



TIL TALK

APRIL - JULY 2010

OUR NEWS VIEWS & EVENTS



What's inside

Message from VC & MD.....	2
MHS Zone	3
TIPL Zone (CMS & PSS)	7
TIPL - Other Association Zone.....	15
Events	16
CSR	18
KRM	21
People	24
Health	26
Fun	27



Message from Vice Chairman & Managing Director

Dear Reader,

Here is another issue of TILTALK loaded with our news views and events.

We are already in mid 2010 and the business outlook is showing positive signs all around the globe, especially in India. The country is steadily emerging as the epicenter of opportunities with infrastructure development being the critical driver towards creating economic buoyancy and growth.

For us this signifies opportunities-unlimited. Along with our zeal to grow we believe that the future depends

on what we do in the present. We are taking steps that are aimed at delivering a top line and bottom line growth as well as creating a long term value for our stakeholders.

This edition of TILTALK brings you a glimpse of our pursuits of excellence towards creating a world class service provider organization. Be it in the story of Coal India officials' visit to our factory or commissioning a crane in record time, or being honored by a valued partner like Tata Steel - the common thread that comes across is the 'customer driven attitude'.

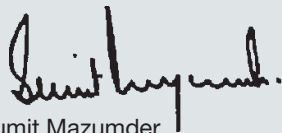
Also the launch of Connect- our own CRM solution, developing

CDIs [Caterpillar Dealer Instructors] and executing MAPS [Machine Application & Performance Seminar] are great value differentiators which will ultimately help us in taking customer experience to higher levels of excellence.

We completed our 66th year of corporate journey in July. The years have been undoubtedly eventful, but for us one thing remains constant - our people. Our various capability development programs such as Ascent, the recognition awards exemplify this very aspect.

Our efforts at touching lives and making a difference through our CSR activities continue, so do the other initiatives to create a healthy and happy workplace.

Enjoy the issue!



Sumit Mazumder

Vice Chairman & Managing Director



An act of precious bonding Coal India visit to TIL

In our constant endeavor to be more customer centric, recently the MHS division of TIL organized a Customer Day including a visit to the factory. This event was organized especially for the senior officials [Excavation] of Coal India and its subsidiaries.

Coal India and its subsidiaries have been using TIL Rough Terrain Cranes over the last few decades. This is the first time when a delegation from Excavation Department of all Coal India subsidiaries visited our plant.

Besides a complete tour of the factory, there were presentations given by S K Bhatnagar - Director and President - MHS and Pinaki Niyogy, Senior General Manager - Manufacturing on TIL business overview with special highlights on Rough Terrain Cranes. The meeting also highlighted TIPL activities and the benefits of MARC contract through presentations given by G Sivaramakrishnan - Head Center of Excellence and Debojit Bhattacharjee - Associate VP-South East - TIPL.

The Customer Day ended with cocktails and dinner where G V R Murthy, Joint Managing Director - TIPL and other senior members of TIL and TIPL joined the Coal India delegates.

Some of the Coal India executives who visited TIL were - A N Jha, CGM (Excv), Central Coalfields Ltd., A N Sahay, GM (Excv), Bharat Coking Coal Ltd., D K Mandhayan, GM (Excv), Eastern Coalfields Ltd., Pradeep Kumar, GM (Excv), South Eastern Coalfields Ltd., B K Singh, GM (Excv) Mahanadi Coalfields Ltd., P C Nagpal, Ex. GM (Excv) Northern Coalfields Ltd., A K Mukherjee, Dy. CE (Excv) Northern Coalfields Ltd., S K Jha, Dy. CE (Excv) Coal India Ltd., Bangalore, P K Basu, GM (EED), Coal India Ltd., Shyamal Sen, CE (Excv), EED, Coal India Ltd., P K Johri, Dy. CE (Excv), EED, Coal India Ltd., Dipankar Choudhury, SE (Excv), EED, Coal India Ltd., M Sen, SE (Excv), EED, Coal India Ltd.

Coal India delegates expressed great satisfaction in the Customer Day and the facility tour. The overall feedback by all the delegates was positive and some of the guests even expressed keen interest for repeat events.

This truly emphasizes our commitment to our customers and strengthens the precious bonding with our partners in progress - we are always so proud of.



S K Bhatnagar addressing Coal India delegates

The Facility Tour



TIL TALK

Training on Potain Tower Cranes

At TIL, we always recognize the value of training for optimizing human potential. As a part of TIL's recent distributorship agreement with Potain (a part of Manitowoc Crane Group) for the sales and service of Potain range of Tower Cranes in the Eastern and Northern region of India, TIL participated in a training program organized by Manitowoc at their plant in Pune in June this year.

The training was conducted by Prashant Gujjar, Regional Sales Manager, Manitowoc Cranes - Potain India Pvt Ltd for the Material Handling team with the objective of giving a comprehensive update on Tower Cranes. From TIL's MHS Division the program was attended by T. Ramesh, DGM-Hyster and Allied Products and Abhinandan Mukherjee from Corporate Marketing, Sumit Dutta and Projjwal Ghorai from Eastern Region and Rajeev Kumar Singh and Ankit Singh from the Northern Region.



TIL officials during the training session

The program was well organized and the modules covered various topics explaining in great details the product and the complete range of Potain Tower Cranes, knowledge about understanding and addressing customer requirement, application and selection criteria of crane etc. The program also included a visit to the Potain manufacturing facility to understand the production process. At the end of the training program, site visits were arranged to understand more about the performance parameters as witnessed under practical situations. Such kind of training programs would surely empower TIL to successfully market the Potain Tower Cranes in the Eastern and Northern region of India.

Jens Koerting - Hyster, Europe visits TIL

Jens Koerting, Sales & Marketing Director - Big Trucks - Hyster, Europe visited India in the month of June 2010 to strengthen the relationship between HYSTER and TIL as well as to review the Indian market. During his stay in India, Jens Koerting along with Joydev Bose, Advisor and T. Ramesh, DGM- Hyster and Allied Products visited major fleet owners of material handling equipment like ReachStackers and large capacity Forklift Trucks. The objective was to promote HYSTER-TIL relationship and HYSTER brand and also to emphasize on the unmatched customer support available from TIL for HYSTER range of products. The visit saw quite a number of successful meetings with the top management of various companies. The visit helped in promoting Hyster-TIL brand and to build the confidence of customers on HYSTER product range.



Hyster Big Truck

Customer Support Excellence

Commissioning of Manitowoc model MW I8000 & GMK 6300 cranes at BHEL

It is one thing to take care of the equipment, it is quite another to take care of the customer. TIL's excellence in both are reflected in its commitment to provide its customers integrated support from manufacturing excellence to product support and maintenance service.

Recently MHS customer support team successfully carried out erecting, commissioning and testing of a Manitowoc crane model MW I8000 & GMK 6300 of capacity 600 MT independently in record time of 18 days.

BHEL - our esteemed customer deployed this crane for upgrading combined cycle power plant owned by M/S Gujarat State Energy Generation Corporation. Major activities performed by this crane was in lifting the 300MT Gas Turbine and erecting and lifting of 300MT various boiler components which included steel columns and cooling modules.

K J Prabhu, Construction Manager, BHEL appreciated our after sales service and timely support from our engineers - Prasanth A and Prasanth Malshetye.

Yet another example of TIL truly supporting its customers with superior level of service.



GMK 6300 Crane in action at BHEL



The commissioned Manitowoc MW I8000 Crane at BHEL

TIL TALK

A new brand in town - TIL Hydraulic Oil

Cranes and ReachStackers work under the most demanding conditions in the field. These equipment are continually tested for their endurance, stress bearing capacity, severe loading cycles while in operation and are also subjected to high working pressures and temperatures. Hence the choice of a suitable hydraulic oil for these machines is critical in order to achieve optimum results in terms of performance, durability and overall cost of operation.

The hydraulic oils available in the market are able to meet the basic requirements of any lubricant, however TIL and its Material Handling Solutions Division felt the need to introduce a superior Hydraulic Oil that would also ensure performance and protection of the equipment in addition to the features of a common lubricant.

Recently TIL launched its own brand of 'TIL Hydraulic Oil' for its Cranes and ReachStackers in association with Balmer Lawrie. Balmer Lawrie is custom-making the oil as per our requisite specification and taking into account the exact requirement of the customers.

This Oil provides superior performance in Cranes and ReachStackers because it is designed and tested by TIL to specifically meet the performance needs of such equipment. TIL Hydraulic Oil is the factory fill for all TIL Kamarhatty manufactured equipment and meets all the industry performance standards for the convenience of the customers.

Formulated with high quality viscosity index mineral oils and synergistic additives, TIL Hydraulic Oil comes with -

- Superior anti-wear properties
- Deposit deterring, Anti-rusting and Demulsifying attributes
- High load carrying capacity
- Superior high temperature characteristics
- Assured performance in low temperature conditions
- Eco-friendly

TIL Hydraulic Oil can be used in all TIL Cranes and ReachStackers in the field as well as in same range of equipment of other manufacturers. The Oil is available in 210 Litre packs and gives best results when used with a TIL supplied Hydraulic Oil Filter Pack. As an introductory offer, a Hydraulic Oil Filter Pack comes absolutely free with purchase of full replacement quantity of Hydraulic Oil in a single order (Machine model specific). Oil is supplied in HDPE barrel to avoid internal impurities generation and supplied in NAS clean standard.

The introduction of TIL Hydraulic Oil goes to show our commitment to be a 'one stop shop' offering total solutions to our customers.



TIL Hydraulic Oil for Cranes and ReachStackers

CONNECTED to Customer Success TIPL CRM Solution

In today's challenging business environment, it is critical for companies to stay focused on the most valuable asset - the Customer. Companies seek new approaches to retain their best Customers and maximize the effectiveness of every Customer touch points - whether it's sales, service or marketing.

TIPL has embraced the Customer Relationship Management (CRM) solution to drive business excellence. This connects different parts of the company through the single thread of Customer relationships. Sales, Marketing, Accounting and Customer Service can all be tied together with powerful, centralized CRM software made to enhance Customer Loyalty, increase Revenues, Market Share and deliver consistent and efficient Customer Service. CRM at TIPL is not just an IT tool but a business solution for which People, Process and Technology work in sync.

An in-house team was formed to start the journey of CONNECT - our full fledged CRM solution. The CRM team comprised of Arun Grover - GM Marketing Services & Business Development as Project Leader along with Abhijit Chatterjee, Rajeev Kwatra, Saibal Mitra and Prasun Chatterjee and was assisted by Domain Champion and Subject Matter Expert - G Sivaramakrishnan - Head Center of Excellence. The challenge was to design and develop a CRM solution and get the same approved by the Caterpillar team. After reviewing the CRM solution developed by TIPL, Caterpillar commended the system as extremely well structured, aesthetically appealing, informative and relevant.

CONNECT - the CRM system developed totally 'In-House' today is compared to the already established 'off the shelf' products and meets all the requirements thereby providing TIPL the flexibility to modify and extend the application features to cater to the business needs.

While the GEN-1 version of CONNECT has all the necessary features of a Sales-link CRM, TIPL has plans to launch the GEN-2 version combining the Product Support. The important reports that can be generated through the system are -

- 1) Territory wise Participation, Close Rate and PINS.
- 2) Sales Funnel Ratio and Close Rate.
- 3) Lost Sales Analysis.
- 4) SFM Dash Board etc.

At the core of TIPL's CRM initiative

is the objective to develop better Customer insight, to get closer to the Customer thereby providing greater Customer experience. With the right approach and its integration into TIPL's business culture, CONNECT will be a great aid towards creating the right value and reach new standards of operating excellence.



G V R Murthy, R Suresh Kumar, Arun Grover, with other Caterpillar Guests at the launch of CONNECT

TIL TALK

Construction Expo in Bhutan

Recently TIPL took part in a Construction Expo at Changlingmithang - Thimphu, Bhutan organized by Bhutan Chamber of Commerce and Industry (BCCI).

The objective of the participation was to showcase our product and service portfolio with the eventual aim of increasing awareness amongst the prospective customers of Bhutan which is showing positive signs of infrastructure growth.

It was a five-day exhibition which provided a good platform to foster new business relationships. The machines on display were 320DL, CS533E, CB534D and 2021 from TIPL. Our stall showcased the various machines and engines along with the features and benefits offered, through effective usage of branding and imagery. The footfall was encouraging and the Expo generated good response and fruitful leads. For TIPL, the Expo in Bhutan provided the ideal forum to optimize on the opportunities emerging in that state and be a partner to Bhutan's infrastructure growth.

Another way for TIPL to say "Kuzu Zangpo" (Hello Bhutan)! We bring you some snapshots of Bhutan Expo.



Strengthening Customer Connect PSS - Nepal Customer Meet

Business is all about customers and we constantly strive to be more customer centric and drive sustained progress. With this in mind, the Power System Solutions (PSS) division of TIPL recently organized a Customer Meet in Nepal. This was the first time TIPL organized such an event in Birat Nagar - Nepal. The Meet was planned with an aim to reach out to the target customers in Nepal, make them aware of our sales, service and after-market support for Caterpillar engines and generator sets.

The Meet was attended by many esteemed customers as well as senior Caterpillar personnel and TIPL - PSS team. The customer response was so encouraging that more than 5 units were sold out in the Meet itself along with 12 no. of enquiries generated - indeed a true successful culmination of the event.

We bring you some snapshots of Nepal Customer Meet.



TIPL Zone (CMS & PSS)

A Trusted Partnership Tata Steel - Joda and TIPL

Tata Steel and TIL share a relation that goes back decades. TIL and now its subsidiary TIPL work with Tata Steel in Jamshedpur, Noamundi, Joda, Sukinda, West Bokaro, SEB Project and other mines and factories spread across various states of our dealership territory. TIPL also runs a MARC contract successfully with Tata Steel - SEB Project in West Bokaro for the last 7 years.

The operations of Tata Steel iron ore mines at Joda, Orissa, are supported by Cat equipment with TIPL product support team providing full technical solutions to Tata Steel including maintenance and troubleshooting of problems and supply of spares to achieve maximum productivity of the Cat equipment.

Recently Tata Steel - Joda, conducted an internal program for their shop-floor employees called MASS - 'Manthan Ab Shopfloor Se' meaning 'Brainstorming from the shop-floor' for increasing productivity.



The program was designed to encourage each and every employee to provide suggestions and views on ways to decrease machine downtime and increase production. It was a 'bottom-up' approach asking suggestions from all starting from shop floor. The suggestions after evaluation would be implemented by Tata Steel to achieve higher levels of production and benefits.

As quoted by Shailesh Verma,
Chief, Joda

"M/s. TIPL is our Valuable Business Partner... who has helped Tata Steel very much in achieving yearly targets by supporting us to reduce the downtime of equipment through their efficient service and supply of spares."

Though MASS was designed as their internal program, it was a great honor for TIPL for being the only service provider to Tata Steel to be invited to submit suggestions during this program. A team from TIPL - Sundar, S.K. Ganguly and Dilip Chakraborty helped the shop floor employees to enhance their skills on maintenance and troubleshooting of Cat equipment. Our team was regularly engaged with Tata Steel employees showing them the maintenance procedures, fault diagnosis steps and fault code identification, aimed at achieving quicker machine turnaround during breakdowns and repairs. The suggestions made by team TIPL to improve machine availability were tested and implemented and within a short period the targeted efficiency levels were achieved.

This is yet another incident that proves the trust and confidence of our customers in TIPL as a Total Solutions Provider.

CAT 424B Operator Training in Guwahati

In line with our continued focus on training and capability development programs, TIPL organized an Operator Training Program in Guwahati with support from TIPL training department. This was a two day program with approx 36 machine operators from the field - working on machines of various manufacturers like JCB, L&T, Telcon & Caterpillar.



The program included both class room and on-site training. The modules of the training included topics on Safety & Hazards, BHL basics & its Application, brief presentation about Caterpillar, 424B BHL Features & Benefits, Operation Safety, Cab Control & Monitoring Systems, Operating Techniques-Loader & Backhoe Operations etc. At the end of the program certificates were given to all the Operators.

The program was also attended by senior TIPL officials and Operator trainers from Kolkata.

Enhancing Customer Experience

Product Health Check Up Camp & Seminar cum Customer Training Program at Kanpur

The PSS division of TIPL organized a Product Support Seminar cum Customer Training Program in Kanpur during May this year. Spearheaded by our Product Support Team of Lucknow and Kanpur, the aim of this initiative was:

- To interact with the different users of Caterpillar DG sets
- To collect voice of customer (VOC)
- To conduct a 3 day - DG Set Health Check Up Camp

The Health Check Up Camp was really beneficial to many customers from areas like Kanpur, Dehat, Lucknow, Kannauj, Chibramau, Unnao, Bhadohi, Barabanki, Pukhrayan and Bhognipur.

The Camp activity was followed by a Seminar cum Customer Training program where TIPL team invited customers from Allahabad, Raibareilly, Amethi, Sultanpur, Jaunpur, Orai, Kabrai and Ghazipur to attend the program. Some of the major customers who attended were - Rohit Surfactants, Airport Authority of India, Indian Oil-Sultanpur, Rhimjhim Ispat, Hindalco, Vishaka Industries, Essar Infrastructure etc.



Customers attending the training program

The program took the invitees through presentations on TIPL growth plans along with our focus and strategies towards service excellence and customer loyalty. There were also presentations on Rental business followed by an enriching technical program- 'A journey from Engine Basics to New Product Introduction (NPI)'. There was also an interactive discussion on how to understand the Critical Customer Requirement (CCR). The CCR feedbacks highlighted issues such as having a single window service, having sufficient Parts Inventory among others. The closing ceremony ended with the handing over of memento to each customer in recognition of his support followed by cocktails and dinner.

This initiative from TIPL-PSS team was highly appreciated by all the customers attending the program- a true example of our relentless effort towards taking customer relations to higher levels of excellence.



Sibananda Gupta addressing the training program



Amitava Gupta imparting training to the customers

Powering remote Oil and Gas field with CAT G3412 Gas Genset

In a remote site of Arunachal Pradesh, GeoEnpro Petroleum Limited - a 50:50 joint venture between Jubilant Enpro Pvt. Ltd. and Geopetrol Mauritius Ltd, operates the Kharsang Oil & Gas Field.

This on-shore oilfield had no access to grid power and had been running on very old and small size gas gensets to give power to their establishment and production wells.

TIPL-PSS petro team, in its constant effort towards leveraging opportunity, approached GeoEnpro and took up the consultancy services for the complete power plant including their distribution system at different locations.

Post the consultancy report by TIPL, the company saw true value in the recommendation and the result - the company purchased and installed a Cat G3412 gas genset to run their complete operation and also implemented the power distribution recommendation given by TIPL. We also supplied, installed and commissioned the required control synchronization and distribution panels for the power plant. This unit is synchronized with their existing gensets which now acts as a back up. This reinforces our organizational passion: 'We make our customers more profitable'.



New branch in Koderma

In order to get closer to the customer and understand their needs better, TIPL recently opened a new branch office in Koderma - Jharkhand. The office was inaugurated by Annapurna Devi, MLA of RJD in presence of senior TIPL officials - Debojit Bhattacharjee, Associate VP - South East, Samar Pal, Prasun Chatterjee, C R Patnayak, Jayant Sahay and TIPL Ranchi team.



Representatives from different finance companies were also present. The office has been opened with the objective of increasing coverage in the Koderma - Jhumri Tilaiya area that promises good market opportunities.



A Customer Meet was also organized on the same day. The aim was to meet the potential customers of the area and use the Meet as a platform to understand customer expectations and to customize our product support

accordingly. TIPL also displayed 2021Z-Bar Wheel Loader and 424B Backhoe Loader during the inauguration.

With the help of such new branches opening up at various locations, we are sure to get closer towards the vision of building a world class service organization.

Road Show & Demo at Rajarhat, Kolkata

A road show & demo was organized by our TIPL Construction & Mining team at Rajarhat, Kolkata - West Bengal. This event gave us substantial visibility and generated awareness amongst the customers. The demo and road show also resulted in a few leads that would be translated into business.



CDI & Training great value differentiators

We at TIPL firmly believe that an operator plays an important role in enhancing profitability through efficient machine operations and controls. In line with this belief and to provide better return on our customers' investments, we have recruited 8 operator trainers and developed them to Caterpillar Certified Dealer Instructors (CDI). After months of rigorous training on various machines, the operator trainers were certified by Bill Pittenger, Team Leader, TTS - Caterpillar in April, 2010.

Over the years we have successfully marketed the Operator Training and CDI as great value differentiators for customers.

The Operator Training is offered with every new machine sale and also for the existing fleet based on customer request. After about 3-6 months of training, our representative revisits the customer to assess the benefits in terms of productivity, machine availability and reliability, parts consumption, fuel efficiency, operator motivation level etc. Last year, we successfully conducted operator trainings for 1753 operators belonging to 481 customers. The extended enterprise benefit of conducting Operator Training through CDIs ranges from gaining competitive edge to lower warranty cost.

The customer feedback received so far has been very encouraging and the result of this great endeavor shows improvement in customers' machine utilization, productivity and fuel consumption. There are also instances where customer has placed repeat orders for machines after our operator trainers were successful in establishing better value for Caterpillar machines. While in the past customers were not ready to pay for services like this, now with the benefits clearly witnessed by them, they are not only willing to go in for the trainings that are chargeable but there are instances of repeat trainings as well. Our two long term contracts - one with Hindustan Zinc Ltd., and the other with Hindustan Construction Company Ltd. (HCC), bear testament to this fact.

Hindustan Zinc Ltd has awarded a contract to TIPL for training 150 of their Off-Highway Truck Operators. The practical training focuses on Truck Loading, Haul-road Operation, Braking System, Reversing & Dumping. The Master Operator Trainer from TIPL has already completed training of 86 operators of HZL who can now be rated as Level-II category of operators.



On-site Operator and Maintenance Training



Bill Pittenger - Caterpillar and G Sivaramakrishnan along with TIPL Operator Trainers at the CDI ceremony

HCC, another major player in the construction sector, has awarded a contract to TIPL for carrying out Operator & Maintenance Training on Dozers, Loaders & Gensets. So far, we have trained 51 engineers and operators of HCC in their sites at Nimoo, Chutak project (J&K) and Chamera (HP) on Caterpillar DG sets.

CDI Operator Training is set to become a great value differentiator and marketing tool for TIPL and reinforces our motto of 'making customers more profitable'.

TIPL conducts its first Machine Application & Performance Seminar (MAPS)

In today's dynamic business scenario, providing customer connectivity and total solutions are two most critical drivers of success. This requires proper understanding of customers' needs and correlating them to the machine offering. There is also a growing focus on productivity optimization by providing right product for right application and an increasing demand for machines for multiple applications. It is, therefore imperative to have knowledgeable sales force and application experts to meet customer expectations and drive customer loyalty further.

Keeping this in mind the Machine Application and Performance Seminar (MAPS) was designed to effectively communicate the concept of machine selection, productivity and performance; enabling customers to derive better return on their equipment investment. Using the internal resources, TIPL conducted its first 'Machine Application and Performance Seminar (MAPS)' in Sahibabad during the month of July 2010. The trainers had earlier successfully completed the 'India Acceleration - MAPS Train the Trainer Program' conducted by Caterpillar India District.



TIPL participants along with trainers in MAPS

17 participants from the four TIPL territories attended the MAPS training. The participants were from Machine Sales, Rental & Used Equipment and Service Departments. Apart from the earthmoving fundamentals using the Caterpillar Performance Handbook, the participants also learnt to -

- Identify job conditions and application zones
- Identify the performance measure and standards of application
- Configure the machines as per application
- Estimate the productivity of the machines

The classroom sessions were combined with hands-on training on various Caterpillar products including Track Type Tractors, Wheel Loaders, Compactors and Hydraulic Excavators. In addition, the method of productivity calculation, correct job set up and operation practice for a specific application in each of the above products were demonstrated in detail.

TIPL also used this opportunity to train all the participants on Machine operations for TTT, WL, HEX and Compactors as Level I operators. This training was conducted by TIPL Certified Dealer Instructors (CDI). TIPL plans to measure the effectiveness of this training by subjecting the participants to retentivity tests - 3-6 months after the training. This will be further extended to 'on the job' evaluation at a later stage.

TIPL received great support from team Caterpillar throughout the planning and execution of the MAPS training. Some of the District Reps also joined the trainers as faculty providing valuable tips to the participants and the trainers. TIPL plans to conduct more of such trainings in future for their sales and application engineers so that they can help customers select the right machine for the right application thereby enhancing customers' productivity and loyalty.

SITECH Customer Meet

As a part of our continued focus to provide total solutions to our valued customers, TIPL has taken up the dealership of SITECH for the Northern and Eastern region of India. SITECH is the distribution arm of TRIMBLE which offers world class construction technology solutions. Represented as 'SITECH India North & East' covering North and East India, the TIPL-SITECH relationship brings in a comprehensive and reliable construction technology system that will enable customers to better manage the worksite and all the machines in their fleet.

To build awareness for this new business association amongst discerning customers, TIPL recently organized a SITECH Demo and Customer Meet at Suraj Kund, Faridabad-North India to demonstrate the TRIMBLE products and its features to the customers. The five day event saw a Live Demo, Seminar and Training along with an interactive Customer Meet. The event was graced by senior officials from TRIMBLE - Andrew Caldwell, Ken Shawler, Holger Wagner, Nikhil Mahant, Jaykumar Patil, Ed Rico, Raja, Rajan Aiyer as well as senior Caterpillar guests Ed B Melicor, E C Manohar, Dwight J. Roberts, R Suresh Kumar, Amit Bansal and others. TIPL was represented by senior management team G V R Murthy, A H Kewalramani, Arun Grover along with TIPL-SITECH North and East Team including the operator trainers. The event was attended by many important customers and generated very positive response. It also acted as an eye opener in regard to the benefits offered by SITECH solutions that included - enhancing job site productivity, maximizing machine health, fleet utilization and logistics.

The need of the day is to integrate machine monitoring with site management - possible through technological convergence and TIPL-SITECH Customer Meet effectively showed ways to improve productivity at all stages of the construction workflow, thereby maximizing customers' return on investment.



From Left - R Suresh Kumar, Ed Melicor and G V R Murthy



Arun Grover and Ed Melicor at the site



Andrew Caldwell, TRIMBLE official with the customers



SITECH technology on display

TIL TALK

Foundation Day

22nd July, 2010 marked the 66th Foundation Day of TIL. Like every year, this special day was celebrated across all the TIL locations with flag hoisting and sharing Chairman's address with the employees. In the line with our belief that Recognition is a great motivator, our Recognition & Award ceremony was also carried out at the same day at Taratolla. The award details are covered in our People section. The day was also observed as TIL Caring Day and was dedicated to the care of the under privileged section of the society [featured in our CSR Zone].

To quote our Chairman - Mr. Avijit Mazumdar - "TIL Foundation Day gives us an opportunity to reflect on our eventful journey of over six decades, as well as to focus on the future with renewed determination and zeal, and instill in us the power to achieve our dreams."

Glimpses of Foundation Day...



Taratolla



Kamarhatty



Sahibabad



Bhubaneswar



Ranchi



West Bokaro - FRS



West Bokaro - SEB



Noamundi



Patna



Bhutan



Agucha



Udaipur

We could not publish all photos due to paucity of space



Sit-N-Draw Contest

Employee Engagement is always a focus area for TIL. As a part of our Foundation Day Celebration, we organized a Sit-n-Draw Contest amongst the employees' children to make them aware of various social and environmental issues.

The contest was organized at Agucha, Asansol, Dhanbad, Patna, Sahibabad, Taratolla, Udaipur and West Bokaro-SEB. Like every year, the 'Best Drawings' from the entries would be used to make TIL's New Year Greeting Cards. The occasion reinforced TIL's passion for working as one big happy extended family.

The contestants were divided into three age groups -

Group A - 5 to 8 yrs

Group B - 9 to 12 yrs

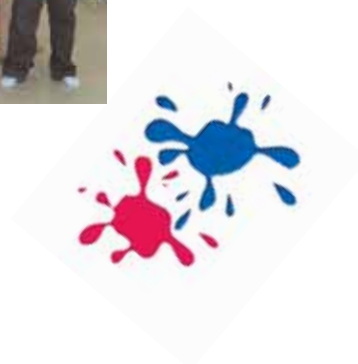
Group C - 13 to 16 yrs

The topics were -

Group A - Draw as you like

Group B - Monsoon / My India / Helping a Handicapped

Group C - World Cup through your eyes / Nature and You / Global Peace.



TIL TALK



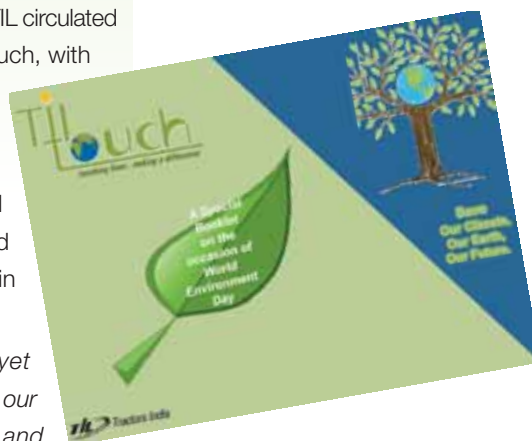
World Environment Day (WED)

As a part of our CSR vision we are committed to protecting the environment and making the world a greener place to live in.

On the occasion of World Environment Day, this year, a sapling planting initiative was undertaken by our employees at different branches across TIL & TIPL. The participating branches were Agucha, Asansol, Bhubaneswar, Chandigarh, Guwahati, Kamarhatty, Lucknow, Sahibabad, Taratolla, Udaipur, West Bokaro-SEB. Over 200 saplings were planted by employees across these branches.

On the same occasion, TIL circulated a WED booklet - TIL Touch, with facts and trivia on environment, reflecting the importance of environment on our well being, livelihoods and economies today and in future.

The booklet showed yet another way to reinforce our belief in touching lives and making a difference.



Pictures of tree planting at various locations



Taratolla



Kamarhatty



Sahibabad



Asansol



Guwahati



Lucknow



Agucha



West Bokaro-SEB

“Make-A-Wish” Contest

This year, on the World Environment Day, TIL embarked upon an initiative called ‘MAKE-A-WISH’ Contest for its employees. Employees were encouraged to express their wishes as to how they would like to save the environment and mother earth. The response was great and it was real tough to judge and select the winning entries.

Congratulation Winners !



Nirupam Das
NBS-MHS, Taratolla



Sanjeev Bhatt
Product Support - TIPL
Taratolla



H S Madhusudan
MHS, Chennai



Saugata Roy
SOS Lab - TIPL
Taratolla



Anindradeep Pal
Marketing - MHS
Kamarhatty



T D Banerjee
Corporate, Taratolla



Bhaskar Chakraborty
Maintenance-MHS, Kamarhatty



S Kirubakaran
MHS, Hyderabad



Shibu Das
Assembly - MHS, Kamarhatty



Some of the brilliant ideas that emerged from the entries

- Re-use stationeries, especially envelopes, more than once, at least for internal correspondence
- To take the vehicles off the road with a specific last digit registration number. For example on Monday, all vehicles with registration number ending with digit 1 should be taken off the road, similarly on Tuesday, vehicles with last number 2 should be taken off the road. This process should be followed throughout the week. Persons whose vehicles are off the road should avail public transport or share/pool car etc. This concept will save huge amount of petrol burning
- Separate old/used paper from other wastes
- Waste disposal can be segregated in metallic items, plastic items & bio-degradable items for easy recycling
- Use wrought-iron furniture in place of wooden furniture
- At birth of every child there should be a tree planting
- Pool/share car concept can save a large amount of fuel
- Recycle Paper, Save Trees
- Re-introduction of paper bags for grocery items instead of plastic bags
- Refrain from using wood pencils
- Plan smaller family
- Whenever / wherever possible plant trees
- Use jute bags
- Washing cars on grassy area, not to use copper roofing as dripping water can be toxic to aquatic life, etc
- Avoid using vehicles for short distance, walk if possible
- Save rain water by making soak pits in our houses
- Use gadgets which cause less pollution to the environment

Simple yet practical if we apply these ideas in our daily lives - the world will surely be a greater place to live in.

TIL TALK



Taratolla



Sahibabad



Mumbai



Agucha

TIL Caring Day

This year we observed TIL Caring Day by extending our care and concern for orphan and abandoned children across the various TIL and TIPL locations.

TIL/TIPL employees contributed voluntarily towards this endeavor and the amount was equally matched by TIL Corporate which was utilized in providing special meals, gifts and items specifically requested by these orphanages.

TIL Caring Day was observed by our employees at Agucha, Asansol, Bhubaneswar, Chandigarh, Chennai, Guwahati, Kamarhatty, Lucknow, Mumbai, Patna, Sahibabad, Taratolla, Udaipur, West Bokaro-SEB.

The happy faces of these children will be etched forever in our memory !



Kamarhatty



Chennai



Bhubaneshwar



Asansol



West Bokaro - SEB & FRS

Utsav Cultural Group

TIL lent a helping hand to the Walk organized by Utsav Children Cultural Group in June 2010 for specially-abled children.



ASCENT - Management Development Program

ASCENT is an integrated Leadership Development Program to help business professionals of TIL/TIPL to transcend to general management. The program is designed to provide exposure to Thought Leadership of the highest order, helping participants to overcome the challenges of strategic orientation, managing complexity and integration that are involved in leading an organization. ASCENT aims at providing participants with a wider perspective on business, thereby increasing business skills and leadership capabilities. It is an accelerated management program aimed at creating a pool of future business leaders of the organization. The program is designed for Business Managers, Functional Heads & Operation Heads.

Program Methodology :

1. Creation of Individual Learning Program (ILP)

Participants will use the ILP to record what they want to achieve on their learning journey - their goals and progression options, learning targets with outcomes and time scales, details of the resources, support and guidance required etc. The ILP will be derived on the basis of the inputs obtained through Developmental Center.

Development Center is a means to predict on-the-job performance and potential by evaluating competencies through multiple methods and multiple assessors. The Development Center was launched on 25th May 2010. It started with a batch of 20 people. The day began with an opening speech by Mr. Sumit Mazumder - VC & MD and proceeded with various methods of assessment including psychometric tests, presentations, in-basket exercises, interviews, role-plays, 360° feedback etc. The Development Center was conducted by external assessors with high repute in the industry along with internal assessors. The entire project monitoring was done by Head - Knowledge Resource Management.



Senior Management - TIL/TIPL and Caterpillar with ASCENT team

2. Instructor Led Trainings (ILTs)

ILT is the practice of face-to-face delivery of training and learning material. ILTs will be conducted by both internal and external faculty. The strategic papers will be led by the senior leadership of Caterpillar and TIL as may be relevant to the course content. Reputed training consulting firms like Dale Carnegie, Mindstudio and Mercuri Goldman are a part of ASCENT.

3. Project Assignment

All participants need to complete a work related project by the end of the program that will apply management tools they have learned. Participants' direct reporting manager and training managers will facilitate and monitor the progress of the same. The project is required to be done in groups and a group presentation will be required. The project output must be a solution of daily work. After successful completion of the ILT and the project, each individual will be certified.

Participants - TIL

- Kalyan Banerjee • S. Chakrabarty • Ratindra Nath Das • Susanta Kumar Sadhukhan • Umashankar Chakraborty
- Suchindram Samanta • Sudipta Gangopadhyay • Sumit Kr.Biswas • Govind Tripathi • Sandip Kumar Chaudhury
- M.Ramesh • Holur Srinivasan Madhusudan • Sanjay Saxena • Subrata Ganguly • Subir Basak • Nirupam Das
- Sarvesh Prasad • Arup Ratan Chanda • Swarnendu Chatterjee

Participants - TIPL

- Soumitra Das • Tata Rao Buddala • Manish Verma • Shubhanshu Girdher • Saikat Chatterjee • Punit Rekhi
- Mohit Kaushal • Naveen Chander • Deepak K Jolly • Harpreet Singh • V R Ganesh • Mahalingam Chandrasekaran
- Samar Pal • Biswajit Mukherjee • Abhijit Chatterjee • Prasanta Kumar Gupta • Jitender Kumar Bassi
- Subhash Sharma • Subir Kumar Datta

Thomas Profiling

Global competitiveness means that winners will be those with a workforce that grows competent everyday and exhibits leadership from the front line to the top line. It has been our constant endeavour to hire best in class people with right set of skills, knowledge and attitude to drive business results. Towards this end, TIL has started various initiatives one of them being the 'Use of Psychometric Assessment techniques'.

This will be implemented using Thomas Profiling and will form a part of selection process for all unique positions across TIL & TIPL. These assessments can be used to show what people are capable of and how they act. This information can be used to identify what sort of job they will be good at, how well they will fit within a company culture and even how far they will go in their career.

Thomas Profile typically measures - Dominance, Influence, Stability and Compliance. Thomas Tools and Psychometrics in use are Human Job Analysis (HJA) and Personal Profile Analysis (PPA).

What is Human Job Analysis (HJA)

This is a form, which is completed by two or three members of the management team in order to identify and establish the behavioral characteristics required for a specific job role taking into account the prevalent corporate culture and objectives.

HJA gives a representation of the job profile on the four basic behavioral traits - DISC. Comparing HJA with the participant's PPA profile throws up critical insights into compatibility with current and advanced roles training needs and prioritization.

What is Personal Profile Analysis (PPA)

The PPA is a short and very accurate form, which takes 5 to 7 minutes to complete. It is filled out by the participant and is used to identify the behavioral characteristics of the individual.

PPA represents the analysis of a person's ability to handle a job by analyzing the responses scientifically; it is possible to gain an insight into how this individual behaves in the job and in the work environment. It also helps in understanding how this person copes with his/her environment and in turn gives a key to his / her attitude and possible performance levels.



Application Areas

Thomas Profiling is currently being used as a selection tool for candidates in Manager and above grades. Assessments are being used as an additional input to gain deeper understanding of the candidate before making decision about his selection in the organization.

Other application areas of Thomas Profiling are found in Training and Development. The tool could be used to coach employees struggling with the challenging aspects of their job, put together high performance project teams, assist with change management or survey potential issues within a team, department or company. The assessments can identify strengths and weaknesses, pinpoint training needs and be used to evaluate the success of training courses.

Behavioral Training

Training & Development is an area which by careful design can serve both organizational as well as individual needs and aspirations. Behavioral skills trainings have witnessed a marked transition in the last decade from being generic and 'good to have' to being specific, defined and 'need to have'. Organizations across the globe accept the fact that professionals with technical knowledge only partly complement the essentials of being a 'complete professional'. On the journey of professional growth, one is required to interact with internal and external stakeholders, hence it is imperative for them to have effective communication and other behavioral skills, which play a critical role in successfully managing customers - internal or external.

At TIL and TIPL, there is a great emphasis on developing people capabilities and closely linking Training & Development with organizational objectives. Every year we conduct organization wide Training Needs Assessment based on a three tier assessment system - Organizational requirements, SBU requirements and Individual/ Level wise requirements. This provides inputs for our Behavioral Training Calendar.

For 2010-11 the training calendar has been created keeping in mind the specific requirements of different levels and functions within the organization. The programs have been created separately for junior (upto Asst. Managers), middle (Managers and Senior Managers) and senior (DGMs and above) management level people. The junior level programs have been made separately for Sales, Service and Support groups and the middle and senior level programs focus on managerial and leadership skills. Another highlight of this year's training calendar is the location specific trainings for product support professionals to ensure maximum coverage and also to provide learning opportunity to people located in remote locations.

The training programs consist of mainly Instructor Led Trainings (ILTs) which are accompanied by experiential learning through Case studies, Exercises and Games. The participants are identified by KRM based on training requirements and the functional requirements.

Testimonial Scheme

One of the most important ways in which organizations gear up for growth is by defining where they envision themselves to be in the future. In the current context, it would mean to assess and embrace all untapped potential existing in the market in the form of talents. At this juncture we need to further develop ourselves as an 'Employer of Choice' to attract and retain the best talent. As a step towards this mission, we intend to leverage on the potential of our existing employees for attracting best talent as our 'Brand Ambassador' through a scheme of Employee Referral Policy. This policy is also known as the 'TestimonialaL'.

Testimonial will be applicable for recruitment at M1 to G5 grades. Employees are required to send Resumes to KRM along with a 'Employee Referral Form'. Candidates referred through Testimonial will be assessed in the similar process as outlined for the selection of general candidates. Candidates will be evaluated on the basis of the Job requirement and also the Job Specification, and not on the basis of the suggestion being made by the referrer. If candidate is selected then based on the level of joining the cash reward is calculated & processed by KRM.

Level	Amounts (Rs)
M1, M2	5,000
G1	10,000
G2	15,000
G3	20,000
G4	25,000
G5	30,000

The employee referring a candidate should remain the guarantor for him/her for at least 6 months. Within this period of 6 months in an event of the candidate leaving TIL, the employee will be required to return the reward amount of the Testimonial scheme.

In an event if two referred candidates of any employee leave the organization within one year of service, then the concerned employee shall be refrained from submitting further nominations in the Testimonial scheme.

TIL TALK

"The highest reward for a man's toil is not what he gets for it but what he becomes by it."

Chairman's Stellar Award 2010

This year **Chairman's Stellar Award 2010** for Outstanding Commitment to TIL's Core Values was given to **Debojit Bhattacharjee**, Associate Vice President - South East.

Such a prestigious award acknowledges his true commitment towards TIL values of Leadership, Integrity, Knowledge, Teamwork, Accountability, Transparency, Customer Orientation.

Congratulations to him from Team TIL.



Hallmark Award 2010

The **Hallmark Award 2010** for Outstanding Leadership recipient was none other than **Pinaki Niyogy**, Senior General Manager-Manufacturing, Material Handling Solutions.

This special award acknowledges his commendable leadership qualities that have steered the Material Handling Solutions division through the years.

Congrats to him once again from Team TIL.



TIL STAR AWARD Recipients 2010



This award is for those with a relentless effort towards achieving excellence in Innovation, Problem Solving, Teamwork, Commitment and Contribution to the growth of TIL.

This year the TIL STAR awardees are:



Jayanta Kumar Patra
MHS-Production
Kamarhatty



V. Jayanarasimhan
MHS-Service
Vizag



Sumit Datta
MHS-Sales
Taratolla



Alphonse Albert
CMS-Branch Head
Dehradun



Ajith Kumar P V
CMS-C&L
Sahibabad



Satyaki Roy
CMS-Branch Head
Guwahati



Indrajit Koley
CMS-Service
WBC-SEB



Rabi Kumar Darnal
CMS-Parts
Udaipur



Sandwip Karmakar
PSS-Projects
Taratolla



Soumen Ghosh
PSS-Sales
Okhla



Swapan Dutta
Corporate-Accounts
Sahibabad



Nayana Rokade
Corporate-KRM
Taratolla

Felicitating meritorious students of TIL's extended family for their outstanding results in various board exams

Here's wishing you success in all that you do!!



Shuvojit Mukherjee
S/o Biswajit Mukherjee
Center of Excellence



Soham Banerjee
S/o Santanu Banerjee
MHS Customer Support



Aishwarya Bose
D/o Anup Kumar Bose
CORP Accounts



Bikramjeet Mitra
S/o Biplab Mitra
CMS Service

Congratulations !



Amalangshu Pal, Sr. Manager-Sales, MHS was awarded **MBA (International Business)** by **Indian Institute Of Foreign Trade (IIFT)** in March, 2010.

A Hearty Congratulations to Amalangshu for this great achievement!!



Mother & daughter duo, **Tanushree Banerjee & Shrijita Banerjee**, family of Debjit Banerjee, PSS Service were awarded 2nd position in a competition organized by **Sambad Pratidin**, a leading newspaper, in May 2010.



Work-of-Art contributed by **Happy Dhol**, daughter of Prabir Kr Dhol - Corporate Accounts Dept.

TIL TALENT BOX

We invite creative contributions from you and your family members. If you write, paint or sketch - do send us your creative inputs and we will publish them here.*



*Subject to assessment by Judges

Our People... Our Inspiration

You & Eye

Eyes are one of the most important parts of our body. Eyes are silently and constantly at work throughout the day, be it working in front of the computer screen, studying, reading or simply watching television or doing any other activity. Proper eye care and exercise for eyes are very much recommended for keeping your eyes healthy and stress free and relieve them of tiredness.

Studies show that most computer users often start to feel eye-muscle stress after two or more hours at the computer. This usually starts with tired eyes. With more time at the computer, discomfort frequently spreads to the head resulting in headaches, burning of the eyes, blurred vision, loss of focus, double vision, neck and shoulder pains.



Minimizing Risks of Visual Discomfort

Reduce the risk of developing visual discomfort by avoiding these common workplace factors:

Common Risk Factors	Common Solutions
Viewing the monitor for prolonged period of time	Take frequent visual breaks (look at an object 20 feet away for a few seconds). Perform non-computer tasks periodically. Keep your monitor screen clean. Close your eyes periodically. Use artificial eye drops if necessary.
Glare on the computer screen from windows	Use window treatments (blinds, window tinting) to block the light. Position your monitor perpendicular to the windows or other light sources. Adjust your computer monitor position and tilt to reduce the glare. Use a glare screen or hood.
Glare on the computer screen from inside lighting	Reduce overhead lighting and add task lighting. Reposition task lighting. Adjust the computer monitor position and tilt to reduce the glare.

Eye exercises help the eyes in two important ways:

MECHANICALLY: Eye exercises help to improve the mechanical stability of the eye by coordinating and strengthening the eye muscles. The eye exercises strengthen the convergence power of the eye and balance its function.

OPTICALLY: Eye exercises improve the optical image coordination between the two eyes, thereby permitting a proper three dimensional accurate picture to be received and subsequently evaluated by the brain.

TIPS TO RELIEVE TIRED EYES:

- Keep your thumb at an arms' distance in the line of your nose and focus with both eyes on it. Slowly move the thumb towards the nose with your gaze fixated on the thumb
- Roll your eyes up and down and then side to side. Now move your eyes in a circular motion. Repeat this exercise five to ten times
- Rub your fingers for about fifteen to twenty times until they feel warm. Close your eyes and cup them with warm hands. Let your fingers overlap and rest on the center of your forehead for about a minute
- To improve eye flexibility, hold your thumb six inches from your nose and focus with both eyes. Now shift your focus on any other object, which is ten feet away. Repeat this back and forth about fifteen times
- Take a bowl of luke warm water and a bowl of cold water. Dip a clean napkin in each bowl. Place the napkin from the warm water on closed eyes for 30 seconds and then alternate with the napkin from cold water. Repeat this for three to four times
- Stand at one end of the room and let your eyes scan around the edges of objects in the room such as doors, clock, television etc. This makes your eyes move in a loose and fluid way. Do this for about two minutes





Impress with

Techno

Vocabulary

Do you want to impress or confuse clients and colleagues? Use **Techno Vocabulary**. It can be called the '**Buzzword**' writing **method**. It is simple.

There are three columns of words involved, as follows:

0. Balanced	0. Management	0. Contingency
1. Total	1. Organization	1. Hardware (Or Software)
2. Integrated	2. Reciprocal	2. Projection
3. Compatible	3. Monitored	3. Time-frame
4. Synchronized	4. Digital	4. Concept
5. Optimal	5. Modular	5. Programming
6. Responsive	6. Transitional	6. Mobility
7. Functional	7. Incremental	7. Capability
8. Parallel	8. Third-generation	8. Flexibility
9. Systemized	9. Policy	9. Options

Just select any three-digit number; then use the corresponding Buzzwords from the above grid, e.g., 257: '**integrated modular capability**'.

Don't worry if it doesn't make sense to you; it won't mean anything to anyone else either, but they'll think you're just smarter than they are so they won't say anything!!!

You can propose '**systemized reciprocal options**' (929) to achieve '**optimal transitional flexibility**' (568), so that we can think of an '**integrated monitored projection**', and then your colleagues and customers will be blown away with your 684!!!



SPNERISM



A spoonerism is an error in speech or deliberate play on words in which corresponding consonants, vowels, or morphemes are switched. It is named after the Reverend William Archibald Spooner (1844-1930), Warden of New College, Oxford, who was notoriously prone to this tendency.

A spoonerism is made by switching the first sounds in a pair of words.

Here are some examples:

Word phrase

butterfly
take a shower
blue shade
lighting a fire
battle ships and cruisers
cosy little nook
a crushing blow
our dear old Queen
you've wasted two terms
blow your nose
toe nails
I'm a stamp dealer
right in your face
bowl of salad
it's pouring with rain

What it sounds

flutter by
shake a tower
shoe blade
fighting a liar
cattle ships and bruisers
nosey little cook
a blushing crow
our queer old Dean
you've tasted two worms
know your blows
no tails
I'm a damp stealer
fight in your race
Soul of ballad
it's roaring with pain

TAKE-A-BREAK

TIL ROUGH TERRAIN CRANES



LIFTING MORE. LEADING THE WAY.

TIL Rough Terrain Cranes are designed to handle the toughest of job site conditions. Ranging from 20 MT to 75 MT, these cranes set the standard in quality, performance, durability and value. Over a thousand of our Rough Terrain Cranes enjoy excellent user acceptance in the country.

With over six decades of domain expertise and partnership with world leader-Grove, a part of Manitowoc group, TIL brings its customers best value proposition with its range of superior products and unmatched customer support.

Count on TIL - Your Total Solutions Provider.

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