



TIL TALK

Vol. 21 • Issue 3 • 2012

OUR NEWS VIEWS & EVENTS



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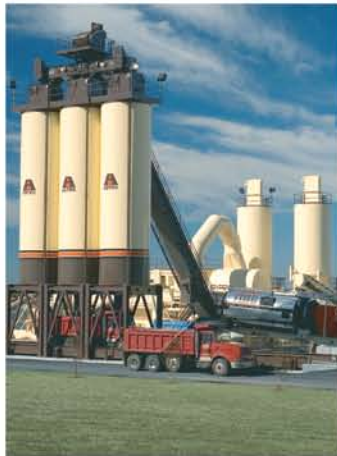
What's
inside

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TIL Tractors India

Dear Reader,

Welcome to another edition of TILTalk with our news views and events.

The market environments have been difficult in 2012 and there is a possibility that this situation will continue in 2013 and perhaps beyond. The economic volatility has put companies under greater pressure to align strategy and operations.

For TIL too, this year posed to be a challenging one. However, despite facing the brunt of the challenges we remained focused on culture, people and values. The indications of infrastructure development in the segments in which we operate are positive in the long term and TIL shall continue leveraging opportunities that exist and the ones that will develop in years to come.

In this TILTalk, the articles and stories are built around the achievements of our people and our commitment to customer success. Take the story of the Off-Highway Truck running at our customer's site for over 52000 hours is a record and signifies the service excellence of our product support team, or the story on how even in Canada, TIPL MARC is considered a benchmark of service. Our manufacturing prowess continues as is evident from the story about first TIL-Hyster Reachstacker being rolled out from the new facility at Changual, Kharagpur, West Bengal and great appreciation received from the NMHG top management.

The technical trainings and the many HR initiatives you will read here demonstrate yet again our recognition of the fact that human resource is the greatest asset for the organization. The award for 'best HR practice' that TIL received this year is a testament of our achievement in this field. TIL-HR's recent initiative "Leadership Expectation Guide" was selected for this award. Another matter of pride for TIL is receiving the award in the category of fastest growing Construction Equipment Company in India - four years in a row.

The Customer Meet stories emphasize our efforts towards being closer to our customers and creating a better customer experience. Our CSR page will give you a glimpse of our initiatives that continue - aimed at touching lives and making a difference.

I wish you all good health, happiness, and success in 2013 and always.

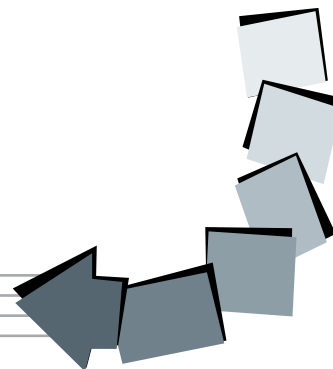
Happy New Year!



Sumit Mazumder
Vice Chairman & Managing Director



MESSAGE



WHEREVER THERE IS MINING WE ARE THERE IMME 2012



The 11th International Mining and Machinery Exhibition (IMME), the largest trade fair dedicated to the mining industry in India was recently concluded in Kolkata. Organized by Confederation of Indian Industry (CII), the exhibition covered the entire gamut of the mining, minerals and processing industry.

This year once again Caterpillar with its dealers TIPL and GMMCO took part in the exhibition with the theme - WHEREVER THERE IS MINING WE ARE THERE.

The experience at the stall was a great success, with machines on display in the space that was one of the largest among the IMME exhibitors. Visitors found machines and solutions at the exhibit suitable to help them mine and move minerals safely and productively. On display were the new 770G Off-Highway Truck (OHT) from Caterpillar India, Cat® 777D-the 100 ton OHT and Cat 988H Wheel Loader. The show stopper machine on display was a Cat 773B Series II Dump Truck. *To read the story of this champ see page 6.*

The broad line of mining and materials handling equipment available and backed by the most extensive and capable product support were also demonstrated through impressive graphics, videos and literatures.

The stall was inaugurated by Hon'ble Minister for Commerce and Industry-Govt. of West Bengal-Shri Partha Chatterjee and graced by Mr. Sumit Mazumder, Chairman & MD-TIPL, Mr. Dipankar Banerjee, COO-TIPL S.E and other senior TIPL and GMMCO officials. Amongst Caterpillar delegates attending the inauguration were-Mr. Luis de Leon, President-Global Mining Products, Mr. Larry Tate, General Manager-Mining Product Division, Mr. Sri Srinath, Segment Manager-Mining Products Division, Mr. Ramesh Tipirneni, Mining Regional Manager, Mr. Robert Foss, Managing Director-India Region, Global Mining Division and Dr. Bappaditya Banerjee, Growth Markets Product Manager-Mining Product Division along with other senior officials.

The footfall and response to the Caterpillar exhibit was very encouraging and representatives from all major mining companies of India visited our stall. Many prospective customers showed a keen interest in the products and solutions offered by the Cat dealers. The queries on machine applications, performance and services offered were handled by



Hon'ble Minister for Commerce and Industry-Govt. of West Bengal Shri Partha Chatterjee lighting the lamp in Caterpillar stall



L-R : Sri Srinath, Sumit Mazumder, Karan Atwal, Luis de Leon, Larry Tate, Ramesh Tipirneni and Dipankar Banerjee at the stall



Customer interaction in the stall at IMME 2012



Machines displayed in the stall

the TIPL team efficiently; reaffirming that Caterpillar is undoubtedly the industry leader; convincing the customers that "your business means the world to TIPL and we are prepared to tailor make the right service and solutions for your business success".



Sumit Mazumder addressing the audience in Global Mining Summit 2012

Concurrent to IMME, CII also hosted the Global Mining Summit 2012 with the theme-'Roadmap for Global Leadership'. Mr. Sumit Mazumder, CMD-TIPL chaired one of the key sessions on the topic of 'Need to Focus on Exploration.' Mr. Mazumder in his speech said that to unlock the potential in this sector, the greater focus is required to address the challenges and attract investments. Speaking on the topic of exploration-Mr. Mazumder further added that the potential for investment in exploration is huge, and it is the key to convert virgin mineral resources into monetizable reserves.

According to media report, IMME 2012 has led transactions worth Rs 300 crores, setting a new benchmark. The meet attracted over 8000 domestic and global visitors, 218 exhibitors, including 60 from overseas, 6 country pavilions by the USA, Germany, the UK, China, the Czech Republic with a total of twelve memoranda of understanding (MoU) being signed.

TIL TALK

COVER STORY

52875 AND NOT OUT

Showcasing a champion with a difference

This is the story of Cat® 773B Series II and Total Solutions offerings from TIPL -forming a formidable combination and adding great value to customer and contributing to his success.

Cat 773B is a 12 year old Off-Highway Truck (OHT), commonly called a Dumper and has been in operation at the Tata Steel Noamundi and Joda sites since September 2000. The maintenance and service provided by TIPL made the Dumper score high on reliability and productivity in terms of machine availability and utilization. It is in fact quite a record for a 12 year old equipment achieving 95% availability even after clocking over 52785 hours of operation without fatigue or failure, translating into minimum downtime, higher equipment uptime, longer equipment life and lower cost per ton in mining operations.

Some more key highlights of the TIPL service delivery that went towards this accomplishment are: technical training, life cycle maintenance plan, condition monitoring, component life management program, preventative maintenance inspections, Scheduled Oil Sampling S.O.SSM, as well as equipment life enhancement program.

The OHT with its impressive record, presented to the visitors at the IMME, demonstrated TIPL's service efficiency and world class solutions enabling customers achieving more out of their investments.

This 12 year old machine was a tremendous success portraying not only the reliability that comes with a Cat product but also TIPL's superior Product Support to the industry-truly a classic example of a partnership between Tata Steel and TIPL that gets 'More Done'.



CONTINUED EXCELLENCE

TIL receives award at the 10th CW annual award function

Construction World, one of the largest circulated construction business magazines in India, organized its 10th Construction World Awards in New Delhi this year and TIL received the prestigious Construction World award in the fastest growing construction equipment company category securing the 3rd rank.

The objective of the awards is to honor excellence in the construction sector felicitating the best companies thereby inspiring the industry to raise benchmarks of performance. The awards are based on the financials and profitability of companies and follow transparency and awareness about corporate governance, thereby building a positive general perception of the industry.

Construction World Annual Awards meticulously rank India's fastest growing construction companies, construction equipment manufacturing companies and construction material manufacturing companies on several criteria like growth, turnover and profitability. The results have been a landmark document on the country's construction sector.

The award event over the years has grown in scale and opulence with the crème de la crème of the construction fraternity comes together to witness the felicitation of the top companies.

This prestigious recognition is a great honor for TIL and reaffirms our commitment to pursue excellence.



BEST HR PRACTICE AWARD

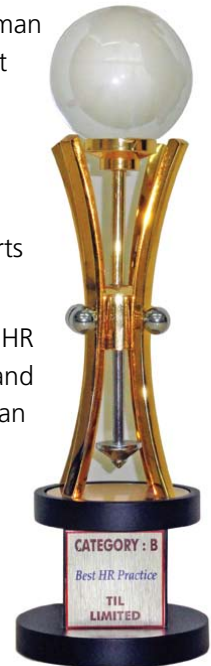
Recognition for TIL on its employee commitment

TIL was recently awarded Human Resource Excellence Award for "Best HR Practice" which marks another significant achievement for the organization. Genius Consultants Ltd, announced the Awards in October 2012 to recognize the efforts of HR community.

The awards included Organizations, HR Professionals, Management Institutes and Recruitment Consultants based on pan India basis. The initiative was aimed at honoring companies and institutions for their training initiatives, employee engagement practices, innovative retention strategies, recruitment policies and leadership in the field of human resource development.

TIL received the award in the category of companies having turnover of over Rs 1,000 Crore. Our recent initiative called "Leadership Expectation Guide" was selected as the "Best HR Practice" by a panel of renowned HR professionals.

This is a significant achievement for TIL Ltd. as it has been recognized on national level for its best practices in the field of HR. The award was received by Ms. Shilpa Chakraborty (Head-KRM) on behalf of TIL.



A STRONG PARTNERSHIP GETS STRONGER

HYSTER senior management visits TIL

TIL's partnership with Hyster [a part of NMHG]-a global leader is for its range of Big Trucks, Container Handlers and Reachstackers across India. TIL-Hyster partnership brings together two leading companies with complementary strategic visions and product technologies reinforced by TIL's commitment to provide total solutions to its customers. Under the agreement, TIL has already started manufacturing Hyster designed Reachstacker and carving a niche in the market within a short span.

Recently top NMHG officials visited TIL and the guests included Ms. Victoria Rickey-Vice President Asia Pacific, Mr. Frank Ulbricht-VP Sales EMEA, Mr. Rajesh Wazarkar-MD NMHG India, Mr. Peter Van der Aalst and Mr. James Newman.

Besides the dealership business review, the NMHG top brass evaluated TIL on dealership excellence deliverables and commended TIL on the progress made by its manufacturing towards increasing production and on the success of Reachstacker sales achievement. They also appreciated TIL customer support team for taking initiatives for securing Operation and Maintenance contracts for Big Trucks.

The NMHG team along with TIL's senior management-Mr. Somnath Bhattacharjee, President-Material Handling Solutions (MHS) & Equipment Project Solutions (EPS)



Ribbon cutting by Victoria Rickey and Somnath Bhattacharjee and Rajesh Wazarkar at Kharagpur

business, Mr. Pinaki Niyogy, Associate Vice President-Manufacturing and other senior officials visited TIL's new state-of-the-art Changual facility in Kharagpur to inaugurate the first roll out of the TIL-Hyster Reachstacker from the new facility. They were impressed with the structured systems and processes being followed in the manufacturing operation and the progress made in transferring the technology from Kamarhatty to Kharagpur.

The strong partnership for the tough trucks is poised to continue even stronger with the combined strength of Hyster and TIL, enabling us to respond effectively to the requirements of the Indian market.



Senior NMHG officials along with TIL team at Kharagpur

ANOTHER TOP-OF-THE-LINE EQUIPMENT FROM TIL-HYSTER PARTNERSHIP

Introducing the first TIL-Hyster Empty Container Handler (ECH) in India

From TIL-Hyster comes another state-of-the-art equipment for container handling operations. TIL recently commissioned the H22.00 x M-12 EC, the first Hyster Empty Container Handler (ECH) in India. Imported from Hyster's Nijmegen plant in Holland, this machine has been commissioned at M/s Mundra Container Freight Station in Gujarat.

In its tradition of providing the right solutions for customers, TIL was closely associated with Mundra CFS Pvt. Ltd. from the concept stage, understanding their requirements and recommending the TIL-Hyster ECH as the right machine to meet their operational priorities.

This machine incorporates features that truly make it versatile in handling empty containers. It can handle two containers-20' or 40'-at the same time and can take up to 5+1 stacking. It provides faster operational cycles, and its maneuverability allows efficient operation in limited spaces. All these add up to higher productivity and low cost of operation for the customer.

The success of the Hyster ECH delivered to Mundra CFS Pvt. Ltd. is being seen as the forerunner across the user spectrum.

Kudos to our Material Handling Solutions (MHS) team on this achievement and demonstrating its commitment to offer the best solution for the customer.



TIL-Hyster Empty Container Handler (ECH) at the site

SPECIAL NEWS

A BOND WITH THE CUSTOMERS

TIPL takes customers to watch 'SKYFALL' - the 23rd James Bond Movie

TIPL is always a step ahead when it comes to being 'Customer-Driven'. TIPL realizes that it takes more than products to be customers' partner in every step of the way. It is the Bonding that creates the value, makes all the difference.

So when two iconic brands, James Bond and Caterpillar Inc. joined together for the 23rd Bond adventure, 'SKYFALL', and as a part of the thrilling sequence featured Bond, played by Daniel Craig, operating a Cat® 320DL Excavator; it was a natural decision to share this excitement with TIPL customers.

The Promo activity complete with refreshments was organized by team TIPL in Kolkata for customers and financiers along with their families in a popular multiplex in November. This was followed by similar shows organized for customers in Bhubaneswar and Lucknow, Delhi and Chandigarh. Over 150 TIPL customers across these cities attended the show.

The action packed thrilling sequence where Daniel Craig '007' is seen taking control of a Cat Hydraulic Excavator and operating it on a train that's barreling down the tracks through the countryside, was quite a jaw dropping, awe inspiring moment, not to mention the loud cheers by our customers at seeing the powerful Cat machine at work. "Spectacular" was the comment attributed to not only the movie but to the Cat machine as well.



Customers at the Skyfall Show

AGENT 007 AND THE CAT® 320DL PUT NEW TWIST ON CATCHING A TRAIN

We bring you some behind the scenes photos and the Making of the Train Scene during the filming of 'SKYFALL'

Cat® brands have featured in Bond film- 'The world is not enough' in 1999 and Caterpillar is proud to continue the association with such a respected and globally known brand. Planning for the excavator's participation began in July 2011. Art director, James Foster, who collaborated on the early plans for the scene, said "We originally had three ideas including using the 320DL, and finally we liked the idea that the excavator's boom is Bond's arm reaching out to grab the train."



The filming of the scene shot in Adana, Turkey-in the opening sequence, Bond is engaged in a chase, part of which takes place on and around the 320DL. The train was travelling at 50mph, and the flatbed carriage carrying the excavator was uncoupled from the rest of the train. To continue the chase, Bond uses the excavator's arm and bucket to grab the separated train. Bond then uses the arm as a bridge over which he crosses to continue the chase.

Adding to the challenge was the fact that this kind of stunt had never been attempted before. When filming did begin, it took a crew of about 300 people to complete the Cat shoot in 8 months.

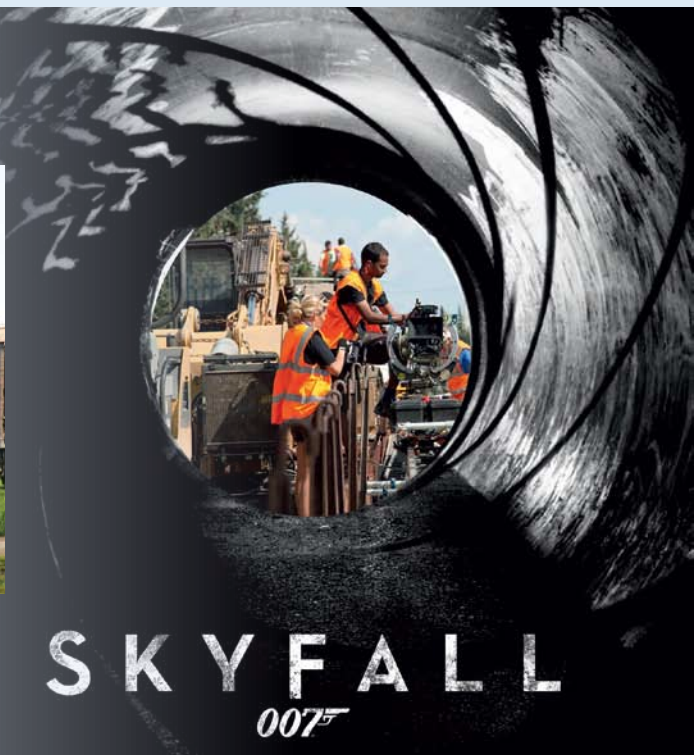
The Excavator

Caterpillar prides itself on designing and building equipment to meet customers' needs. In this case, the customization involved something unique-putting the cab on the opposite side of the 320DL as requested by EON Productions, the James Bond production company. Between the crew it was widely known as the "Hero" machine.



Shooting a safe, high-speed chase

A lot of time and effort also went into making sure actors, stunt people, crew and bystanders were safe. For example, the excavator was held to the train using a metal track so the 26-ton machine could travel along the length of the rail car and not fall off. "Safety was critical," says Chris Corbould, special effects supervisor. "We were basically shooting through the middle of Adana, Turkey and had the added danger of a high-speed car chase that takes place next to the train."



SPOTLIGHT

SETTING A GLOBAL BENCHMARK

Service excellence of TIPL MARC

Since 2003 when TIL signed its first MARC agreement with Tata Steel-South Eastern Block (SEB), the successful partnership has been continuing over time through quality fleet management of Tata Steel by our MARC team.

So when Tata Steel-Corus acquired Iron ore mines in Canada and opted to purchase new mining machines with MARC Contract, Cat® dealer in Canada Hewitt Equipment Limited submitted the offer and was advised by Tata Steel officials to visit TIPL MARC operations at Tata Steel-SEB project as a benchmark of service excellence that will help Hewitt to understand Tata Steel expectations from a MARC partner.

Canadian dealer representatives along with Mr. Yon Chong, Manager-Commercial, Caterpillar Global Mining-Canada visited SEB in September and were highly appreciative of the ways of TIPL MARC management and the systems and procedures developed and implemented at SEB.

Mr Yon Chong's words-"The visit to the mine was an eye opener for all of us, especially how your team has been managing the MARC contract."

For TIPL, it is a matter of pride and recognition of our service excellence that TIPL MARC is considered a benchmark even for an international project.



Yon Chong with TIPL and Tata Steel officials at SEB

TOWARDS BEING A RELIABLE SOURCE FOR EQUIPMENT HEALTH SOLUTIONS FOR CUSTOMERS

TIPL hosts contamination control training and certification program

TIPL recently hosted a Contamination Control Training and Certification Program for dealer repair shops with an objective to enhance capability of dealer resources-who can independently function as Contamination Control Auditors.

Conducted in TIPL's 5 Star Component Rebuild Center (CRC), Asansol, the training was facilitated by Mr. Simon Bishop-Market Professional, Dealer Service Operations and Mr. Samuel Lim-Marketing Consultant, SGP-Parts & Service Operations of Caterpillar along with Mr. Nishanth Yattheendranathan-Service Operations Rep-Caterpillar India.

As a part of the training the participants audited areas of CRC and shared their observation with the instructors. Post assessment and performance review by the trainers, certificates were awarded to all participants for successful completion of the training-empowering these

new assessors as independent Contamination Control Auditors. These new certified Contamination Control Auditors will help TIPL to ensure that all our repairs and rebuilds are free from contamination and perform efficiently throughout the machine life cycle providing superior value to our customers and reduce their operating costs. It also helps position TIPL as the reliable source for equipment health solutions.



Simon Bishop, Samuel Lim and Nishanth Yattheendranathan along with other participants at CRC, Asansol

CONCOR

O&M contract awarded to TIL

TIL is known for its superior product support that has earned it the reputation of being the Total Solutions Provider. TIL is always there to help customers enhance every aspect of operation, so customers can work more efficiently than ever.



Somnath Bhattacharjee with CONCOR Officials at the site

As a testament to this, recently TIL was awarded the prestigious Contract of Operation & Maintenance of 5 nos. of Reachstackers of Linde-make owned by Container Corporation of India (CONCOR), Chennai. Amidst tough competition TIL emerged as the winner. These Reachstackers are working at ICDS-Tondiarpet and Chennai Harbour.

CONCOR Operations & Maintenance (O&M) Contract was inaugurated on 30th November 2012 at CONCOR TERMINALS-TNPM & HARBOUR, Chennai by Mr. Somnath Bhattacharjee, President-MHS & EPS business and Mr. Srinivasan, GM-CONCOR along with other senior officials of CONCOR and TIL.

TIL has already commenced its operations with an exclusive team specially deputed to handle the Contract. Awarding a prestigious O&M contract to TIL for maintaining non-TIL machines clearly demonstrates the confidence and reliability the customers repose in TIL's product support capability.

FORGING A SUCCESSFUL PARTNERSHIP

TIPL & Halliburton Offshore Services

Halliburton Offshore Services, a major player in the Oil and Gas industry across the world, started its operation in Coal Bed Methane (CBM) projects in the Asansol/ Durgapur regions of West Bengal. TIPL is continuously engaged with Halliburton operations in India by providing product support for the Cat® equipment and in the recent past Halliburton signed a contract for supply of parts and service with us. Going ahead, TIPL is also working on a repair plan for various engines and components from Halliburton at our Component Rebuild Center, Asansol (CRC).

Mr. Glen Grisdale-Sr. Maintenance Manager, Eastern Hemisphere and Mr. Yogeswara Rao-Maintenance Manager, India-Halliburton visited TIPL's 5 Star Component Rebuild Center (CRC) at Asansol with Caterpillar India and TIPL officials and lauded the contamination free repair facility at CRC and expressed complete satisfaction on the capability of TIPL product support personnel.

Concurrently TIPL organized a technical training for Halliburton Maintenance Crew in our Technician Development and Assessment Center, Asansol. The 3 day program was aimed at enhancing the skills of the Halliburton technicians in operation and maintenance of their fleet of engines. The training deliverables were so impressive that following the first batch, a second batch of technicians from Halliburton were further trained on the same module. The Halliburton officials also showed interest in our S.O.SSM services and discussion is in progress to extend our support through contamination control and condition monitoring services for the Halliburton fleet of equipment. TIPL Petroleum team is regularly in touch with Halliburton site officials and extending all possible support to keep their fleet in operation with quality power output on a 24 X 7 basis.

SPOTLIGHT

CREATING VALUE

Organizations today recognize the value of good HR practices and the need for continuous development of their human resource in order to enhance competitive advantage.

At TIL too, various initiatives towards training and development continue unabated with the aim of creating an enriched working environment with increased productivity and performance.

HR initiatives at TIL

Leadership Expectation Guide

In order to align the leadership development efforts to the organizational objectives, our KRM department recently created a set of Leadership Expectations in "Leadership Expectation Guide" (LEG)-intended to help internalize and act upon Leadership Competencies and Expectations that will lead to success for the business units and the organization in terms of tangible business results.

Implemented under categories such as visionary, territory and strategic comprising AVP to DGM level, LEG states expected behaviors and action by TIL's leaders which are a definite and conclusive measure of their effectiveness. LEG also introduces two contemporary concepts viz. 'Leaders' Talking Points' and 'Leaders as Teachers' for thought sharing and action planning.

Along the same lines, Manager's Expectation Guide (MEG) for the middle management level is also slated to be introduced soon.

LEG and MEG at TIL are aimed at providing tips and tools to assess leadership and managerial competencies, implement action plans and share developmental initiatives.

More initiatives by KRM in areas of Training & Development

Strategic Business Leadership

This was a customized Management Development Program delivered by Indian Institute of Management, Kolkata. It was a tailor-made MDP considering TIL and TIPL's specific business needs. It was attended by Pinaki Niyogy, R. Ramarajan, Soumyendu Chakrabarty, Susanta Kumar Sadhukhan, Sumit Biswas, T. Ramesh, Sanjay Saxena, Subrata Ganguly, Sudipta Gangopadhyay, Alok Kumar Tripathi, Dipankar Banerjee, Koushik Duttagupta, Arijit Chanda and Subir Kumar Datta.

Ascent Advantage

The first level Leadership Development Program was conducted in October at Kolkata for Senior Leadership Level-department and functional heads who are second line to business heads and are responsible for executing specific strategies in their area of operation. The learning partner for this program was Development Dimensions International (DDI), Mumbai.

Ascent Leap

The advanced level Leadership Development Program was also conducted in October at Kolkata for Senior Leadership Level—department and functional heads who are second line to business heads, managing large teams and are responsible for executing specific strategies in their area of operation. The learning partner for this program was Development Dimensions International (DDI), Mumbai.

Evolve

This is a first level Managerial Skill Development Training meant for Middle level Managers who have either recently taken up the role or who are largely into individual contributor roles. The learning partner for this training was Dale Carnegie Training.

Sales Effectiveness

This program was conducted for frontline Sales people of TIL (MHS and EPS) engaged in sales and customer handling activities. The learning partner for this training was Mercuri Goldmann, India. It was a 3 days program held in October.

Towards Service Excellence

This program was conducted for frontline service professionals of TIL (MHS and EPS) responsible for After-sales and support. The learning partner for this training was Siksha Consulting, India.

Let's Talk (Interpersonal Effectiveness)

The first training on effective interpersonal skills conducted by Gray Matters, India. The training took place in Kamarhatty and was especially customized for frontline/operational level people, engaged in interacting with various internal or external stakeholders.



Shilpa Chakrabarty-Head KRM with faculty and participants at Evolve

SPOTLIGHT

CAT® REMAN PARTS

Good for customers. Good for business.

Cat® Remanufactured (Reman) parts and components provide same-as-new performance and reliability at fraction-of-new cost while reducing the impact on the environment. Thus Reman parts are always the preferred choice for customers for a repair or overhaul of their Cat machines and components.

Recently, Caterpillar team members from the Reman Division comprising Mr. Del S. Hume-Global Customer Services-Core Manager, Mr. Satish Rao-Market Development Consultant, and Mr. Johny Toh-Product Support Marketing Consultant, conducted a training on Reman parts at TIPL. The four days of training at TIPL Kolkata was attended by participants from both TIPL and GMMCO. The participants were trained on the web based Core Management Information System 2 (CMIS 2) and Reman Core Inspection criteria and methodology.

The knowledge thus gained would definitely help TIPL in offering Reman options to our customers as yet another unique solution that comes with a promise of guaranteed performance at a lower cost; an effort to make our customers more profitable.



Reman Team with TIPL & GMMCO participants in the Reman Parts Training

TOWARDS BUILDING THE FUTURE OF THE YOUTH

Train the Trainer-a skill development endeavor

TIPL joined hands with Bengal Chamber of Commerce & Industry (BCCI) in design and delivery of industry focused technical training on Construction and Mining machinery. This was done at the behest of Directorate of Technical Education (DTE), Govt. of West Bengal and BCCI who felt the need to impart industry focused training to technical students to enhance their knowledge and employability in the industry.

TIPL technical training team got engaged with the DTE & BCCI and conducted a 'Train the Trainer' program for a group of teachers and technical staff of various Polytechnic Institutes of the state. Our trainers demonstrated effectively to the participants the interface between technical theory and its application on construction and mining machinery. The exposure to hydraulic and electronic simulators gave them a deep understanding about the operation of hydraulic and electronic components used in heavy earthmoving machines.

The participants appreciated the training and its relevance

and felt the program would empower them to share the industry applications of engineering theories with the young minds at various Polytechnic Institutions of West Bengal.

This endeavor from TIPL as a socially responsible corporate can go a long way in empowering young people with knowledge and skills enabling them to be more productive. This would also facilitate employment, improving living standards and growth—thereby benefitting the society as a whole.



'Train the Trainer' program in progress

MAKING A MARK AT IADC 2012

Caterpillar and its dealers TIPL and GMMCO jointly participated at the International Association of Drilling Contractors (IADC) conference held in Mumbai.

Headquartered in Houston USA, IADC represents the worldwide gas and drilling industry and promotes the advancement of drilling and completion technology.

Organized by IADC along with other globally reputed organizations-the conference was inaugurated by Shri R. P. N. Singh, Minister of State, Petroleum and Natural Gas and was a great success. The conference threw rich and insightful perspectives from leading decision makers, practicing engineers, and senior managers from all over the world, on the diverse issues related to the oil and gas industry, its present and future. It was an excellent forum for interaction among industry experts, and provided the opportunity for exhibitors to showcase their technology initiatives, products and services.

Caterpillar Global Petroleum Asia Pacific Product Support, TIPL and GMMCO participated prominently. The stall was built around the focus theme of Condition Monitoring, showcasing the solutions offered by Cat® dealers and how the solutions help reduce customers' owning and operating costs, unscheduled repairs, and increase equipment uptime and productivity.



TIPL and GMMCO Team with Caterpillar officials at IADC

TIL-MANITOWOC MEET FOR CUSTOMERS

TIL and Manitowoc jointly conducted a Customer Meet at Chennai with the objective to promote Manitowoc range of crawler and mobile cranes with specific focus on the wind power sector. Product management executives from Manitowoc Europe and Singapore were present during the Meet who made the various product presentations. The Meet was attended by a large group of customers from various industrial segments like power, infrastructure and rental. Apart from Manitowoc Crane Group (MCG) range of products, TIL presented on the indigenous range of products and the service deliverables by the customer support team.



TIL-Manitowoc Meet in progress

EVENTS

TIPL CUSTOMER MEETS

Building and Construction Products (BCP)

Road building and construction products (BCP) represent a buoyant and fast emerging segment of the Indian marketplace. And as a state, Rajasthan holds dynamic potential for this category of equipment that is crucial to the consolidation of its infrastructure.

Rajsamand in Rajasthan was the venue for a recent TIPL Customer Meet for BCP sector. Over 60 contractors of repute who are primary users of building and construction equipment attended the Meet, that served as a platform for conveying the market leading product range from Caterpillar, and the presence of TIPL as a Cat® dealer committed to providing the highest possible uptime, productivity and comprehensive support to its customers.

Mr. Robert Droogleever, General Manager-BCP BH, Caterpillar, Mr. Amit Bansal, Territory Manager (BCP), Caterpillar India attended the Meet along with Mr. A. H. Kewalramani-Head CMS, TIPL, Mr. Deepak Jolly-COO TIPL North and Mr. J.K. Bassi-GM Product

Support TIPL North and other senior members. The Meet focused on the reliability of Cat products, the importance that Caterpillar places on the Indian marketplace, its future plans in India and TIPL's role as its customers' 24 x 7 partner. The interactions were met with positive customer response on Cat products and TIPL's service commitment. Concurrent to the event, 6 Cat 424B Backhoe Loaders were handed over to different customers.



Robert Droogleever handing over the machine key to a customer

Cat® Care Meets-Power Systems Solutions (PSS)

Cat® Care Meets are an important marketing initiative that helps to enhance product support business and improves Customer Loyalty. Our Power Systems Solutions (PSS) Electric Power Diesel (EPD) product support team organized two Cat Care Meets at Jallandhar

and Burdwan. TIPL team conducted free DG set health checkup, listened to customer experiences and imparted training to customers. Both the Meets ended with an evening with customers where we shared our product support initiatives, best operation and maintenance practices and highlighted the need for effective Contamination Control with S.O.SSM that help in maximizing DG set performance. From Caterpillar India, Mr. T. N. Subanna-Product Support Representative, Electric Power Asia Pacific attended the Meet at Jallandhar and Mr. Vijay B Anand-Territory Manager-Diesel Products, Electric Power Asia Pacific attended the Burdwan Meet. A large number of customers who attended the Meets thanked TIPL for such insightful events.



Meet in progress

TNPL CUSTOMER MEET

Tractors Nepal Private Limited (TNPL) is a wholly owned subsidiary of TIL Limited and operates as Cat® dealer in Nepal.

With the objective of creating better awareness and engagement amongst the customers that eventually translates into results, TNPL recently organized a Customer Meet. The focus of the Meet was to showcase TNPL as the right solutions provider enabling its customers run their machines as efficiently as possible.

Mr. Suresh Babu, Industry Representative-Core Industries and Mr. Prabhu Rajan, Service Technical Rep, Roads & Quarries-Caterpillar India, attended the Meet along with Mr. Subir Bhattacharjee, Mr. Shailendra Chaturvedi and other senior members of TNPL. Held at the Trade Towers, Kathmandu, the Meet witnessed a good and enthusiastic turn out of customers-mostly in the senior management and decision making level in Kathmandu as well as from other locations across Nepal.

Besides taking the attendees through the general overview on Caterpillar-the organization and Cat® products, services as well as on TNPL; the Meet highlighted the state-of-the-art Nakhu workshop and parts warehouse that was inaugurated last year which helped TNPL strengthen its product support capabilities. Cat 320D Hydraulic Excavators-the one that is most commonly used by TNPL customers in Nepal with its unique features, benefits and value, was also discussed in detail.

It was a highly interactive Meet with positive interface between customers, TNPL and Caterpillar officials. Feedback received was also very positive.



TNPL Customer Meet at a glance

DEFENSE LINKAGE

The Confederation of Indian Industry (CII) conference in Kolkata in August organized Defense Linkage-a major platform for dialogue on the cooperation between Industry and Defense. TIL was the Associate Partner for this event and was represented by Mr. Pinaki Niyogy, Associate Vice President-Manufacturing.

This was a high level conference, with participation from senior defense officials, industry representatives and members of CII Eastern Region senior industry officials.

TIL's MHS division has a long history of addressing the needs of Indian defense forces through its product repertoire and TIL's participation brought a renewed awareness at the conference about our company's contributions towards the requirements of defense

establishments and its status as one of the few organizations that operates as a trusted provider of different categories of technology intensive equipment for the defense of the nation.



Pinaki Niyogy addressing the audience

GOLDEN JUBILEE CELEBRATION

2012 marks two proud occasions for TIL-Kamarhatty factory. First, being the golden jubilee of Kamarhatty factory itself and the second, the successful completion of 50 years of Coles Crane Workers' Union.

The occasion was graced by Shri Ranjit Guha (Secretary of AITUC State Committee), Shri K.D. Ghosh,

Shri Kumaresh Kundu, Shri Kalyan Ghosh Dastidar and Shri Kanai Lal Chakraborty. From the management's side, Mr. Somnath Bhattacharjee, President-Material Handling Solutions (MHS) & Equipment Project Solutions (EPS) Business and Mr. Pinaki Niyogy, Associate Vice-President-Manufacturing were present. The entire program was co-ordinated by Shri Kesto Biswas, General Secretary of Union.

The speakers emphasized on the unique aspect of TIL-Coles Crane Workers' Union relation and what makes it extra special is that all the members of the Union-past and present; have always worked with the same shared corporate vision, dedication and spirit. They have always been committed to working with the management towards building a solid foundation, mutual respect and understanding - thus creating a conducive work atmosphere for all.



At the Golden Jubilee Celebration

CRANE REHAB

TIL customer support team has secured an order from Indian Farmers and Fertilizer Cooperative Ltd (IFFCO) for refurbishment of its 250 tonne Manitowoc crane – the M250. This high value contract consisting of rehab work is being carried out by TIL, in coordination with experienced Manitowoc engineers. On completion of the rehab, the M250 will be redeployed at IFFCO's fertilizer plant in Paradip, Odisha. This rehab contract has earned for TIL the prestigious EnCORE partner status from Manitowoc. Under the EnCORE program, TIL is empowered to Rebuild, Repair, Remanufacture Manitowoc cranes. Kudos to MHS customer support team on this achievement.

CUSTOMER TRAINING

Larsen & Toubro (L&T)-ECC group is a major customer for TIL Cranes, for their various construction and material handling operations pan India. They have a large group of technicians who are involved in maintenance and operations of such cranes and for their capability development TIL conducted a training program at L&T Baroda for two days. The program was designed and delivered covering hydraulics and electrical systems as applied to mobile cranes including safety, maintenance and operations. The interactive training session met with positive response from L&T participants.



TIL-HYSTER RS RESCUE OPERATIONS IN KOLKATA

TIL-HYSTER 45-27CH carrying out rescue operation after a trailer accident on Vidyasagar Setu (southern flank of second Hooghly bridge) recently that left parts of central and west Kolkata choked for a considerable time.

CUSTOMER VISITS CATERPILLAR MANUFACTURING PLANT IN CHENNAI

As a part of creating a better customer experience, Mr. Abhay Kumar Singh who runs a contracting business in U.P, along with Mr. Sunil Rai of L&T Finance, were taken on a visit to Caterpillar manufacturing plant in Chennai. The idea was for them to get a firsthand experience of Cat® products manufactured in Chennai. Expectedly, this visit has renewed their trust in Cat products, and in TIPL's service commitment. Following his positive experience with the Cat 424, and TIPL's product support commitment, Mr Singh is now a loyal TIPL customer.



FIRST AID TRAINING

Safety and First Aid training for blue collar staff at Kharagpur-Changual facility was carried out by St. John Ambulance Association with a total of 20 staff participating in the program.

LIGHTING UP YOUNG LIVES

TIL organizes Puja Parikrama

TIL believes that one can do well by doing good, and continues to work towards good corporate social responsibility with activities round the year that are aimed at touching lives and making a difference.

While the Durga puja celebration times usher in festive spirits, there remains this unfortunate lot - the underprivileged children, without love and care, living a vulnerable life. This year, TIL amongst its many CSR initiatives wanted to bring few hours of joy to the lives of some of these underprivileged/street children of Kolkata.

On Panchami day of the Durga Puja, TIL in association with Concern India Foundation organized a 'Puja Parikrama'- a visit to the select Pujas of Kolkata for 70 of underprivileged children between 6 to 14 years of age. The Parikrama began at Deshapriya Park and was flagged off by Mrs. Manju Mazumder, wife of our Vice Chairman & Managing Director, Mr. Sumit Mazumder. Children visited famous South Kolkata pujo pandals like Tridhara



Manju Mazumder handing over gifts to the children

Sammilani, Ballygunge Cultural Association, Samaj Sebi Sangha, Mudiali, Shiv Mandir and Maddox Square. Besides pandal hopping, the children were provided with T-shirts and meals.

"Children are the hands by which we take hold of heaven." TIL hopes this little gesture touched the young lives and made a difference.



Manju Mazumder, TIL CSR Team and Concern India members with the children at Deshapriya Park



Waiting for the fun to begin!



We are loving it!



We are having lots of fun!



Oh! its so wonderful!

EXTENDING EDUCATION FOR UNDERPRIVILEGED CHILDREN

TIL Shishu Shiksha Vikas Yojna, carried out at SEB-West Bokaro, is a sustained annual scholarship program running since last six years for local under-privileged children with emphasis on girls who are generally deprived more in areas of education. This program ensures continuity of school studies till tenth standard. At present 60 children across the 7 villages in that area are benefiting from this program. From this year onwards TIL has extended the scholarship till 12th standard thus providing better opportunity for education to these children.



The recipients of Shishu Shiksha Vikas Yojna Scholarships

CSR

25 YEARS OF SERVICE



Ashok Kumar Maity
TIPL, Taratolla



Asish Kumar Mazumder
TIL, Kamarhatty



Biswasarathi Ghosh
TIPL, Taratolla



Chandan Kumar Das
TIL, Kamarhatty



D Halder
TIPL, Taratolla



Dilip Chakraborty
TIPL, Noamundi



Gautam Singh
TIPL, Talabira



H P Giri
TIPL, Asansol



Joseph Maity
TIPL, Taratolla



K S Bharjana
TIPL, Sahibabad



Karam Singh Rawat
TIPL, Sahibabad



Lokesh Bera
TIPL, Taratolla



Megh Nath Bar
TIL, Kamarhatty



P K Bhattacharjee
TIPL, Siliguri



P K Biswas
TIPL, Sahibabad



Pranab Kumar Bose
TIL, Kamarhatty



Ram Ratan Shaw
TIL, Kamarhatty



Sajal Kumar Bose
TIPL, Taratolla



Sajal Kumar Ganguly
TIPL, Ranchi



Sanjib Kumar Das
TIPL, Sahibabad



Santanu Roy
TIPL, Asansol



Soumitra Das
TIPL, Asansol



Sunil Ghosh
TIPL, Taratolla



Swapan Dutta
TIPL, Sahibabad



Vinod Kumar Yadav
TIPL, Sahibabad

CONGRATULATIONS!!

The locations mentioned were at the time of Award receiving ceremony

Satish Bhatnagar True Spirit Award



Goutam Kumar Bhowmik
TIL, Kamarhatty



Mrityunjoy Das
TIL, Kamarhatty



Sanjoy Kumar Kundu
TIL, Kamarhatty

TIL has introduced "Satish Bhatnagar True Spirit Awards" from this year for Kamarhatty Workmen, in memory of Late Satish Kumar Bhatnagar-Director & President of Material Handling Division who left us in 2011. The criteria for this award are efficiency, adherence to safety norms, adherence to quality standards, attendance record, commitment to work.

The proud recipients of this year's "Satish Bhatnagar True Spirit Awards" : Goutam Kumar Bhowmik, Mrityunjoy Das and Sanjoy Kumar Kundu. *Keep the true spirit burning.*

CONGRATULATIONS



Sanjeev Kumar Sinha



Ram Avatar Sharma

Masters Elite contest is conducted by Caterpillar to develop and reward dealer product support representatives in machine division for achieving and exceeding sales and learning targets. The Masters Elite program winners from TIPL are **Sanjeev Kumar Sinha** – Winner and **Ram Avatar Sharma** – Runner up.

Our congratulations go to Sanjeev and Ram!



Aishwarya Bose, daughter of Anup Kumar Bose, TIL, Taratolla, scored 80% aggregate marks in ISC examinations.
May success smile on you always, Aishwarya!



Mehar Suchman Singh, daughter of Gurpreet Singh, TIPL, Sahibabad, was awarded with a Certificate as best 250 artists amongst 65,000 participants in a drawing competition titled "Nutrition Today, Healthy Future Tomorrow" jointly organized by Nestle, CRY & Times of India in Delhi. These 250 drawings were displayed on Wall of Fame at India Gate stadium.
Keep it up Mehar!

OUR PEOPLE... OUR INSPIRATION



Ahh Sugar Sugar

Out of the various lifestyle diseases; Type 2 diabetes perhaps takes a lead. There are more than 190 million people worldwide with this disease that leads to amputation, blindness, kidney failure, heart attack or stroke. And, now, more of our children are developing Type 2 diabetes. In this issue we will highlight type 2 Diabetes, also known as diabetes mellitus; the most common form of diabetes and also the most preventable, through some basic FAQs.



Diabetes FAQs

What is diabetes?

A metabolic disease characterized by high blood sugar. Diabetes mellitus (commonly referred to as "diabetes," "sugar diabetes," or "type 2 diabetes") is a group of metabolic diseases characterized by high blood sugar (glucose) levels that result from defects in insulin secretion, or action, or both.



What is the difference between pre-diabetes and type 2 diabetes? Are they treated differently?

Pre-diabetes means your blood sugar levels are higher than normal, yet not high enough to be categorized as type 2 diabetes. It is also an early warning that preventive measures like weight loss and regular exercise need to be implemented or else diabetes and its potential complications (heart, circulatory, kidney and eye problems, a nerve disorder known as neuropathy, and others) may occur. Many people with pre-diabetes develop type 2 diabetes within 10 years. However, modest weight loss and moderate physical activity can help people with prediabetes delay or prevent type 2 diabetes.

What are symptoms of diabetes?

Medically recognized symptoms of diabetes include increased or excessive thirst, increased hunger, dry mouth, frequent urination, unexplained weight loss, fatigue, blurred or decreased vision, and headaches. Other symptoms of type 2 diabetes may include slow-healing sores or cuts, itching skin, vaginal infections, weight gain, numbness or tingling of the hands and feet, and impotence.

People who are obese are more likely to develop type 2 diabetes. True or False?

True. Where you carry body fat is important. If fat builds up mostly around your stomach (sometimes called apple-shaped), you are at greater risk for type 2 diabetes, high blood pressure, high cholesterol, and coronary artery disease than people who are lean or people with fat around the hips (sometimes called pear-shaped).

Who are more at risk for getting this disease ?

People who:

- Are over 45
- Are obese or overweight
- Have had gestational diabetes
- Have family members who have type 2 diabetes
- Are inactive
- Have low HDL cholesterol or high triglycerides levels
- Have high blood pressure
- Are members of certain racial or ethnic groups

Type 2 diabetes can cause long-term damage in the which parts of the body?

Type 2 diabetes can cause long-term damage in the kidneys, eyes, feet, nerves, and arteries.

People with diabetes are prone to infections. True or False?

Diabetes can slow down your body's ability to fight infection. High blood sugar (glucose) leads to high levels of sugar in your body's tissues. When this happens, bacteria grow and infections can develop more quickly in people with diabetes.



Why is it so important to understand that Type 2 diabetes is more than "just high blood sugar"?

A high blood glucose level is a symptom, not the cause of the disease. Type 2 diabetes is a systemic disease that affects the entire body and several key organs. In addition, if you suppress the symptom, you have not addressed the root cause(s) of the disease. That's one of the reasons why diabetics will have good control for a couple weeks, and, then, have glucose readings that are out of control the following week and not understand why.

What are the key foods that a Type 2 diabetic should eat?

In general, a Type 2 diabetic should focus on eating healthy plant-based carbohydrates such as broccoli, spinach and Brussel sprouts; healthy proteins such as fish, nuts, seeds, beans, skinless chicken breast; healthy fats such as extra virgin olive oil; and healthy liquids such as filtered water, green/white tea, and raw vegetable juices. These foods will help to cleanse/detoxify the body and give a diabetic the necessary energy to exercise and burn fat. More importantly, these foods help the body to reduce its production of insulin-the hormone that causes the body to produce and store more fat. Excess insulin production also inhibits fat metabolism.



Murphy's work laws

MURPHY'S LAWS ON WORK

- ⇒ Don't be irreplaceable, if you can't be replaced, you can't be promoted.
- ⇒ Eat one live toad the first thing in the morning and nothing worse will happen to you the rest of the day.
- ⇒ Never ask two questions in a business letter. The reply will discuss the one you are least interested in, and say nothing about the other.
- ⇒ Everything can be filed under "miscellaneous."
- ⇒ Never delay the ending of a meeting or the beginning of a cocktail hour.
- ⇒ Anyone can do any amount of work provided it isn't the work he is supposed to be doing.
- ⇒ If you are good, you will be assigned all the work. If you are really good, you will get out of it.
- ⇒ You are always doing something marginal when the boss drops by your desk.
- ⇒ If it wasn't for the last minute, nothing would get done.
- ⇒ When you don't know what to do, walk fast and look worried.
- ⇒ No one gets sick on Wednesdays.
- ⇒ Tell a man there are 300 billion stars in the universe and he will believe you. Tell him a bench has wet paint on it and he will have to touch to be sure.
- ⇒ Machines that have broken down will work perfectly when the repairman arrives.
- ⇒ All vacations and holidays create problems, except for one's own.
- ⇒ Success is just a matter of luck, just ask any failure.



Must help the wife

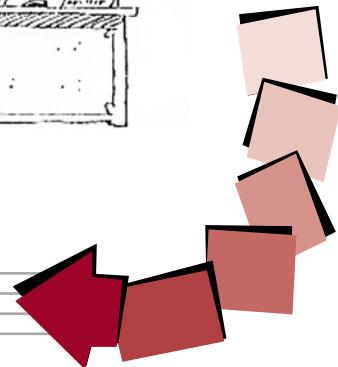
Smith goes to see his supervisor in the front office. "Boss," he says, "we're doing some heavy house-cleaning at home tomorrow, and my wife needs me to help with the attic and the garage, moving and hauling stuff."

"We're short-handed, Smith" the boss replies. "I can't give you the day off."

"Thanks, boss," says Smith "I knew I could count on you!"



TAKE-A-BREAK





MINING SAFELY. MINING MORE. MINING RIGHT.

Cat® products for mining provide an unparalleled range and deliver the reliability and durability you need to mine efficiently and safely.

TIPL your Cat dealer is committed to keep your mining equipment on the move, increase productivity, and reduce cost per ton. TIPL also knows that for you and your loved ones - nothing is more important than Mining Safely.

Count on TIPL- Your Total Solutions Provider.



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