

TILTALK

Aug-Oct, 2008

Our News Views & Events



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Message from Vice Chairman and Managing Director



Dear Reader,

My heartiest festive greetings to you and your family.

This issue of TILTalk comes at a time when there is some uncertainty all around us. The festive sentiments are being weighed down by the challenging times in the Indian economy.

Low confidence, low sentiments are never conducive to growth prospects, economic or otherwise. Although the global conditions are raising concerns in India and the outlook is perhaps not looking as bright, the Govt of India has initiated many measures to minimize the probable effects. I agree the times are unusual and that India can never be insulated from whatever is happening globally. However, panic will get us nowhere; instead, I am sure that we will weather this storm through our resilience and our strong fundamentals. Moreover, at TIL we must do everything to remain positive but realistic and work towards what we have set to achieve as our 212 goals. I have my full faith in Team TIL.

This issue of TILTalk has many stories that are bound to generate positive feelings in us. In MHS Zone, our tie up between Hyster and Astec signifies great business opportunities for TIL in the coming years. The maintenance contract for Aqdas Maritime Agency is encouraging as this is the first time we are running such a contract for Reach Stackers in the country.

CMS and PSS zone also has stories on the second Contractor College and Rentals, which are our new focus areas. Getting the ONGC contract for our PSS team is another example of our never-ending commitment to performance and leadership. By far this is the largest single supply contract for Caterpillar in Asia Pacific.

You will enjoy browsing through the photo gallery of the 64th Foundation day. Read about Focus in the 212 section, which says- Having simple clearly defined goals can cut through the fog like a beacon in the night. This is especially critical to overcome the uncertain outlook hovering over us.

Our regular pages on People, Well Being and Fun continue which I am sure you will enjoy reading.

Happy Reading and do send in your feedback.

Sumit Mazumder

Announcing a Great Strategic Alliance

TIL partners with Hyster

TIL, the market leader in mobile cranes in India has recently forged a partnership with Hyster, a global leader in Lift Trucks range. From August this year, TIL's extensive offering of material handling equipment include Hyster's range of high-capacity Forklift Trucks, Empty & Laden Container Handlers and Reach Stackers.

An agreement has been signed between Nacco Material Handling Group and TIL during the recent visit of Mr. Sumit Mazumder, Vice Chairman and Managing Director, TIL Limited and Mr. Michael P. Brogan, CEO, Nacco Materials Handling Group, USA. Ms. Victoria L. Rickey, Vice President – Marketing & Retailing Operation and Mr. S.K. Bhatnagar, President – MHS were also present at the signing ceremony.

Through this strategic relationship with Nacco Materials Handling Group, TIL will be able to make available Hyster Big Forklift Trucks, Empty Container Handlers and Laden Container Handlers to the customers, enhancing our ability to provide complete material handling solutions.

"This relationship between Hyster and TIL represents a significant step for TIL to accelerate growth in our business of material handling solutions," said Sumit Mazumder – Vice Chairman and Managing Director TIL Ltd. He further added - "There is a significant opportunity for growth in Big Trucks, Forklifts and Container Handlers market in India and its neighbouring countries. Under this new partnership we will significantly increase the depth and breadth of our coverage as well as focus on seizing all the possible opportunities with increased product line to reach new customers."



Mr. Sumit Mazumder with Mr. Michael P. Brogan at the signing ceremony.

Products available from TIL under this exclusive agreement in India and the neighbouring countries include:

- u High Capacity Forklift Trucks
- u Empty Container Handlers
- u Laden Container Handlers
- u Reach Stackers

Nacco Material Handling Group is head quartered in Portland, USA and employs more than 10,000 people worldwide. With a geographical spread spanning the entire globe, the company has an annual business turnover exceeding USD 2.7 billion. ■





Boon for the Indian Road Making Industry Astec joins hands with TIL



Mr. Sumit Mazumder, Mr. SK Bhatnagar with Mr. Benjamin G. Brock of Astec Inc.

TIL will soon bring to its customers in India a complete and most modern line of continuous Hot Mix Asphalt Plant for road building activities under agreement with Astec Inc. Tennessee, USA.

Our Vice Chairman and MD, Mr. Sumit Mazumder and President, Mr. S.K. Bhatnagar recently visited various factories of Astec group in USA. Detailed discussions were held with Mr. J. Don Brock, Chairman and CEO, Mr. Benjamin G. Brock, President and Mr. Steven L. Claude, Vice President, International Sales of Astec, Inc., to develop strategy and

finalize detailed plan for bringing Astec technology and equipment to Indian customers. Accordingly a long term agreement was signed between the two companies.

Astec Inc. is a world leader in Hot Mix Asphalt equipment technology, support and training. Astec manufactures a complete line of stationary relocateable and portable continuous mix Asphalt Plants. Its core products include Double Barrel drum mixer, PC base computer control system and high efficiency burners. Asphalt Double Barrel mixer has a unique ability to produce mix up to 50% reclaimed asphalt pavement content without added fuel costs or emissions.

Indian road making industry will greatly benefit from this technology and partnership. ■

MANITOWOC & TIL MEET to build a stronger future

TIL and Grove Cranes USA (part of Manitowoc Crane Group) share a partnership spanning decades for the manufacture of a wide range of products to support the entire gamut of lifting needs in India. The strategy at both Grove and TIL has been guided by their common vision to foresee tomorrow's trends. To reinforce this shared vision further, TIL and Grove management met in Wisconsin, US in June 2008 to discuss the opportunities created by the positive growth trends in the mobile and crawler crane market in India and ways to optimize on the upsurge.

Mr. Sumit Mazumder and Mr. S. K. Bhatnagar met with Mr. Glen Tellock, Mr. Eric Etchart and other senior members of Grove & discussed strategies and plans to meet up with the customer demands and market dynamics.

Introduction of new products, increased market coverage as well as enhancing product support were a few areas covered in the meeting.

Manitowoc Crane Group showed full support and appreciation towards all the initiatives taken by TIL to build a stronger position in India and its preparation to fulfill customer expectations in this growing market. ■

Hyster Training Programme in Kolkata



Training in progress at Shuban-Taratolla

At TIL we always recognize the value of Training for optimizing human potential, which further helps the employees gain the competitive edge and achieve the organizational goals.

As a part of the TIL and HYSTER partnership agreement for India, Nepal and Bhutan, a Product Training on Hyster Big Trucks was organized at Kolkata in August '08. The training was conducted by Mr. Maarten Graydanus, Supervisor - Commercial Training and Mr. Amar Abed, Senior Regional Manager, MEA. The programme was attended by Mr. S. K. Bhatnagar, President and Mr. Joydev Bose, Vice President - Sales & Marketing and other senior members of Material Handling Group.

It was a four day training programme concentrating on various aspects of Hyster products and product support including company overview, product capacities, Big Truck basics etc. Various sales support tools along with spec sheets, multimedia kit were also given as part of the training programme. Benefit orientation programmes for Container Handling equipments like 16-22t EC, 40-50t EC, Reach Stacker, Fork Lift Trucks like

TIL – HYSTER exhibition cum seminar on Port, Shipping & Logistics

Hyster Europe along with TIL participated in an exhibition cum seminar on Port, Shipping & Logistics at the Leela Kempinski Hotel in September 2008. Mr. Roger Foot from Hyster along with Mr. Deep Garg, Mr. Santanu Chowdhury, Mr. Judhajit Bose & Mr. Sutirtha Guha from TIL attended the event.

The exhibition was followed by a very informative session with speeches made by Mr. S Shahzad Hussain, Chairman JNPT, and Mr. Arvind Bhatnagar CEO Gateway Terminals India, Mr. Sabyasachi Hajara, CMD Shipping Corporation of India. The TIL – Hyster stall saw encouraging attendance from visitors sharing interest in Forklifts and Reach Stackers. ■



Starting from left : Deep Garg, Santanu Chowdhury - TIL, Roger Foot - Hyster, Sutirtha Guha & Judhajit Bose - TIL

New Business Opportunity

AQDAS MARITIME AGENCY PVT LTD.

First Maintenance Contract – Reach Stacker



Men at work

TIL recently signed a contract for Maintenance of Reach Stackers with its customer - Aqdas Maritime Agency Pvt Ltd., based in Mumbai.

The contract is for 5 Reach Stackers, and is first of its kind in terms of Reach Stacker maintenance. The said contract is running successfully for over 5 months. It is a 24x7 service for condition monitoring and round the clock machine maintenance keeping in mind the customer benefits. Under this contract, machines in Aqdas are working on an average of 18/19 hrs a day normally and are manned by a dedicated TIL team working round the clock. TIL's efforts has been well appreciated by the management of Aqdas and uptime availability is now more than 89%.

Aqdas Maritime Agency Pvt Ltd., provides services in container cargo handling, and transportation operating with fleet of more than 100 Trailers, 11 nos. of Reach Stackers and more than 50 Fork Lifts.

With the help of such maintenance contracts new avenue for TIL has opened up as a business opportunity for both spares and new machine sales. ■

On the Job Training

An "On the Job Training" was organized by TIL for Maintenance Engineers of L&T ECC Mumbai on RT740B crane at MUMBAI INTERNATIONAL AIRPORT PROJECT(MIAL) site in July 2008. The programme was inaugurated by Mr. D.P. Sen, Project Director and Mr. J. G. Krishnan, Dy. Project Director. ■



Participants at the training

Launch of Husky 620 – Designed to Impress

Husky 620 was a popular model during the COLES Crane era widely perceived as the best Rough Terrain (RT) Crane in the Indian Market in the '80s and was the undisputed market leader in the 20te segment. But with the changing market scenario, its popularity slowly phased out a bit.

TIL has always been proactive when it comes to optimizing the market opportunities. In view of this; TIL saw the opportunity in regaining the market share in 20te RT Crane segment, and introduced Husky 620 in the Indian Market in Aug.2008. Since Husky 620 is an optimum designed crane, no major change has been made in the main structure of the crane but all the major aggregates of the crane have been radically improved in respect to the technology.

Equipped with a more powerfully developed 156 HP engine and compliant to the latest emission standards in India, the safety system of the crane is controlled through technologically advanced CAN-BUS network. The machine has also undergone a major facelift due to the change in overall aesthetics. The Cabin, Decking, Counterweight, Boom Head etc are newly designed and gives the machine an impressive look.

The first machine was supplied to Larsen & Toubro for one of their construction sites. Major end-users comprise of sectors such as defence, mining, steel, petrochemicals, construction, power, cement, ports, manufacturing industry, etc. ■



Training @TIL

TIL LAUNCHES DEALER LEARNING MANAGEMENT SYSTEM (DLMS)

The best way to create a competitive advantage in an organization is to build a continuous learning culture and translate the learning into positive outcome. DLMS is one such tool which would go a long way to enable us achieving the same at TIL.

Dealer Learning Management System (DLMS) is a global training and learning administration system that is the one safe source for Caterpillar Dealer training and e-learning. It serves the entire Caterpillar Dealer Network by providing a single point of access to worldwide training and performance improvement resources. The learning solutions are made up of web-based, instructor led and interactive distance training. This blended approach offers:

- Training to sales and service professionals worldwide
- Quick distribution of learning content
- Certification based on standardized criteria

Selective managers within TIL will have access to DLMS reporting both on individual and dealership level, providing dealer management with:

- Ø Each employee's individual learning plan
- Ø Each employee's steps to certification
- Ø Overall status of the participants' advancement in the learning process

It is indeed a matter of pride for TIL to announce the launch of DLMS in the organization. TIL is targeting at least 150 of Sales and Service personnel (CMS and PSS) to be registered and certified by December 2008. Participants of DLMS will be certified in three levels - Foundation, Intermediate and Expert upon successful completion of learning.

Participants have to spend approximately 70 hours of learning and take a test after each module to complete the Foundation Level. A target of 45 days from the date of registration for the pilot batch is set to complete their foundation level i.e. 70 hours of learning.

The first launch took place in August 2008 at Taratolla Office (Kolkata) for CMS Sales and Product Support personnel representing TIL Territory. The launch was graced by the



1st Launch of DLMS

presence of Ms. Ruchi Chandra and Mr. R. Suresh Kumar of Caterpillar and senior officials of TIL. In September 2008, DLMS was launched for PSS Sales and Product Support personnel simultaneously at Sahibabad and Kolkata through video conferencing. This was first of its kind when TIL used video conferencing to launch a programme simultaneously at two places. The launch was attended by Mr. N.Parthan and Mr. K.T Chandrasekhar from CAT district office.

Introduction of DLMS at TIL will not only enrich the knowledge base of our Sales and Service Personnel, it would also empower the individual with the expertise & technical knowhow and self development. This is yet another step towards making TIL a World Class Service Organization. ■



2nd Launch of DLMS

CONTRACTOR COLLEGE - A TIL-CAT INITIATIVE

After the successful launch of Contractor College in Kolkata last year, it was decided to roll it out in strategically different locations to provide value added services and knowledge empowerment to the customer. In view of this, the second one day interactive Contractor College was conducted in September 2008 in India Habitat Center, New Delhi.

The focus this time was on Road Construction and the target audience was Contractors involved in Paving and Compacting operations. As done in the previous Contractor College, the full day session also included Modules on Fundamentals of Earthmoving Equipment, Machine Application, Contamination Control/SOS Facilities and finally a Session on Finance Awareness & Management.

The Contractor College was attended by Owners, Users and Major Account Customers like C&C, Gammon, DS Construction, Pan Asian Construction Co. to name a few. The Faculty consisted of experts from TIL and CAT and for the Finance Module a senior representative from the leading finance company - SREI who shared their experiences. ■



Faculty & Participants



Some key customers with Deepak Jolly (centre)



Dr. D. Mukhopadhyay speaking on Contamination Control



G. Sivaramakrishnan with CAT & TIL Faculties

Asia Pacific Dealer Leadership Programme 2008

According to Harvard University, “High performing leaders achieve up to 30% more discretionary effort from their people because they create a positive organizational climate which means people are...more engaged, more innovative, creative and focused.”

In sync with this thought, the first pilot programme of Asia Pacific Dealer Leadership Programme was held in Singapore which was module one of a two part programme in the path of making great leaders. Module 2 of the APD Conference (Asia Pacific Dealer Conference) was held in Peoria, June 2008.

From TIL, the APD leadership programme was attended by Mr. A. H. Kewalramani. The programme was focused on vision, leadership/legacy, and networking with other topics like managing growth in an emerging market, driving quality through the Caterpillar production system, machine demonstration, strategic leadership

development, leading change and many more topics for broadening leadership skills and dealing with issues of dealer brand equity. Two workshops were held on, “Change Management” and “Making Great Leaders.” However, the core of the second module was the concept of “Beginning the Development of the Leadership Legacy.”

The six day insightful programme held discussions on topics like Technical and Product Growth, How to shape your Legacy, Work Life Balance, Life with a purpose / workshop, CPS Workshop, How to Manage for Strategic Positioning of the Dealership, Workshop on “Managing Values”, Dealer Presentation, Full line Demonstration at Edwards, Making Great Leaders Programme.

The programme truly proved to be a challenge and enlightening to all who attended. ■



TIL Cat Rental Store – One Stop Shop for Construction Equipment



CAT Rental Store, Sahibabad



CAT Rental Store, Asansol

TIL has always been in the forefront in terms of providing high quality products & services for the past six decades in India & the Sub Continent. The Rental Store concept and its locations are a part of TIL Value Chain formed to offer superior Construction Equipment Services & Solutions to the Industry with India's emergence as a major economy with accelerated investments and growth.

Customer Benefit: Customers will now have an easy access to a wide range of modern and reliable construction equipment and supply items. At these stores, customers would be able to source brand new equipment, relatively new rental equipment and reliable used equipment with an option to rent or buy. Access to quality construction equipment on rental would eliminate capital investments, risk of equipment idling, hassles of maintenance, inventory management and transportation from site to site once the project is over. TIL Rental Store Outlets at branch locations will showcase a wide range of Caterpillar Machines, Allied Construction Equipment & Tools and Supply Items all under one roof – A perfect “One Stop Shop” for Construction Equipment Services & Solutions.

Allied Products: Allied products like access equipment, breaking & drilling, compressors, compaction & concreting, lighting & generation, pumping & cleaning, material handling, and welding will be added to the product basket to further enhance the current Rental Store offerings.

Store Locations: Existing locations are Asansol, Bhubaneswar, Lucknow, Sahibabad and Udaipur. Besides the new outlet in Chandigarh scheduled to open shortly, many more stores are expected at other new locations in the next 12 months. ■

NEWS FLASH

Cat Rental Store Network Marks Ten Years of Growth

In 2008, Caterpillar Inc. touched a new milestone and celebrated the 10th Anniversary of The CAT Rental Stores Brand. Colorado Caterpillar dealer Wagner Equipment Company established the first rental outlet ten years ago and over the last decade this network has shown consistent growth throughout the world.

Owned and operated by Caterpillar's independent global dealer network, currently there are over 1400 stores worldwide and combined store revenue exceeding 4 Billion US Dollars.

Jim Johnson, Caterpillar's General Manager of Global Rental & Used Equipment is very pleased with the progress and said “Our plans are to support Caterpillar dealers in growing The CAT Rental Store network in every region of the world to reach 2000 outlets in the 3-5 year time frame”. ■

Product Support Seminar – ONGC-Nazira CHANGE OVER TO ADEM III FOR 3600 GAS ENGINES

For the last 8 years, TIL has been maintaining 9 X G3606 Gas Engines at the Group Gathering stations of ONGC at Nazira successfully. Recently a product support seminar was conducted at ONGC – Conference hall in Nazira by Caterpillar and TIL. The purpose was to make key ONGC personnel aware of the new ADEM III controls which can be retrofitted on the 3600 Gas Engines running in this asset. The objective of the seminar through various presentations provided information of the benefits of operation as well as ways to reduce the running cost of the units. The ONGC team was headed by Group General Manager - Surface and his key personnel.



Seminar in progress

After the introduction by Mr. Arijit Chanda, the seminar saw presentations by Mr. Subanna of Caterpillar & Mr. P. K. Mishra of TIL on technical details & usage of ET with ADEM III respectively. This was followed by an interactive session. The endeavour was highly appreciated by ONGC and they hoped to see many such seminars from PSS-Gas division and its team. ■

ONGC OBSOLESCENCE CONTRACT

In April, 2008, Oil & Natural Gas Corporation Ltd. and Caterpillar signed a contract for supply of 185 numbers Caterpillar 3512B Diesel Engines, signifying an important achievement. By far this is the largest single supply contract for Caterpillar in Asia Pacific.

Besides giving product support for over 35 years, TIL & Caterpillar had been suggesting to ONGC regarding change of old units with the latest technology engines. Finally after evaluating the technical and commercial viability of this proposal, the road map started in 2008 with the last supply scheduled for 2011.



L. Venugopal - GM(MM), ONSG, ONGC, Regional Stores, Vadodara
U. N. Bose - Director, T&FS, ONGC, Mark J. Kinsley, Global Petroleum

ONGC will use the services of TIL to do erection and commissioning work at site for smooth change over. TIL will also supply Sound Proof Canopy for the new units so that they meet the present day pollution norms.

The benefit of the new Engines in terms of fuel savings and operational savings will give the ONGC huge benefit and also benefit the society & environment because of lower emissions. The contract also includes buy back of all the old engines.

TIL with its total solution provider motto will lay great focus in making this partnership a success. ■

Snippets

Rodney C Beeler visits TIL



CDP Calendar Launch

Mr. Rodney C Beeler, President Marketing Caterpillar, Asia Pte, visited TIL this year to inaugurate the CDP Calendar followed by an address to the TIL management staff. In his address he spoke about the large investment that Caterpillar is making in manufacturing in the region including China and India.

He reaffirmed that Caterpillar is committed to sustainable growth in the region and will continue to focus to get the best out of India's potential. He appreciated the progress in machine sales in the Indian market and the increase in PINS. He also appraised the audience about the machine availability from the factories and the pressure on quality control from new products. He concluded with a question and answer session on various subjects ranging from Caterpillar product range in India to rental and service stores. ■

Rapid Improvement Workshop

A 6 Sigma Rapid Improvement Workshop (RIW) was conducted by CCPL, Bangalore with team members from 424 sales teams of TIL & GMMCO. Mr. James N. D'Onofrio & Stephens Wong from CAT APM 6 Sigma – RIW facilitated the workshop held in September 2008.

The workshop started with the Current State sales activities & the sales funnel management for the sale of CAT BHL in India gradually moving onto identifying the challenges in the current state & ways to overcome them in the To-Be State. The To-Be State process maps were also drawn up eliminating the wastes in the current state.



Team RIW

DLF Thanking Caterpillar & TIL



Sri. K. K. Bhattacharya and Dr. Sanjay Vashisht receiving the coveted CII Innovative Technology In Building Award from Sri. Dilip Walse Patil, Minister of Technology Education, Government of Maharashtra.

DLF have yet again set the benchmark for green captive power for the planet that shall revolutionize the power scenario. After getting an award from Confederation of Indian Industry (CII) for Best Innovative Technology through building co-generation system for the first time in building industry, Mr. K. K. Bhattacharya and Dr. Sanjay Vashisht of DLF Commercial Developers Limited, Gurgaon gave an account of their project details thanking two multinationals and their counterparts in India – US Based Caterpillar who has supplied the Gas Engines and Chinese Broad Air conditioning has supplied the VAMs. Mr. K. K. Bhattacharya said that "The Indian counterparts of these companies TIL Limited and International Coil Limited have played an important role in executing the implementation of such a magnificent project." This is certainly the voice of a Happy Customer. ■

TIL Employee Training & Development: New Initiative

There is an increased focus in organizations to closely link Training & Development with organizational objectives.

Knowledge Resource Management (KRM) Department has designed a comprehensive three phase training system based on TIL business objectives and people strategy, understanding of the organizational realities and leading practices.

The following organizational requirements are addressed through this training system -

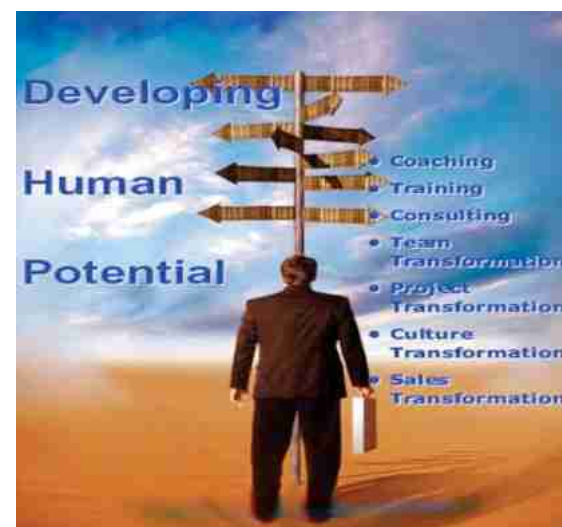
- Building long-term organizational capability and core functional skills
- Direct linkage to Business Objective Achievement and
- Facilitating Individual Development and Aspirations.

The first phase would be the Training Need Identification phase in which training needs would be identified based on Organizational Training Needs, Departmental Training Needs, Level-wise Training Needs, and Individual Training Needs. The process involves obtaining and collating information from Performance Management System. The second phase would be Training Design and Delivery which comprises of identifying vendor/faculty for each training programme, negotiation on cost, training budget preparation and approval, and training calendar finalization based on priorities and approved training budget. The third phase would be Impact Analysis which would comprise of a progressive, five-level approach starting from capturing the reaction of the participants till computing the Return on Investment on training.

A few primary objectives in the training process are stated below:

- The training programmes would be conducted on organizational-felt needs. Accordingly, participants will be nominated for both in-house and external training programmes.
- The training needs shall be identified on the basis of appraisal and feedback from the respective heads.
- An in-house training calendar would be prepared every year.
- The training programme would help augment subject knowledge in respective and allied areas for employees.

- The training programme would aim to cultivate a work culture that provides balance between organizational goals and personal goals.
- Build skills along desired competencies that have been identified.
- To facilitate employees in acquiring reasonable level of skills for discharging their jobs effectively and contribute effectively to the company.
- Continuously promote and improve employee performance.
- Provide an environment that fosters learning and encourages employee participation.
- The commitment for training and the attendance of participants for training programmes would be the responsibility of both the employee and his/her concerned manager. It is advised that once the participant is nominated for training he / she should not withdraw without the express permission of the Department Head / KRM Head except in cases of serious exigencies.
- All employees after attending the training programme would be required to provide feedback on the learning and application of training to their managers and KRM. ■



DET & MT Recruitment

Keeping in mind the business requirement of the coming years and the growing and continuous need of manpower in TIL, KRM is happy to announce that 40 Management Trainees and 105 DET [Diploma Engineer Trainees] have recently been recruited. These new set of engineers had to go through rigorous selection procedures

involving written tests and analytical and technical skill evaluation exams.

The functional areas of their deployment are Product Support, Manufacturing and Sales and the locations selected are Pan India. Team TIL welcomes all the MTs and DETs and wishes them best of success with TIL. ■

Appreciating Excellence : Rewards at TIL

We are proud to introduce three rewards for TIL employees. The rewards are aimed to enhance engagement and hence performance translating into better work culture within the organization. Through these rewards we have tried to capture all possible aspects of excellence in TIL.

For any details, please contact your Manager/Departmental Head or KRM.

These rewards are open only for TIL employees. ■

Branch Rewards



UDAAN

is aimed at enhancing performance by creating a competitive environment and fostering a performance driven culture

It covers all branches of CMS / PSS and all Regions of MHS business.

The Branch/ Regional Managers are primarily responsible for the award with a token of appreciation for the entire branch population.

The minimum eligibility to get covered for the Udaan is **achievement of 100% of target** and also **minimum 90% of collection target**, below which no Branch/ Region will be considered eligible for the award.

Parameters for Success

- ❖ Product Sales
- ❖ Service Revenue
- ❖ Revenue Collection
- ❖ Contribution
- ❖ Manpower Utilization
- ❖ Debtor Management
- ❖ Parts Sales
- ❖ Service Response Time
- ❖ Inventory management

Employee Rewards



TIL STAR

is aimed at recognizing individuals' effort towards realizing the spirit of the organization.

The award will be given based on the contribution of an individual in the following areas:

Creativity: Out of box solution in day to day work

Teamwork: Working cohesively in a team situation


Problem Solving: Taking initiatives and decision making ability to resolve issues

Commitment: Exceeds expectations in accomplishing challenging work as well as day to day situations.

Contribution: Makes effort to enable the organization achieve its vision consistently.

One TIL Star in each quarter will be selected out of nominations from G1 , G2 and G3 employees Of MHS, CMS/ PSS and CORP

MANUFACTURING EXCELLENCE



UTKARSH

Is aimed at recognizing the Manufacturing Team for their effort towards realizing the organizational goal while working cohesively as a TEAM

UTKARSH is meant for the various manufacturing teams like Production, Supply Chain, ME, Quality, PPC , Design etc

The award will be given based on the contribution of a team in the following areas:

Quality Improvement – Improving the quality of any outcome

Cost Reduction - by bringing in new processes or by altering existing processes or by deleting unnecessary activities to save on time / costs

System Improvement – By introducing any New system or improvising any existing system

Process Improvement - by introducing innovative techniques to improve process of any outcome



Foundation Day



TIL, SEB, West Bokaro



TIL, Sivsagar



TIL, Guwahati



TIL, Jamnagar

“Build this day on a foundation of pleasant thoughts. Never fret at any imperfections that you fear may impede your progress. Remind yourself, as often as necessary, that you are a creature of God and have the power to achieve any dream by lifting up your thoughts. You can fly when you decide that you can. Never consider yourself defeated again. Let the vision in your heart be in your life's blueprint. Smile!”

Og Mandino



TIL, Chandigarh



TIL, Udaipur

22nd July 2008 marked the 64th Foundation Day of TIL. This day is also celebrated as TIL Caring Day. Although celebrated by all branches - due to space constraint - we bring you just a few snaps of our Foundation Day.



TIL, Chennai



TIL, Sahibabad



TIL, Taratolla



TIL, Mumbai



HZL, Agucha



TIL, Asansol



TIL, Taratolla

World Environment Day – Kicking the Habit - The TIL WAY

Like every year, 5th June this year was also celebrated as World Environment Day at TIL.

This year our focus was in line with the World Environment Day slogan “Kick the Habit! Towards a Low Carbon Economy”.

To mark the occasion a Poster Drawing Competition was organized at Taratolla, Kamarhatty and Sahibabad amongst children of our employees. Children were segregated in two categories – Students of Standard 3 to 6 & Students of Standard 7 to 10. A panel of judges helped us select three best paintings in each of the two categories mentioned above. Prizes were distributed to the winners on the spot. The programme was replicated at SEB West Bokaro, Soma Rajasthan, Soma Subansiri, Asansol, Bhubaneswar, Chennai, Dhanbad, Mumbai, and Udaipur which met with good enthusiasm & participation. All the participants were also given a sapling each to own and nurture. Like last year, select painting from these entries will be used for printing TIL's New Year cards for 2009. ■

TIL Caring Day

“It is not the magnitude of our actions but the amount of love that is put into them that matters.” - Mother Teresa

To reinforce our engagement towards good corporate citizenship we have rechristened TIL Foundation Day on 22nd July of each year as TIL Caring Day.

This year, on the occasion of our 64th Foundation Day, we demonstrated OUR CARE & CONCERN for those special people who are differently-abled.

Like every year, our employees contributed towards this endeavour which was totally voluntary in nature. The amount collected was equally matched by TIL Corporate. This total amount was spent on items required to assist the differently-abled people/children. This activity was not limited to the Head Office only. Members of the following branches participated actively and enthusiastically in the programme : Sahibabad, Kamarhatty, Chennai, Mumbai, Bhubaneswar, Chandigarh, Lucknow, Udaipur, and Ranchi.

The smiles on the faces of the specially-abled people were the greatest reward TIL members got that day.

More of CSR news in the next issue of TIL Touch. ■

TIL, Taratolla



TIL, Guwahati



TIL, Taratolla



TIL, Chennai

212 focus

“Giving someone the freedom to take responsibility release resources that would otherwise remain concealed.”

Jan Carlzon

[Jan Carlzon became Chief Executive Officer (CEO) of Scandinavian Airlines in 1981, at a time when the airline had suffered a loss of some \$30 million in 1979 and 1980. After his appointment Carlzon, as the newly appointed CEO, returned SAS to profitability within 12 months — this at a time that the international airline industry recorded a \$2 billion loss. In 1984 SAS was voted Air Transport Worlds “Airline of the Year”.]

212 focus is critical to your success in anything you do in business and...in life.

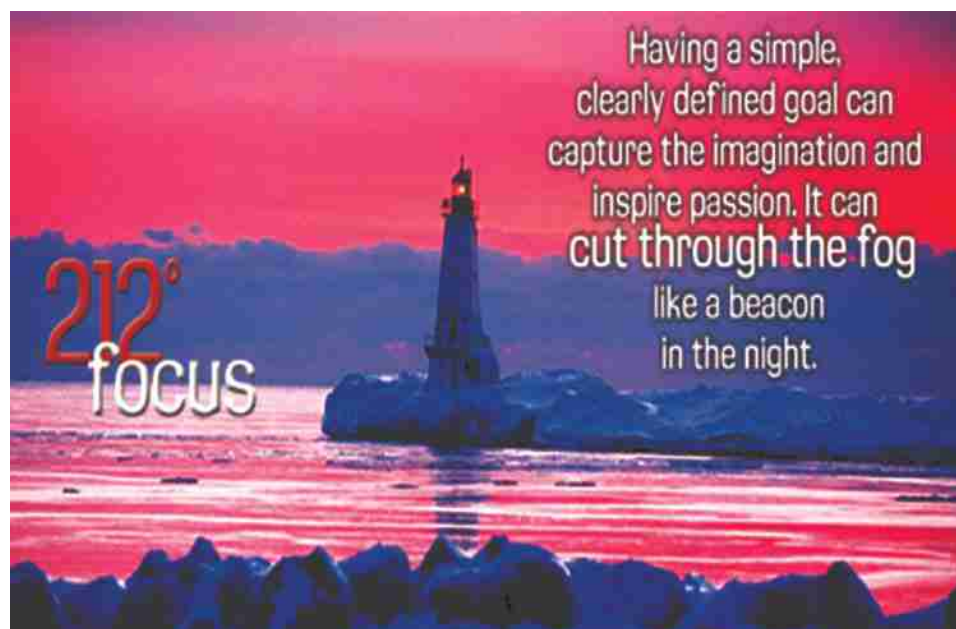
There is something powerful about laser like focus. Having simple clearly defined goals can cut through the fog like a beacon in the night.

In 1981, Jan Carlzon had just been named the CEO of Scandinavian Airlines. His company was in trouble. They had just been ranked by a consumer poll as the worst airline in the world. Last in service, last in dependability and last in profit as percentage of sales. Yet one year, later in the same poll they were ranked number one in all three categories. What happened?

Carlzon had decided to focus on what he thought was the most critical issue... serving the customers. He wanted to keep it simple: identify every contact between the customer and the employee and treat that contact as “a moment of

truth”. He set out to let his people know the importance of that moment... the captain, the ticketing agent, the baggage handler, the flight attendant. “Every moment, every contact”, he said “must be as pleasant and as memorable as possible” he determined that he had approximately ten million customers each year, and on an average each customer made contact with five of his people for approximately 15 seconds at a time. Carlzon felt that what happened in these 50 million contacts would determine the fate of his company.

He set out to share his vision with his employees. He knew that the key was to empower the front line. Let them make the decisions and take action because they were Scandinavian Airlines during those 15 seconds. He now had 20 thousand people who were energized and ready to go because they now focused on one very important thing - Making Every Moment Count. Carlzon made it happen with 212 focus; and you can too. ■



Congratulations



Our very first Chairman's Stellar Award for Outstanding Leadership and Commitment to TIL's Core Values recipient was none other than Mr. Satish Bhatnagar, President, Material Handling Solutions.

Such a prestigious award acknowledges his true commitment towards TIL values and his commendable leadership qualities that have steered MHS division through the years. Congrats to him once again from Team TIL.



Our heartiest congratulations to Mr. Jayant Sahay - Senior Branch Manager (West Bokaro) for being amongst the winners at the third annual Masters with a Future (MwaF) Programme held this year. This outstanding achievement got a further dose of appreciation by the incentive trip to Singapore offered by Caterpillar - which was attended by Mr. Jayant Sahay. Three cheers for Mr. Sahay and we look forward to his continued support.

Bikram Bihari Barik: Way to GoKiddo!! Son of Mr. B. B. Barik (Emp Code: 2226, MHS Customer Storage) in a minor age of 8 years is awarded many certificates for Good Conduct and SIP Prodigy 2008 for participating in the regional abacus & brain gym, mental and arithmetic from his school.



TIL IN NEW MILLENNIUM

It is a rare moment of pride for all of us at TIL to share this wonderful poem of Mr. Pranabes Chatterjee, Supervisor Assembly Shop, Kamarhatty Works. He is truly a team TIL member.

TIL is the name
That carries weight
In the 80s, Tractors India was the name
That carried weight
In the 70s, Indian Crane was the name
That carried weight.
In the 60s Coles Crane was the name
That carried weight.

The rose, whatever by form it blossoms
Spreads sweet fragrance.
Those new entrants who want to know about TIL
Run and assemble under the green mango tree.
Smell beauty of the old garden island, building and the gate
Yet stand tall like steel.

The choice of new generation should
Come up and feel
That carries weight even still
The market leader by name TIL.

36 years after, when we shall not remain
The child who is born just today
With what infinite variety he may deal
Lo! The name shall always be
The market leader by name TIL.

- A poem by Mr. Pranabes Chatterjee,
Kamarhatty Works.

Our Condolences



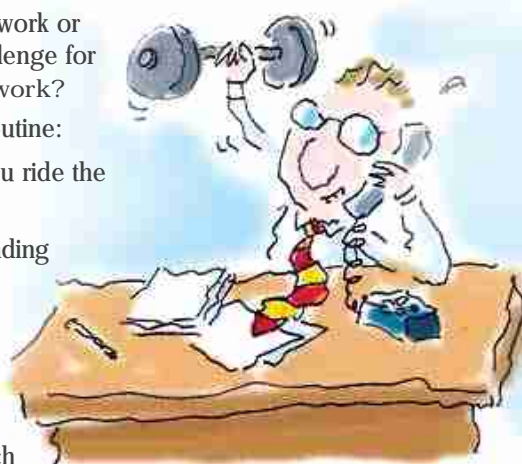
We express our deep sadness at the untimely demise of our fellow colleague Engineer, Late Prabhat Saikia of TIL, Sibsagar. May his departed soul rest in peace.

Office Exercise: How to burn calories while you work

If you're doing your best to set aside time for exercise either before work or after work, good for you. But finding time to exercise can be a challenge for anyone with a busy schedule. Why not work out while you're at work?

Here are a few creative ways to make office exercise part of your routine:

- ü Make the most of your commute. Walk or bike to work. If you ride the bus, get off a few blocks early and walk the rest of the way.
- ü Look for opportunities to stand. You'll burn more calories standing than sitting. Try a standing desk, or improvise with a high table or counter. Eat lunch standing up. Trade instant messaging and phone calls for walks to other desks or offices.
- ü Take fitness breaks. Rather than hanging out in the lounge with coffee or a snack, take a brisk walk or do some gentle stretching. Pull your chin toward your chest until you feel a stretch along the back of your neck, or slowly bring your shoulders up toward your ears.
- ü Get social. Organize a lunchtime walking group. You might be surrounded by people who are ready to lace up their walking shoes — and hold each other accountable for regular exercise. Enjoy the camaraderie, and offer encouragement to one another when the going gets tough.
- ü Conduct meetings on the go. When it's practical, schedule walking meetings or brainstorming sessions. Do laps inside your building or, if the weather cooperates, take your walking meetings outdoors.
- ü Pick up the pace. If your job involves walking, do it faster. Take long, easy strides, and remember to breathe freely while you walk.
- ü If you travel for work, plan ahead. Exercise doesn't need to go by the wayside when you're travelling. If you're stuck in an airport waiting for a plane, grab your bags and take a brisk walk. Choose a hotel that has fitness facilities — such as treadmills, weight machines or a pool — or bring your equipment with you. Jump-ropes and resistance bands are easy to sneak into a suitcase. Of course, you can do jumping jacks, crunches and other simple exercises without any equipment at all. ■



TAKE-A-BREAK

The English Language

Have you ever wondered why foreigners have trouble with the English Language?



- ☺ There is no egg in the eggplant !
- ☺ No ham in the hamburger !
- ☺ If writers write, how come fingers don't fing !
- ☺ If the plural of tooth is teeth, shouldn't the plural of phone booth be phone beeth !
- ☺ If the teacher taught, why didn't the preacher praught !
- ☺ We'll begin with a box, and the plural is boxes, but the plural of ox becomes oxen, not oxes !
- ☺ One fowl is a goose, but two are called geese, yet the plural of moose should never be meese !
- ☺ You may find a lone mouse or a nest full of mice, yet the plural of house is houses, not hice !
- ☺ You have to marvel at the unique lunacy of a language in which your house can burn up as it burns down, in which you fill in a form by filling it out, and in which an alarm goes off by going on !
- ☺ And, in closing, if Father is Pop, how come Mother is not Mop ! ■

We welcome suggestions / comments / articles from all our readers. Contact :corporate.communications@tilindia.com

For private circulation only.
 Edited and published by Corporate Communications Department, TIL Ltd.,
 1, Taratolla Road, Garden Reach, Kolkata 700 024. www.tilindia.in