



TIL TALK

Vol. 20 • Issue 3 • 2011

OUR NEWS VIEWS & EVENTS

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wishes its readers success
and good times in 2012

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TIL Tractors India



Dear Reader,

Welcome to another issue of TILTalk. This 'year end' issue brings an assortment of news views and happenings that TIL went through in 2011.

The times are troubled on the economic front as the whole world heads into the New Year. The government has already scaled down the GDP growth target to below 7 per cent for the current financial year from the 9 per cent projected last February. This moderation in growth is due to risks from the global macroeconomic environment as well as decelerating domestic demand which has been a prime driver of growth in India. However, as per Fitch ratings, the Indian economy is expected to perform better than the developed economies and despite the sense of gloom pervading the macroeconomic level, our systems are still robust and equipped to face the headwinds of instability.



At TIL, we have not been completely insulated from this dampened situation. Although we have registered a top line growth in our consolidated financial performance in the first six months, we suffered a decline in our bottom line which can be attributed to the deferment of major road projects, as well as the fact that investment in infrastructure has not been as expected. I believe TIL possesses a spirit that is un-putdownable and we are taking all possible measures to counter the areas of concerns and emerge better in the months to come.

Some of the news and events we have covered in this issue reinforce this fact as well as our relentless pursuit of working for measures that will yield long term results. Our collective strengths and experiences have been channeled towards these long term opportunities. The story on the inauguration of our new Greenfield factory at Kharagpur is a classic example. We expect the new facility to increase our turnover by Rs1000 crores in the next 2-3 years and the total investment envisaged for the entire project till the completion of all four phases is to the tune of Rs 600 crores. Our first TIL-ASTEC Double Barrel Hot Mix Plant was handed over to M/s Varaha Infra -an esteemed customer- a great feat of achievement for the newly formed Equipment & Project Solutions vertical.

This was a year of an irreparable loss for TIL. On 3rd October we lost Satish Kr Bhatnagar - Director and President of our Material Handling division. Mr. Bhatnagar's contribution in building TIL during his years in the organization was immense. His dedication, vision and leadership has played a significant role in TIL's growth. His passing away left a sudden void for the entire organization and he will be deeply missed by all.

TIPL, the wholly owned subsidiary of TIL has also had its share of accomplishments. TIPL initiated for the first time- Integrated Solutions Fair (ISF) - a successful global practice in Caterpillar worldwide to improve business results and customer loyalty. Needless to say TIPL is reaping rich benefits out of these ISFs. Another commendable achievement for TIPL is the five star rating awarded by Caterpillar to our Component Rebuild Center at Asansol. This certification is a benchmark of safety, quality and contamination standards and acknowledges TIPL's commitment to quality.

I am happy to share with you all that this year we won a very prestigious award. After being Runners-Up for last two years, TIL emerged the numero- uno in the 'fastest growing construction equipment' category of Construction-World Annual 2011 study. This to us is an honor as well as a challenge to be in continuous pursuit of excellence.

All these and other regular stories in this issue, I am sure will be worth a read and keep our colleagues and customers updated on the latest in TIL.

I wish all a happy, healthy & peaceful 2012.

A handwritten signature in black ink, appearing to read 'Sumit Mazumder'.

Sumit Mazumder

Vice Chairman & Managing Director

A Dream Unveils

TIL sets a new pace in the infrastructure space of Bengal

18th of November 2011 marked a milestone event for TIL. On this day, Hon'ble minister for Commerce and Industry- Govt of West Bengal - Shri Partha Chatterjee laid the Foundation Stone at Vidyasagar Industrial Park in Kharagpur- West Bengal for the upcoming Crane and Reachstacker Factory of TIL and also inaugurated the Unit-1 of its Port and Construction Equipment Facility at Changual in Kharagpur in presence of Mr. Avijit Mazumdar-Chairman and Mr. Sumit Mazumder, Vice Chairman & Managing Director - TIL Limited along with the technology partners of TIL and other distinguished dignitaries.

Out of the 270 acres of land appx 165 acres is in Changual and 104 acres is in Vidyasagar Industrial Park. The project is proposed to be completed in four phases between 2011 and end 2015.

The proposed plant in Vidyasagar will make Reachstacker in association with Hyster - USA [a part of NMHG group] and manufacture Cranes in collaboration with Manitowoc-USA which will be in addition to the existing plant in Kamarhatty, Kolkata. In Vidyasagar, TIL will also have state-of-the-art Training Facility and Equipment Refurbishing Facility.

At Changual the Unit -1 of Port and Construction Equipment facility, TIL will roll out Crushing & Screening products for aggregate and mining applications under license from Astec Aggregate and Mining Group, a part of Astec Inc.-US. Also made under license will be the Double Barrel Hot Mix Asphalt Plant again in partnership with Astec INC. The plant will also roll out Rubber Tyred Gantry Cranes in technology partnership with Paceco Corp [a part of MES - Mitsui Engineering and ship Building-Japan].

TIL plans to provide substantial benefits, such as training - both theoretical and 'on the job' to employable youth with basic education from the families of the land sellers and villagers in that area to enhance employability. Subject to



suitability they would be given priority for all job opportunities that would arise once the factories are ready.

As a part of its CSR focus TIL will offer benefits to the land sellers and the villagers which would include help in medical facility through Health Check Up camps, improving the existing school facilities and supporting through education.

TIL being an environmentally conscious corporate with a commitment towards sustaining the natural resources, the plants at Changual and Vidyasagar will practice eco-friendly means with the concept of "Green Plants". A glimpse of the 'environment friendly' measures taken are:

- Provision of rain water harvesting
- The plant has been designed in a way so that optimal use of natural lights can be used during daytime to minimize electric consumption
- During night minimum electricity is being used for illuminating interiors of the plant while for exterior illumination solar panel lighting system is being used.
- All processes to strictly adhere to emission control norms.

Shop-floor Layout & Material Handling Systems

The Changual facility of TIL - for its Equipment & Project Solutions has been designed using concepts of Demand Flow Technology & Lean Principles.

Process flow and manufacturing architecture of Unit I



Salient design features

- Single gable, triple span shed of 240 x 90 mtr.
- Usage of natural light and ventilation in the shed to reduce energy consumption.
- Product flow layout from fabrication to assembly with machine build and space allocation based on feeder and main lines.
- Installation of twin level cranes (EOT + semi goliath/ cantilever) resulting in reduced interruptions due to crane availability.
- In-line shot blasting and open top paint booth in the construction equipment bay for optimal material handling.
- FIFO in plate yard, supermarkets in fabrication, tugger route and kitting in stores for assembly to induce pull-based material flow in between processes and avoid build up of WIP.
- Extensive usage of fixtures, rotators to reduce strain on operators during welding.

Products to be rolled out from Chungal facility:

- Jaw Crusher
- Cone Crusher
- VSI
- Static & Portable Plants
- Track Mounted Plants
- High Frequency Screens
- Six-Pack Portable and Re-locatable Plants
- Rubber Tyred Gantry Cranes



A Glimpse of Vidyasagar Inauguration



A Glimpse of Changual Inauguration





Core Competency meets Diversity TIL displays an array of products at EXCON, 2011

TIL was an active participant at EXCON- 2011- the 6th International Construction Equipment & Construction Technology Trade Fair; held from 23rd November to 27th November at Bangalore International Exhibition Centre, Bengaluru.

The main focus of TIL for Excon was to showcase the company's core competencies in manufacturing range and diversity of products to the right target audience as well as to reinforce TIL's role as total solutions provider. Besides a display of our existing wide range of products in Material Handling, TIL displayed several new products from our expanded product portfolio under the Equipment and Project Solutions vertical.

As one of the most significant shows dedicated to the construction industry, drawing a huge footfall from construction segment customers, Excon was the appropriate launch pad to create awareness of TIL's wide portfolio and capabilities. For TIL Excon also provided an ideal forum as customers actually had the 'on the ground' experience of the products.

Besides the fine array of products - the sprawling TIL booth of over 1750 sq meter had a hospitality booth – bedecked

with well designed branding and images of products and solutions. TIL stall was graced by Mr. Sumit Mazumder,

Vice Chairman and MD - TIL and other senior management along with distinguished members of collaborators.

The 5 day event saw great footfalls and encouraging response from potential customers and new prospects showing keen interest in the TIL portfolio of products and services. A great many leads were generated with a promise to be translated into results.

Besides providing a great opportunity to network and further strengthen the existing business and establish newer ones, Excon also helped TIL gauge the voice of customer through direct feedback process which is instrumental in creating and providing a holistic customer experience – the focal point of TIL's growth mantra. *The various moods at the TIL EXCON stall are captured in these few photographs.*

TIL products on the launch pad at Excon 2011 were:

- Truck Mounted Crane - HYDRA 825 MK II
- TIL - KPI-JCI FT2650 Mobile Jaw Plant

Besides the launch products, TIL has also displayed some other products at the stall:

- Rough Terrain Crane – RT 630
- Truck Mounted Crane - TMS 750
- Hyster Fork Lift Truck - Model H32XM-12
- Hyster TIL Reach stacker - RS 45-27 CH

In Crushing Screening and Road Construction TIL displayed:

- TelSmith Hydraulic Jaw H2550 - Primary Jaw Crusher
- Pioneer 2500EVT (A) Vertical Shaft Impact Crusher-Tertiary crushing solution
- TIL - TelSmith 6'X16' VKTL Inclined Triple Deck Vibratory Screen-Screening Solution
- TelSmith 38SBS Cone Crusher- Secondary / Tertiary Crushing Solution
- AMS 2618VM-Screening Solution
- ASTEC Portable 6 Pack Hot Mix Asphalt Plant - Road solution
- Mitsui MIKE Twin Header model MT1500G-Cutter attachment



TIL Salutes the Spirit of Entrepreneurship

Hands over its first TIL-ASTEC Double Barrel Hot Mix Plant to Varaha Infra at Excon 2011

A young man, equipped with a LLB degree in 1980, decided to let go a lucrative career in law and venture into infrastructure development in Jodhpur. Back in the early 80s when not many would have thought of leaving a lucrative career for a business venture, this young man with self belief and a vision began the journey and established, Varaha Construction Company.

This young man was Mr. Mufat Singh Rao. The only limitation for him to expand base out of Rajasthan was overcome when his three dynamic sons – Mr. Prem Singh Rao, Mr. Khuswant Singh Rao and Mr. Jagdeo Singh Rao joined him in business to expand the operations beyond Rajasthan. Since then the organization has grown multifold and has executed many prestigious projects across India. Investment into Technology and Human Resources has been the platform on which the organization has been built to give them a leadership position and to support their vision - "Continuous and regular growth with quality performance".

In 2008, Varaha Infra Limited was formed taking over the business and assets of Varaha Construction Company.

It was therefore no surprise to many in the Industry when Varaha Infra Limited decided to invest in India's first TIL – ASTEC Double Barrel Hot Mix Plant, a technology that has redefined road construction philosophy in many parts of the world. This plant was handed over during EXCON 2011 by Mr. Benjamin Brock, President Astec Inc and Mr. Sumit Mazumdar, Vice Chairman and Managing Director TIL Limited at a ceremony

held at the TIL booth during Excon.

TIL values the spirit of entrepreneurship and promises to further strengthen this relation with M/s Varaha Infra Limited by walking many more successful miles together.



Sumit Mazumder and Benjamin Brock handing over a memento to the customer



From L - R : Ranjit Sarkar, R. Ramarajan, Pinaki Niyogy, Alope Banerjee, R. Nandagopal, Benjamin Brock, Sumit Mazumder along with customer - Varaha Infra Ltd.

A Giant Lift

TIL supplies the World's Biggest Rough Terrain Crane to ECL

TIL recently supplied and commissioned Grove-Manitowoc Rough Terrain Crane, model RT 9130E in Eastern Coalfield's Rajmahal OCP. Manufactured in Shady Grove, Pennsylvania, USA, RT 9130E is the biggest Rough Terrain Crane (120MT) that is available globally. This new addition in ECL's fleet of lifting equipment symbolizes ECL's confidence in TIL as a source for high end lifting solutions. The equipment aptly christened as "Gajraj" by ECL was inaugurated by Mr. J.P. Singh, CGM – ECL Rajmahal Project. TIL in its effort to introduce the latest global technologies to its customers takes yet another giant step in supplying this equipment to ECL.



ECL and TIL officials with 'Gajraj'



A First of its Kind

First Manitowoc 16000WA Crawler Crane commissioned in Gujarat

The first Manitowoc Crawler Crane 16000WA was supplied and commissioned by TIL in Gujarat to its customer Amrik Singh & Sons Crane Services Pvt. Ltd- who is heavily involved in wind turbine work.

This first Manitowoc 16000 with wind attachment in India is currently working at one of the country's largest wind farms located in Rajkot, Gujrat. Besides being the first crane of its kind in India, the Manitowoc 16000 is also the largest new crawler crane ever purchased by Amrik Singh & Sons Crane Services Pvt Ltd.

After scouting for many types of cranes capable of catering to their expectations, Amrik Singh & Sons Crane Services chose 16000 as the winner. The crane has excellent lifting abilities suitable for such projects; and besides its lifting ability it is also easy to move and assemble. The key features of Manitowoc 16000WA like self-erecting system, FACT connections, Interchangeable crawlers, user friendly operating systems and dedicated boom for windmill erection coupled with superior 'after sales' support of TIL Western Region team helped TIL to clinch this deal against competition from major international manufacturers.

TIL – Western Region achieved this breakthrough in the Crane Rental Segment with the first Manitowoc 16000WA

in India and successfully collected repeat orders for other models.

This is one of those unique examples of winning customer loyalty through TIL's world class products and services. A worthwhile investment, undoubtedly.



Manitowoc 16000WA Crawler Crane in action

A Matter of Quality

Supply of TLV Akash to Bharat Dynamics Limited (BDL)

Recently, a custom built Transport cum Loader vehicle-TLV Akash was supplied by TIL to BDL for use in defense. After undergoing rigorous inspection and clearance by BDL - Missile System Quality Assurance Agency (MSQAA) Hyderabad, the equipment was accepted.

S. Kirubakaran – of TIL product support played a pivotal role to ensure that the equipment is readily accepted with

immediate clearance following satisfactory inspection. His coordination and proactive approach towards troubleshooting and resolution was well appreciated by BDL officials and sets an example of true partnership with our customers.

As a further value add, TIL also imparted technical training to the defense engineers to enhance their skill and confidence in the TLV Akash.

In Memory



Satish Bhatnagar

(06.05.1948 - 03.10.2011)

*It was beautiful as long as it lasted
The journey of my life.
I have no regrets whatsoever
save the pain I'll leave behind.
Those dear hearts who love and care...
And the strings pulling at the heart and soul...
The strong arms that held me up
When my own strength let me down.
At every turning of my life I came across good friends,
Friends who stood by me,
Even when the time raced me by.
Farewell, farewell my friends
I smile and bid you goodbye.
No, shed no tears for I need them not
All I need is your smile.
If you feel sad do think of me
for that's what I'll like when you live in the hearts
of those you love, remember then
you never die.*

~ Rabindranath Tagore

Remembering Satish Bhatnagar

No page, regardless its length, can satisfactorily contain other than the merest sketch of a person's essence, especially about someone so wonderful. What we merely endeavor to do here is remember this special individual through some pictures.

Mr. Satish Bhatnagar joined TIL as Head of Materials Management in 1990 and with his business acumen and insight, assumed responsibilities as Head of Material Handling Group within a short span of time. His vast knowledge and experience in modern manufacturing technology and business processes made him an industry name to reckon with. Besides being a thorough professional, he was a wonderful human being. A quiet personality, his level of 'connect' and 'empathy' was bestowed equally upon people across all hierarchy, right up to the shop-floor. TIL was almost like his first home, an organization he considered his own.

His commitment and steadfastness to quality and excellence, power of strategy and leadership qualities were not only commendable – they were a source of inspiration to most who worked closely with him. To many he was not only a leader with a vision but a father figure as well.

His contribution towards TIL's growth and success in manufacturing, whether in making TIL a market leader in mobile cranes, or enhancing customer experience with the right product mix and right global associations - will remain unmatched.

Thank you Mr. Bhatnagar, for inspiring us your with your unflagging spirit and kind soul that touched so many and will never be forgotten. Team TIL will always miss you dearly and you will always echo within our thoughts, our words, our hearts.



Down Memory Lane....



At the 5000th Crane Ceremony



Receiving Stellar Award



Inaugurating Accelerated Improvement Program



With Hyster



With Manitowoc



At bC India Show



Potain Dealership Agreement



Pondering Moments



Engaging with Employees



Relaxing Times in China



Braving the snow at Shady Grove-USA

Adding Value

First MARC at BCCL - a Subsidiary of Coal India

TIPL witnessed an eventful day in August, when five 773D Off-Highway Trucks (OHTs) were commissioned at Block II Open Cast Project of Bharat Coking Coal Limited (BCCL), with a MARC agreement, the first of its kind with a State Owned Enterprise.



GVR Murthy inaugurating the ceremony

These five machines from TIPL were the first lot out of total 34 no. 7773D OHTs slated to be supplied to BCCL. The OHTs will be under Maintenance & Repair Contract (MARC) with TIPL for seven years. The equipment are being delivered and commissioned across different projects of



Subir Bhattacharyya addressing the gathering

BCCL, making the MARC unique as well challenging in nature.

On this landmark occasion a special inaugural ceremony was organized at the project site of BCCL. The senior executives and employees of BCCL attended along with senior TIPL representatives. The BCCL officials expressed great enthusiasm and confidence in Caterpillar machines and TIPL's competent after sales services. With our expertise and years of MARC experience – it will add tremendous value to their projects – BCCL officials felt.



BCCL officials with TIPL team

Customer Centric

Integrated Solutions Fair for effective Business Growth

Integrated Solution Fair (ISF) is a successful global practice and is organized by CAT Dealers worldwide. These fairs are generally held over 2 - 3 days at strategic locations in the dealerships and aims at attaining higher levels of customer loyalty as well as improving business results.

TIPL North organized our first ISF at Udaipur in Rajasthan which was followed by TIPL East holding the event in Durgapur and TIPL North in Varanasi.

These events were an ideal platform to exhibit TIPL's wide array of solutions across business verticals of Machine Sales, Product Support and Rental & Used Equipment.

During each of the fairs whole day programs and sessions were conducted on product performance and applications specific to the territory/geography of the location and product support sessions designed to optimize customer's machine owning and operating costs.

The ISFs witnessed impressive footfalls of customers from all industry segments. TIPL also used the opportunity to felicitate some important customers and handed over keys to some new machine buyers.

As an immediate success, orders for several new machines were closed on the spot while a large number of leads were obtained.

Besides our own Sales and Product Support teams, senior Caterpillar officials also joined us to make these events successful.

These ISFs demonstrated yet again the customer driven approach of TIPL and reinforced the ISF adage - *Your Success Our Commitment*.



ISF at a glance

Enhancing Customer Experience CAT Care Meet

TIPL firmly believes that Product Support is key in creating customer perception and Loyalty. Through a customer-centric approach and closer proximity to the customer, faster response to his needs and better resolutions for his requirements we aim to increase our Product Support business and market share.

Driven by the above objectives, TIPL organized Free Service Camps and CAT Care Meets at strategic locations of our dealership. The events included Free Health Check up of the Caterpillar equipment, providing tips on safe and efficient operation of the machines and advising maintenance solutions to promote repair before failure concept.

These events were conducted with extensive branding at the venues to promote our parts and service products. Displays on Parts products, Caterpillar lubricants and Service solutions at the events highlighted our commitment to provide world-class service experience to all our customers.

TIPL South East completed three such events at Khurda, Paradip and Barbil in Odisha and TIPL North Central in Kabrai, U.P. Each of these events witnessed great enthusiasm and participation from local customers, who were keen to get their machines checked by our product support team at the venue. Mobile service vans with our product support teams covered a large number of customers, performing machine health checks at sites and advised best practices to improve machine availability and performance. Our Certified Dealer Instructors (CDIs) provided operating tips to the customer machine operators to improve productivity and lower cost of operation.

As a part of its many customer driven initiatives, TIPL plans to conduct more such Customer Care Meets to provide superior service and solutions to their customers, ensuring- *'Total Customer Satisfaction – whenever, wherever.'*



CAT Care Meets at a glance

Continuous Improvement

TIPL conducts Level III Assessment and Certification on CAT BHL

TIPL successfully conducted the BHL Level III Assessment and Certification at its Technician Development and Assessment Center in Asansol. This is the First Level III Assessment and Certification on CAT 424B BHL conducted by a CAT Dealer in the whole of Asia Pacific region.

Following the Caterpillar recommendations the assessment was conducted where the candidates were subjected to written tests on Safety, Schematic tests for Electrical and Hydraulics, System operations of engine, transmission.

Finally, each participant had to solve simulated field problems (bugs) on a CAT 424B BHL in operation. The candidates were evaluated on their ability to diagnose the problem, time taken to rectify, documentation and report writing after rectification of the problem. At each step, adherence to Safety was a pre-requisite.

Reviewing the results of the assessments TIPL is proud to recognize the following candidates for successfully



completing the Level III Certification: -

Alok Kumar – Territory South East

Rameshwar Singh – Territory North

Going forward, TIPL will develop Level III technicians in other product families so that our customers can enjoy the best services and maximum availability of the machines.

Developing World-class Service Technicians

First Batch of ABC graduates from TIPL

TIPL Technician Development and Assessment Center at Asansol was inaugurated with the first batch of trainees undergoing complete training based on Caterpillar Accelerated Basic Classes (ABC) curriculum.

During the 12 weeks of training the participants learnt about Safety at jobsite, Caterpillar systems and channels for service communication, Inspection, Maintenance and Servicing guidelines and the fundamentals of each system

of operation in Caterpillar engines and machines. The classroom sessions were followed by training on the machines and engines. Hands on practice using Electrical and Hydraulic Simulators helped the students to gain knowledge about the systems with clear understanding of do's and



don'ts thus ensuring the right skills for the job.

After each module of the curriculum the trainees were assessed on the learning and skill attainment. Finally the first batch of the technicians graduated in August, 2011 after successful completion of all the modules. We congratulate the first batch of technicians who have successfully completed the course modules and received certification.

TIPL's investment in the facility would help in developing Level – I technicians required in large numbers commensurate with the targeted business growth for next five years. This is an accomplishment towards our goal of developing World Class service technicians who would provide World Class Service Experience to our customers.

Caterpillar Launches New Products CAT 770G AND 772G LAUNCH AT THE EXCON

At the Excon 2011, Caterpillar had a sprawling stall strategically located at a vantage point. Teamed with its two dealers TIPL and GMMCO, the major focus of Caterpillar for Excon was the launch of 770 & 772 Off-Highway Trucks (OHTs).

This signifies an important step by Caterpillar in its New Market Introduction of the 770G & 772G OHTs built in



Caterpillar's Thiruvallure factory in India. On November 22, Caterpillar welcomed 25 dealer personnel from India & abroad for a comprehensive launch event in Bengaluru, that



included a ceremony for its unveiling and a blessing ceremony for its future success. There was also activities such as Lucky Draw against Backhoe Loader bookings on the spot. TIPL customer from Kota- Rajasthan Mr. Sushil Kumar Sahu who had ordered 5 units of BHL won the Lucky Draw prize.

The other CAT machines on display at the stall were :

- 320DL ■ 329DL ■ 120K2 with Accugrade
- 140K2 ■ 950H ■ 988H ■ D6G ■ D5K
- 770G ■ 424B BHL ■ CB 24 ■ C15 Engine
- Old Crawler Machine



Team Caterpillar, TIPL & GMMCO at EXCON

Joining Hands

JMD's visit at Tata Steel

TIPL's relationship with Tata Steel dates back years and over the years, the partnership has witnessed several initiatives by TIPL towards cementing this enduring bond.

Recently, an inaugural ceremony for D8R Track Dozer was organized in Tata Steel, Jamshedpur. It was indeed a moment of joy for the Tata Steel team as this Track Type Tractor has been a new addition to their fleet. The equipment would be deployed in one of the most arduous liquid metal and slag handling applications. Mr. Anand Sen - Vice President, TQMS along with other senior officials from Tata Steel joined Mr. GVR Murthy - Joint Managing Director, and other TIPL officials in attending the ceremony.

Speaking on the occasion, Mr. Ananda Sen commended the Tata Steel team on their perpetual efforts of various 'Kaizens' at bringing about considerable process improvements and appreciated TIPL support in joining hands with Tata Steel for such successes. Mr. Murthy recalled



GVR Murthy with Anand Sen at TATA Steel, Jamshedpur

TIPL's long association with Tata Steel as a mutually rewarding partnership and reaffirmed to strengthen this relationship in the near future.

We wish the TIPL CMS team all the best for building more of such enduring partnerships in the future that will yield greater value and enhance Customer Delight.

Reaching Customers

Rice Pro 2011

Recently TIPL Ludhiana took part in the Rice Protech Expo 2011, organized by the Business Empire in partnership with All India Rice Millar Association. The event was held at Jifco Resorts, Sahnewal, Ludhiana and provided a great opportunity for TIPL to promote its products to rice mill

owners of Punjab & Haryana who participated at the event. TIPL exhibited the CAT Gen set C18 which generated interest amongst the visitors. The footfall was encouraging and the Expo generated good response and significant leads.



TIPL Stall at Rice Pro



Simply World Class

TIPL Component Rebuild Center Awarded 5-Star Rating

TIPL Component Rebuild Center (CRC) at Asansol, West Bengal was designed to rebuild and test all major components of the equipment Caterpillar produces today - meeting the world class Caterpillar benchmark of safety, quality and contamination standards.

Recently Caterpillar completed its annual CRC audit for the year 2011 and rated our CRC Asansol a 5-Star, the highest standard for repair facility.

This 5-Star certification is awarded for successfully deploying and maintaining the Contamination Control criteria as well as for ensuring the process controls, laid down by Caterpillar.

Each rebuild follows a Cat-approved repair process - beginning with a thorough cleaning of every component and ending



with rigorous testing to ensure quality and meeting the stringent standards set by Caterpillar.

Congratulations to the TIPL CRC Team in making this great honor coming the TIPL way.

A Breakthrough

777D OHTs Commissioned at ECL Project Site

Recently TIPL East concluded a deal with ECL for 8 numbers of 100T CAT-777D with a cost cap for a period of 3 years. This high valued order is a major breakthrough for TIPL into Eastern Coalfields and is likely to pave the



way for more successes in future. With efforts from our Mining team of TIPL East and Asansol branch, the machines were supplied to ECL and commissioned at Sonepur Bazari project within a very tight deadline.

Powering up Indian Grand Prix

TIPL executes order for Indian Formula One world championship in record time

While millions of fans geared up to witness Formula One dreams come alive in India at Buddh International Circuit in Greater Noida, UP, TIPL executed a very prestigious rental order for the event- the first F1 Grand Prix to take place on the Indian subcontinent.

TIPL provided 8 Nos Cat 320 KVA and 500 KVA DG sets for powering up the Broadcast Area and Media Center. The order was placed on TIPL by M/s Technical Department-U.K. on turnkey basis for supply, install and commission the sets with synchronization panel.

The TIPL Rental team worked 24x7 and executed the project in record time of three days.

If F1 is about speed, Kudos to the TIPL Rental team for demonstrating speed and power in perfect synchronicity.



Superior Solutions from TNPL

New Workshop inaugurated at Kathmandu

With the objective of enhancing the product support capabilities of TNPL, Tractors Nepal inaugurated its state-of-the-art repair workshop at Nakhu - Kathmandu at a grand ceremony. It was inaugurated by Walt Bradbury – Regional Manager SGP-Asia Region in presence of Ed Melicor – District Manager IND-Bangalore District from Caterpillar and Mr. Sumit Mazumder – Director TNPL, G.V.R. Murthy – Joint Managing Director – TIPL and other senior officials.

The sprawling facility of 22,000 sq ft. is complete with wash-bay, disassembly bay with epoxy flooring, loading and unloading ramps and equipped with other special repair tools and fixtures following the Caterpillar best practices worldwide. Contamination Control measures are being taken at each station of the workshop to ensure repair quality in line with Caterpillar established global benchmarks. With this workshop in place, TNPL is geared up to enhance customer experience with quality repairs of all CAT equipment

– engine, transmission, control valves and other machine and engine components. The repair process is supported by an adjacent parts warehouse ensuring just-in-time delivery of spares. A well trained workforce is engaged in the workshop to ensure quick turnaround and higher reliability for the repairs thus benefitting customers with higher repair life of the equipment and lesser downtime. Moving ahead, the TNPL workshop with its offering will help our customers in Nepal with better fleet uptime at lowest operating costs.

A dinner was also hosted with customers for this event. Customers appreciated this investment of TNPL in building the facility and bringing the world class Caterpillar repair practices to Nepal.

This workshop is one more step towards our commitment in improving the level of product support in Nepal which undoubtedly will build up Customer Loyalty in the country.



From L - R: Kaushik Duttgupta, Subir Bhattacharyya, Sumit Mazumder, GVR Murthy, Walt Bradbury, Ed Melicor, Alok Tripathi and G. Sivaramakrishnan at the inauguration

Smile for a Child

TIL Caring Day

TIL Caring Day this year was observed by extending care and support to the orphan and abandoned children of our society across the various TIL and TIPL locations. This year our theme was "A Smile for a Child". TIL partnered with NGOs across 15 locations in India for the care of orphan and street children. In Kolkata we associated ourselves with three NGOs - CINI, Hope Foundation and Govind Home.

The employees at TIL and TIPL contributed voluntarily to the CSR theme for the day and the amount was equally matched by the management, which was utilized in providing special meals, gift hampers and other items. Also the employees of TIL spent quality time on this day with the children - thus setting a true example of employee engagement for a noble cause.

The photographs show some moments from TIL Caring Day observed at various locations.



Numero Uno

TIL wins 'FASTEST GROWING CONSTRUCTION EQUIPMENT COMPANY' award in India



TIL Limited bagged the prestigious award for the Fastest Growing Construction Equipment Company at the 9th Construction World Awards 2011. After being Runners Up for two years, this year TIL emerged the Numero- Uno winner in the 'Fastest Growing' category of Construction-World Annual 2011 study, which has been conducting the process of ranking and awarding industry participants since the past eight years.

Mr. A H Kewalramani, COO-TIPL received the award from Dr Shashi Tharoor, Member of Parliament and former Minister of State for External Affairs, at a function held on 21st October in Mumbai.

Construction World Annual Awards is one of the most prestigious set of awards which recognizes and facilitates

the achievers in the Construction & Allied Industry. Held every year since its inception in 2003, it is widely accepted by the construction fraternity. The awards felicitate the best companies, thereby inspiring the industry to raise benchmarks of performance.

While TIL was the fastest growing in the ranking, the second fastest and third fastest rank went to Action Construction Equipment and L&T Komatsu respectively.

The awards are based on the financials and profitability of companies and follow utmost transparency and awareness about corporate governance, thereby building a positive general perception of the industry.

This award, besides being an honor also poses great challenges ahead for TIL – to drive and pursue its journey of corporate excellence.



A H Kewalramani receiving CW award from Dr. Sashi Tharoor

Turning 67

TIL Foundation Day

22nd July, 2011 marked the 67th Foundation Day of TIL. Like every year, this special day was celebrated across all TIL locations with flag hoisting and sharing Vice-Chairman's address with the employees.

In our 67 years of long journey we have always centered our performance on TIL's core values of Integrity, Transparency, Leadership, Teamwork, Knowledge, Accountability and Customer Orientation. These principles have helped us to stride forward and succeed in our business operations. The imperative to develop and motivate our

people as contributors remains integral to our management process and this year also we recognized people who epitomize our values to build on their professional lives, and honor them with our awards for 'Leadership', TIL STAR award and a new award TIL True Spirit Award.

The award details are covered in our People section. The day was also observed as TIL Caring Day and was dedicated to the care and support of the orphan street children and lesser privileged children of society (featured in the CSR page). *Below are a few photos depicting the day.*



Sahibabad



Taratolla



Kamarhatty



West Bokaro - FRS



Kharagpur



Lucknow



Guwahati



Noamundi

Little Champs of TIL

Sit-N-Draw Contest 2011

As a part of our World Environment Day Celebration, a Sit-N-Draw Competition was organized amongst the children of TIL and TIPL employees. The event was a part of our ongoing endeavor of making children aware about nature and concerned environmental issues.

The contest was held at select locations – Taratolla, Kamarhatty, Sahibabad, Agucha and West Bokaro – SEB. The contestants were categorized into three age groups and were given different topics:



Group A: Children aged 4-8 years

Group B: Children aged 9-12 years

Group C: Children aged 13-16 years

The topics were based mostly on environment including the UNEP theme of WED 2011 with a view to create a



feeling of awareness among the young participants on the need to conserve our environment.

Winners were awarded with exciting prizes, and merit certificates. Like every year, the best drawings from the entries were used to make TIL's New Year Greeting Cards.

It was a day of joyous moments shared with young artistes who exhibited creativity with their talent and arty ways of caring for the environment.

The topics:

Group A:

A Garden / A Tree / Your Favorite Cartoon Character

Group B:

Your Favorite Super Hero / A Tree Planting Ceremony / Forests: Nature At Your Service

Group C:

Only One Earth, Care and Share / A World without Borders / Green Cities

We share with you the winning entries.

TARATOLLA

GROUP-A



1st

SAPTARSHI SANTRA,
8 YRS,
S/O TAPAS SANTRA, MHS



2nd

RITASREE MUKHERJEE,
8 YRS,
D/O BISHWADEEP MUKHERJEE, TIPL



3rd

SUBHADRA PAL,
6 YRS,
D/O AMALANGSHU PAL, EPS

GROUP-B



1st

SNEHA DAS, 12 YRS,
D/O BISWAJIT DAS, TIPL



2nd

AINDRILA NAG, 11 YRS,
D/O SUBRATA NAG, TIPL



3rd

GARGI BISHT, 10 YRS,
D/O SANJEEV BISHT, MHS

GROUP-C



1st

RISHIKA DAS,
15 YRS,
D/O KASHINATH DAS, TIPL



2nd

SHUVAM GUHA,
15 YRS,
S/O MEGHDUT GUHA, TIPL

KAMARHATTY

GROUP-A



1st

ANUSKHA ROY, 6 YRS,
D/O ATISH ROY, MHS



2nd

SOUMI SAHU, 7 YRS,
D/O GOUTAM KUMAR SAHU, MHS



3rd

SAYED SADIA PARVEEN, 5 YRS,
D/O SAYED SIDDIQUE HOSSAIN, MHS

GROUP-B



1st

ANGIRA BOSE, 11 YRS,
D/O BISWAJIT BOSE, MHS



2nd

ANKANA MANNA, 13 YRS,
D/O ACHINTYA KUMAR MANNA, MHS



3rd

SUMITA DAS, 9 YRS,
D/O SANDIP KUMAR DAS, MHS

GROUP-C



1st

RAJDEEP BAR,
16 YRS,
S/O MEGHNATH BAR, MHS

SAHIBABAD

GROUP-A



1st

SANDHYA GUSAIN, 8 YRS,
D/O VIJAY SINGH, MHS



2nd

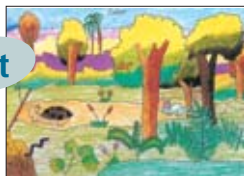
AAYUSHI SAINI, 6 YRS,
D/O MUKESH KUMAR SAINI, TIPL



3rd

HARIDYESH PRATAP SINGH, 6 YRS,
S/O VIPIN KUMAR, TIPL

GROUP-B



1st

SADHVI GUPTA, 10 YRS,
D/O ARVIND GUPTA, TIPL



2nd

ROHAN GUSAIN, 12 YRS,
S/O VIJAY SINGH, MHS



3rd

NEHA KUMAR, 13 YRS,
D/O ASHOK KUMAR, TIPL

GROUP-C



1st

VRINDA PALERI,
15 YRS,
D/O AJITH KUMAR, TIPL



2nd

VISHNU PALERI,
15 YRS,
S/O AJITH KUMAR, TIPL

AGUCHA

GROUP-A



1st

PRINSHI SINHA, 9 YRS,
D/O K K SINHA, HZL



2nd

AMAN PALIWAL, 7 YRS,
S/O ASHOK PALIWAL, TIPL



3rd

JOYEETA SARKAR, 8 YRS,
D/O J SARKAR, HZL

GROUP-B



1st

KOYNA DHAR, 10 YRS,
D/O A K DHAR, HZL



2nd

NOSHIN KHAN, 13 YRS,
S/O SHAKIL KHAN, TIPL



3rd

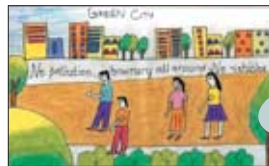
ASHMITA SHARMA, 13 YRS,
D/O RAVINDRA SHARMA, HZL

GROUP-C



1st

SHAILY S SINGH, 15 YRS,
D/O S P SINGH, HZL



2nd

MUDIT AGARWAL, 14 YRS,
S/O PRADEEP AGARWAL, HZL



3rd

MANVI SHEKHAWAT, 14 YRS,
D/O L S SHEKHAWAT, HZL

SEB

GROUP-A



1st

ANKUR PAL, 6 YRS,
S/O AWADESH KR PAL, TATA STEEL



2nd

B HARSHIT, 6 YRS,
S/O B KAMESWAR RAO, TIPL



3rd

RUPAN KUNDU, 5 YRS,
S/O RAJESH KUNDU, TIPL

GROUP-B



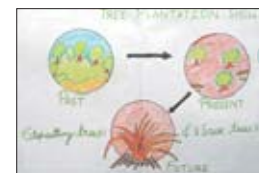
1st

SRIJANA PANDA,
12 YRS,
D/O GOUTAM PANDA,
TATA STEEL



2nd

SOMESH KUMAR, 10 YRS,
S/O HARION MAHTO, PRIVATE PAINTER, SEB



3rd

PRATIK KUMAR, 10 YRS,
S/O TARUN KUMAR, TATA STEEL

GROUP-C



1st

SWAGATA CHATTERJEE, 16 YRS,
D/O SUBIR KUMAR CHATTERJEE, TATA STEEL



2nd

SWATI RANJAN MISHRA, 15 YRS,
D/O RAJEEV RANJAN MISHRA, TATA STEEL



3rd

PRIYANKA BHARTI, 14 YRS,
D/O MAHADEO PRASAD, TATA STEEL

Our People... Our Inspiration

Chairman's Stellar Award for Outstanding Leadership 2010-11

This year Chairman's Stellar Award for Outstanding Leadership was conferred on **Mr. Subir Kumar Bhattacharyya** who is regarded as a source of inspiration for many in TIL. He is not only an asset to the organization in terms of his keen business knowledge and farsightedness but someone who possesses all the attributes that TIL so truly values.



25
Years

Service Award



G. Unnikrishnan
Sales Commercial, MHS
Chennai

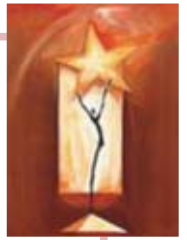


A. Santa Cruz
Service & Parts Commercial, MHS
Chennai

TIL Star Award 2011

The prestigious TIL Star Award is given in recognition of exhibiting attributes such as problem solving, teamwork, creativity, contribution and commitment to the progress of TIL.

This year the proud recipients of TIL Star Award are:



Arnab Kumar Pal
MHS Customer Support
Eastern Region



Arvind Kumar
PSS Project Execution, Sahibabad



Ashok Kumar Bhagat
CMS Sales, Chandigarh



Balgovind Jaiswal
PSS Service, Dharuhera



Dusmanta Kumar Mohapatra
CMS Product Support, Sahibabad



Krishna Sewa
CMS Sales, Bhutan



Kushal Chakraborty
Corporate Accounts, Taratolla



Purusattam Gurey
PSS Service, Kolkata



Raj Kumar Roy
CMS Parts Sales, Sahibabad



Somnath Daschoudhuri
MHS Manufacturing
Engineering, Kamarhatty



Sudip Goswami
COE, Kolkata



Suresh Chandra Marndi
CMS Customer Support
Agucha Mines



Tuhin Kanti Ray
CMS Product Support, Dhanbad



Vivek Kumar Mishra
CMS Rental, Sahibabad

TIL True Spirit Award 2011

For the first time in the history of TIL, the TIL True Spirit Award for non-management members was introduced which recognizes the attributes such as commitment, performance, adherence to safety, quality norms and attendance. This year the recipients of the TIL True Spirit Award included:



Lokesh Bera
CMS Service, Taratolla



Chander Kant
PSS Service, Sahibabad



Surender Sharma
MHS Service, Sahibabad

★ ★ ★
CONGRATULATIONS ★ ★ ★
Kudos Kiddos!!



Anubhab Gupta, S/O Amitava Gupta, 6SIGMA and Training Dept. studying in class VIII is an all-rounder, who besides being a meritorious student has won many awards in sports such as swimming and Karate. This twelve year old is already a green belt in Karate and remains passionate about his love for sports. May success be with you always!!



Shrijita Banerjee, eight years old daughter of Debjit Banerjee of PSS Service at Taratolla has performed solo classical songs at Jaikrishna Public Library Hall, Uttarpara, enthraling the audience. The program was organized by "Sangeet Sundar", Uttarpara and her performance was much appreciated. Keep up the spirit !



Sumita Das, of standard IV, daughter of Sandip Kumar Das, Fabricator-cum-Welder at Kamarhatty works, has obtained over 80% marks in a scholarship examination of Primary Education Development Board, West Bengal. We are proud of you, Sumita.

WATER - Elixir of Life



Water, that magical substance from which all life springs forth, is essential to the very existence of every life form on earth. The role of water in the living organism has not changed since life's first creation in salt water billions of years ago.

Drinking a healthy amount of water is vital to your health. You can never imagine how just by drinking a healthy amount of water, you gain tremendous health benefits.

Water treatment has been found successful by a Japanese medical society as a 100% cure for the diseases such as: headache, body ache, heart system, arthritis, epilepsy, obesity, asthma, TB, meningitis, kidney and urine diseases, vomiting, gastritis, diarrhea, piles, diabetes, constipation, eye diseases, womb, cancer and menstrual disorders, ENT diseases.

WATER WISE

METHOD OF TREATMENT

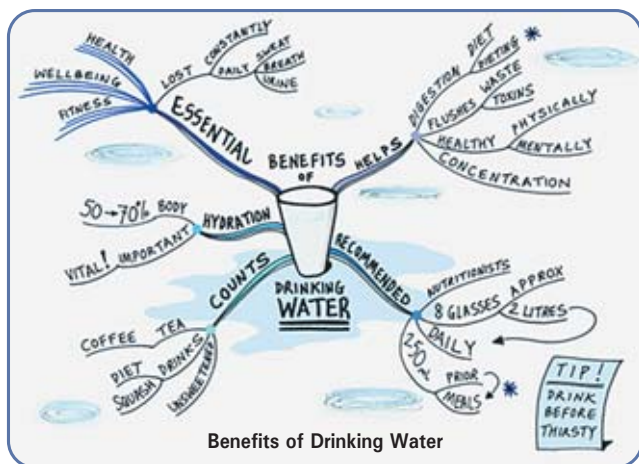
1. As you wake up in the morning before brushing teeth, drink 4 x 160ml glasses of water on empty stomach
2. Brush and clean the mouth but do not eat or drink anything for 45 minute
3. After 45 minutes you may eat and drink as normal
4. After 15 minutes of breakfast, lunch and dinner do not eat or drink anything for 2 hours
5. People who are old or sick and are unable to drink 4 glasses of water at the beginning may commence by taking little water and gradually increase it to 4 glasses per day

The above methods of treatment will cure diseases and enable one to enjoy a healthy life.

For those who like to drink cold water

It is nice to have a cup of cold drink after a meal. However, the cold water will solidify the oily stuff that you have just consumed and will slow down the digestion. Once this "sludge" reacts with the acid, it will break down and be absorbed by the intestine faster than the solid food. It will line the intestine and very soon, this will turn into fats and may lead to cancer. It is best to drink hot soup or warm water after a meal.

This makes sense. The Chinese and Japanese drink hot tea with their meals, not cold water. Maybe it is time we adopt their drinking habit while eating!!! Nothing to lose, everything to gain...



Harmful Effects and Symptoms of Dehydration

- Tiredness ■ Migraine ■ Constipation
- Muscle cramps ■ Irregular blood pressure ■ Kidney problems
- Dry skin ■ 20% dehydrated – Risk of death

ARTICLE CONTRIBUTED BY TEAM INSURANCE

Your Care

With the conviction that Healthy Employees = Healthy Business, TIL for the first time has launched a unique wellness program called YourCare. Guided by Team Insurance, YourCare is a health and wellness program to help our employees in their mission to stay focused on their health and to help control our healthcare costs. It's about caring for the 'whole' person - physically, mentally, socially, and emotionally. It's about being productive for the organization, feeling good physically and emotionally, and interacting in a positive way with people and the environment.



Corporate

DEFINITIONS

BLAMESTORMING	Sitting around in a group, discussing why a deadline was missed or a project failed, and who was responsible.
MOUSE POTATO	The on-line, wired generation's answer to the couch potato.
SITCOM	(Single Income, Two Children, Oppressive Mortgage) What yuppies turn into when they have children and one of them stops working to stay home with the kids.
STRESS PUPPY	A person who seems to thrive on being stressed out and whiny.
ALPHA GEEK	The most knowledgeable, technically proficient person in an office or work group.
ASSMOSIS	The process by which some people seem to absorb success and advancement by kissing up to the boss rather than working hard.
CHIPS & SALSA	Chips? Hardware, salsa? Software. "Well, first we gotta figure out if the problem's in your chips or your salsa.
FLIGHT RISK	Used to describe employees who are suspected of planning to leave a company or department soon.
OHNOSECOND	That minuscule fraction of time in which you realize that you've just made a BIG mistake.



Question A

A man worked for a high-security institution, and one day he went in to work only to find that he could not log in to his computer terminal. His password wouldn't work. Then he remembered that the passwords are reset every month for security purposes. So he went to his boss and they had this conversation:

Man-"Hey boss, my password is out of date."

Boss-"Yes, that's right. The password is different, but if you listen carefully you should be able to figure out the new one: It has the same amount of letters as your old password, but only four of the letters are the same."

Man: "Thanks boss."

With that, he went and correctly logged into his station.

What was the new password?

BONUS: What was his old password?

Question B

Heart of Darkness, Coat of Grain,
Was once alive, Now feels no pain,
Never walks, but leaves a Trail.

Circle head and pointed tail.

Grows shorter as the day goes on- Its waistline is a hexagon.

What am I?

Question C

What is so fragile that when you say it's name you break it ?

BRAIN EXERCISE

What do you see?



If you see an old lady, can you also see a young lady?

If you see a young lady, can you also see an old lady?

Both are there!

Lesson: there are frequently different, and equally valid, ways to read a situation. We better listen to complementary perspectives and ensure constructive teamwork.

Enjoy the day.

Answer A
The old one was : Out of date
The new one is: Different
He said: My password is "Out of date." And the boss told him the new password is different."

Answer B
A pencil
Silence

Partnering India's Infrastructure Build Since 1944

TIL is one of the leading providers of a wide range of equipment that represents the finest in global technology; providing unmatched product support and solutions that are customer driven.

Material Handling & Lifting Solutions
Construction & Mining Solutions
Power Systems Solutions
Equipment & Project Solutions
Rental & Used Equipment
24x7 Service



TECHNOLOGY INNOVATION LEADERSHIP

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