghanaram Motors Pvt Ltd, acknowledging their trust and contribution to our growth.



25th ZAXIS 140H Ultra Handover – Trichy

The 25th ZAXIS 140H Ultra was handed over to key customer Mr John of A.S. Enterprises, Trichy. The event was presided over by Mr K P Jackson (Head – Infra & WL), Mr Manoharan (Dealer Principal – Raambaag), Mr Machaiah A.M (AGM – Infra), and Mr Balaji V (Zonal Head – South 3). Mr John expressed delight at the event and appreciated the support provided by Tata Hitachi and Raambaag in spares and services. A video testimonial captured his enthusiasm and his longstanding positive experience with the brand, highlighting its impact on his business growth.



First ZAXIS 370 LCH Single Tooth Point Ripper Handover – Pan India

The first single tooth point ripper for ZAXIS 370 LCH in India was handed over to M/s Avenier Granites, Tekkali, Andhra Pradesh, by dealer SDL-Vijayawada. Designed for efficient handling of granite blocks, this milestone marks a significant achievement for both the customer and the dealer.



Major CEV5 Order Delivered to Ramalingam Construction

Twelve CEV5 SHINRAI Backhoe Loaders were delivered to M/s Ramalingam Construction Company Ltd., now operating across the Chennai-Bengaluru Expressway project between Chennai and Ranipet. This marks the first major order delivered under the new CEV5 norms implemented from 1 July 2025.



CUSTOMER MEET

Autobahn Aurangabad - Customer meet at Latur for SHINRAI on 5th Sept 2025



EX210LC Shines at Tiruchengode Rig Owners Meeting

The Tiruchengode Rig Owners Association meeting in August 2025 saw over 250 contractors gather to explore the latest in rig technology. The EX210LC was on display, highlighting its capabilities with Drill Rig tools. Mr Balaji, Zonal Head South 3, graced the event as chief guest, alongside other industry dignitaries. Customers responded positively to the machine's features and appreciated the seamless event arrangements.



Autobahn Aurangabad SLR Customer Meet – Jalna

On 26.08.2025, Autobahn Aurangabad hosted an SLR customer meet at Jalna, bringing together clients and experts for discussions, insights, and strengthened partnerships.



SERVICE CAMPAIGN

MGB & SDVL Team Interaction Session

On 13th August 2025, the Field Service Team from Zonal South 2 held an engaging interaction with the Dealership SDLV Field Service Team at their Vijayawada Office and Team MGB. The Session focused on strengthening service support capabilities and exploring avenues for enhanced business generation



Strengthening Ties

Zonal Service Head strengthened dealer connect with visits to M/s Pavan Motors, Shivamogga (24th July 2025) and M/s PSN, Bangalore (25th July 2025).



Field Service Team Interaction – Vijayapura

On 25th and 26th August 2025, the Zonal Service Team engaged with M/s. Bijjargi Excavation Solutions in Vijayapura. The sessions focused on strengthening service support and enhancing operational efficiency.



Kaveen Infra Service Campaign – Gandhidham

In July 2025, Kaveen Infra conducted a service campaign in Gandhidham, providing expert support to enhance equipment performance and customer satisfaction.





Raambaag Service Team Celebrates Outstanding Growth

In August 2025, the Raambaag Head Office celebrated the Service Team's remarkable 46% Y-o-Y growth in Parts Performance for Q1, covering both Retail and Offtake. The team left motivated and confident, aiming to sustain this strong performance in the coming quarters.

Service Campaign & Parts Mela

Customer Engagement Program – Pathankot

On 16th and 17th September 2025, Tata Hitachi, along with dealer DADA Motors Infratech, engaged with key customers M/s MVD Cementation and New Shiva Stone Crusher in Pathankot. The sessions focused on strengthening partnerships and enhancing customer support.



Autobahn Aurangabad Service Campaign – Nashik

On 13th August 2025, Autobahn Aurangabad conducted a service campaign in Nashik, engaging customers and ensuring optimal vehicle performance through expert support.



DEMOS AND ROADSHOWS

Topcon Machine Control System Demo at Kharagpur OTC

To introduce advanced technologies like AI, Automation, and ICT in Tata Hitachi machines, the Attachment Team coordinated a Topcon Machine Control System demo at Kharagpur OTC. Mr Sudhakar Singh (PD) and Mr Aman Kumar (Design) led the successful demonstration in collaboration with the Topcon team, showcasing the potential of smart machine operations.



Autobahn Kolhapur Roadshows – SHINRAI Prime BS V

Autobahn Kolhapur recently hosted two roadshows for the SHINRAI Prime BS V, showcasing the product and engaging customers with live demonstrations and expert insights.



First EX215LCQ-Based Piling Rig Commissioned in Nagpur

The first piling rig on the EX215LCQ base was successfully commissioned in Nagpur with KA customer Eimco Elecon India Ltd. This milestone opens new opportunities for future sales in foundation-related applications.



New Ripper Tooth Tested on EX215LC Prime at Kharagpur

The newly developed Ripper Tooth was successfully trialed on the EX215LC PRIME at the KGP factory by the Attachment and Factory Team. The innovation was also showcased to IRCON International during their factory visit. Following the trials, three units were billed and dispatched to customers.



SHINRAI vs Competition Benchmarking – ICMPL Pune

A benchmarking session was conducted at ICMPL Pune to evaluate SHINRAI against competing machines, providing insights for performance improvement and strategic enhancements.



PLANT VISITS

Coal India Management Visits Tata Hitachi Kharagpur Plant

On 22–23 August 2025, Tata Hitachi hosted the Executive Director and senior officials from Coal India at its Kharagpur plant. The visit highlighted Tata Hitachi's advanced manufacturing, R&D, and remanufacturing capabilities. Delegates explored shop floors, assembly areas, training complexes, and REMAN centres, expressing keen interest in robotics and remanufacturing innovations that enhance uptime and equipment lifespan. The interactive sessions reinforced trust in Tata Hitachi as a technology-driven solutions provider and opened avenues for strategic collaboration in bucket fabrication and skill development initiatives.



HCMA Team Visits Dharwad Plant

Mr. Kei Matsumoto and Mr. Gui Borghi from HCMA visited the Dharwad plant on July 29–30, 2025, to review SHINRAI backhoe loaders. The two-day visit included plant tours, product presentations, performance testing, and discussions on Latin American market requirements. The team appreciated the products and suggested improvements to align with market needs.



Vietnam Customer and Partners Visit Dharwad Plant

On September 22, Vietnam customer CC1 & JSC, HMAP Singapore, and Mico dealer visited the Dharwad plant to explore operations and export machines, including SHINRAI backhoe loaders, EX 210LC Prime, and NX80. The day included plant tours, machine demonstrations, and discussions on Tata Hitachi's carbon neutrality roadmap. The visitors appreciated the products, processes, and expressed enthusiasm for future collaboration.



Hands-On Experience for Dealership Teams

Dealer Parts Managers and team members participated in factory visits to ILIN, Mumbai, and FFPL, Pune, gaining first-hand exposure to oil blending, filter manufacturing, and quality testing processes. These visits offered valuable learning, enhancing product knowledge and strengthening dealership expertise.



Autobahn Aurangabad Customers Visit Kharagpur Plant

On 9th September 2025, existing long-reach excavator customers from Jalna, associated with Autobahn Aurangabad, visited the Kharagpur Plant. The visit provided an opportunity to showcase operations, engage with the team, and strengthen customer relationships.



Tata Hitachi Team Visits HCM-RINKO Plant, Japan

Asahina Tatsuya, Santosh Satpathy, and Chandar Kumar visited the HCM-RINKO Plant in Japan to study the EH3500 AC-3 Dumper facility and observe process operations, gaining insights to enhance local practices and performance.



Vanzara Customer Group Visits Dharwad Plant

On 28th August 2025, prominent BHL buyers from the Vanzara community, associated with Kaveen Infra Ahmedabad, visited the Dharwad Plant. The visit strengthened customer relationships and provided an opportunity to showcase our products and operations.



FINANCIER MEETS

Nagpur Zonal office conducted Financier meets with HDFC Bank, Yes Bank, TATA Capital, IndusInd Bank HDB, Sundaram Finance Ltd, Kotak Bank, ICICI Bank, Axis Bank in the months of August to September.



Indian Construction Machines Pvt Ltd (ICMPL), Pune: Annual Financers Get together at Pune on 12th sept 2025.



MOU Sign-off between CSB Bank and Tata Hitachi. We are proud to announce this partnership, making another milestone in our journey on 20th August 2025.



Mega Financier Meet with HDFC Bank – Zirakpur

On 12th September 2025, DADA Motors Infratech, in collaboration with Chandigarh THCM Branch, hosted a Mega Financier Meet with HDFC Bank in Zirakpur, fostering stronger partnerships and exploring new financing opportunities.



TRAINING PROGRAMS

Special SPE Training at SSES Nagpur

A special SPE training program was conducted at SSES Nagpur by trainers Bhanu Parkash and Ashok Raut, with support from the Tata Hitachi team. The program enhanced awareness of SPE practices, improved skills in parts conversion and reman business, and highlighted ASC contract opportunities. Outcomes included greater customer satisfaction, stronger trust, and a boost in parts sales and profitability.



Upskilling Operators & Site Teams at KA Customer SNS

KA Customer SNS in Maihar, Jabalpur recently hosted hands-on training for operators and site personnel. Sessions were led by Mr. Pankaj Lokhande and Mr. Sunil Ojha, in collaboration with dealer KIPL, Jabalpur, ensuring practical skills and enhanced on-site performance.



Operator Training at Jamul Site

Hands-on training for operators and site personnel conducted by Mr. Pankaj Lokhande and Mr. Sunil Ojha, in collaboration with dealer partner KIPL, Jabalpur. Enhancing skills, boosting on-site efficiency.



Operator Training at Bhatapara Site

Practical training for operators and site personnel led by Mr. Pankaj Lokhande and Mr. Sunil Ojha, with support from dealer partner KIPL, Jabalpur. Building skills for better on-site performance.



EX1200-V Training at WCL Training Institute, Chandrapur

Operators and site personnel received hands-on training on the EX1200-V at WCL Training Institute, Chandrapur. Sessions were conducted by Satyabrata Bal, Suraj Singh, and Akash Kumar, enhancing technical skills and on-site efficiency.



ZW225 CEV-5 Wheel Loader Training at Koradi TPS, Nagpur

Operators and site personnel at Koradi Thermal Power Station, Nagpur participated in hands-on training on the ZW225 CEV-5 wheel loader. The program was conducted by Satyabrata Bal (Project In-charge, WCL Cost-cap), Sai Kumar Erla (Mining Engineer, Chandrapur), and Kushal Asutkar (Mining Engineer, Nagpur), enhancing operational skills and on-site efficiency.



MGB & SDLV Team Interaction Session – Vijayawada

On 13th August 2025, the Zonal South 2 Field Service Team engaged with the SDLV Dealership Field Service Team at Vijayawada. The session focused on strengthening service support and exploring new avenues for business growth.



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Compiled and Edited by the Communications Team