



TIL TALK

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OUR NEWS VIEWS & EVENTS



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Dear Reader,

Welcome to another edition of TILTalk, our in-house magazine.

“Be Optimistic” was what our Prime Minister Dr Manmohan Singh said while speaking at a recently concluded national conference, urging Indian industry to avoid getting swamped by negativism. However in reality India had a very difficult year in 2012-13. GDP growth fell to its lowest in the last decade with investments barely trickling in. As on date we see little linkage between reforms, plans and outcomes and the outlook continues to be cautious. Although India is expected to regain economic momentum in the long term, the short term concerns on macroeconomic and domestic market growth would continue unless the policy announcements are fast converted to rapid implementation.



2012-13 was one of the most challenging years for TIL in the recent past. Despite the tough times and mixed performance, we witnessed some pockets of accomplishments which I am pleased to share with you in this edition of TILTalk.

At TIL, CSR initiatives continue as always, as is evident in the story called The Joy of Vision. As an organization we have always believed that CSR is not an option but a requirement. At the end of the day CSR to us goes a long way in defining the character of a company.

The story on High Frequency Screens demonstrates how TIL and Astec partnership brings Indian customers sustainable solutions in face of the river- sand mining ban. Our esteemed customer Mr. Raju Thomas's views expressed in the story reinforces the fact.

That TIL takes safety very seriously for its employees, as well as for customers and job sites was manifest recently when we were declared 'Winner' at the Safety Week organized by Tata Steel- SEB where TIPL [Subsidiary of TIL] runs MARC since 2003.

I am happy to share that SAP@ TIPL – the ERP project we undertook in 2011 is going LIVE in June. This would improve our efficiency, process standardization and adaptability to rationalize cost, and create better customer experience.

There are many more news and articles on our customer service, training and events including our regular fun and health page, all created to enhance and make your experience with TIL an enjoyable one.

Happy Reading!

A handwritten signature in blue ink, reading "Sumit Mazumder".

Sumit Mazumder
Vice Chairman & Managing Director

The Joy Of Vision

Eye Camps and Free Cataract Surgery (IOL) for Underprivileged Senior Citizens

A visually impaired person who is also below poverty line (BPL), faces serious social challenges. Not only visual impairment interferes with daily activities it also deters one from gainful employment. TIL, realizing this as a concern for the underprivileged, organized eye camps in association with Helpage India for BPL senior citizens providing free eye checkups, as well as Cataract Surgery with IOL (Intraocular Lens) implant for select candidates. Last year 13 Eye Camps were conducted across 7 locations where 1060 elderly citizens were given free checkups and consultations by qualified ophthalmologists. The locations were chosen around Garden Reach and Kamarhatty areas close to where TIL operates.

As we follow strict medical norms and ensure absolute safe practice, out of 1060 senior citizens screened, only 200 were qualified for IOL surgery. The surgery took place at Susrut Eye Foundation & Research Center, Kolkata.

Gone are the days when organizations were expected to simply create jobs, deliver goods and services, increase shareholder wealth, and demonstrate goodwill to the community through philanthropy. Today, responsible and successful leaders know that an organization cannot be sustainable or economically viable over the long term if it doesn't accept its responsibilities towards society and environment. CSR, therefore, is much more than compliance or ethical conduct, it goes a long way in defining the character of a company.

*Our CSR belief stems from the fact that real commitment comes when communities are enabled for sustained developments. Our initiatives range from health and education to women empowerment. At TIL we call it - **touching lives and making a difference.***



TIL- Helpage India Cataract Surgery Camp for BPL senior citizens in progress

When Losing Sight Means Losing Livelihood

Joy of Vision -1



Md Idris, a 70 year old bidi binder has been steadily losing his eyesight in both eyes. He had a preconceived fear that he will never be able to get back his sight. His already

meager income was fast dwindling and he couldn't even afford two good meals a day, let alone eye treatment.

When TIL along with Helpage announced the eye screening camp in Kamarhatty area, he found a ray of hope and came for a check up. His fear came true as he was diagnosed with cataract in both the eyes. After counseling he consented to go in for the free Cataract Surgery at Susrut Eye Foundation & Research Centre, Salt Lake.

His joy knew no bounds when he was able to see the world clearly after the surgery. Now Md Idris is once again able to resume his old profession of bidi binding and earn to support his family, without being a burden.

Joy of Vision -2

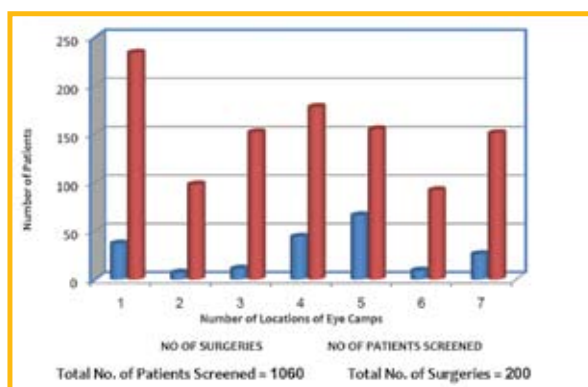


Ram Kripal Singh, a 70 year old vegetable seller near Kamarhatty had diminished vision in both eyes. With lack of money and lack of awareness, he did not even

realize he had developed cataract in both eyes. He used to feel miserable when his eyesight gradually decreased with each passing day. Supporting the family was becoming a big challenge.

At TIL-Helpage eye screening camp he was diagnosed with cataract in both eyes and was counseled to undergo free Cataract Surgery to get his vision back and enjoy normal life.

Singh recalls the moment when on removal of his eye pad he could see his son and family with his new found sight. According to him it was the most joyous moment of his life in recent years. Now he is back to his vegetable shop, earning for himself and family, and leading life with dignity.



Graph illustrating location wise consultations vis-à-vis surgeries carried out in 2012 in Garden Reach & Kamarhatty area

Small Steps Towards A More Literate India

Laboratory Equipment for a Girls' School

Mohishpota Girls' High School in Khardah, West Bengal has over 450 underprivileged girl students belonging mostly to minority sections from the surrounding localities. Many of these students are in their 12th standard and appearing for Higher Secondary examination. The school due to lack of funds had difficulty in providing proper laboratory facilities that is necessary for its senior students.

Education being one of the focus areas of our CSR, TIL extended support by setting up the school's Physics, Chemistry, Geography and Biology Laboratories. The equipment provided by TIL would greatly aid the students in their pursuit of studies and enable them to make a mark in the future.



Hon'ble Minister-in-charge Finance and Excise dept.-Govt. of West Bengal Shri Amit Mitra, inaugurating the Mohishpota Girls' High School Laboratory



Laboratory equipment provided by TIL

Sponsoring 21 Underprivileged Children in Dhanbad

Kartavya is a non-governmental organization providing free and quality education to underprivileged children living in slums and villages near college campuses. The management of the organization is handled by college students. TIL, in association with Kartavya-Dhanbad Chapter, a project run by students of Indian School of Mines, Dhanbad, supported 21 students from surrounding slum areas. The sponsorship takes care of school fees, books, stationery, uniforms, and transportation to schools.

We hope this small act of kindness will turn the lives of Monu, Priti, Rasita, Sonu, Teju and others around; touching their lives and making a difference.



Sponsored children with Kartavya & TIL members

A Step Ahead

An Environmentally Sustainable Unique Solution from TIL and Astec

Globally aggregate production is one of the single largest extractive industries, producing annually few billion tons of sand, gravel and crushed rock. Without sand/gravel, the construction industry would come to a grinding halt.

Because aggregates play such a vital role in the growth of the nations, demand for all types is expected to increase substantially in the years ahead. With the increase in demand, the common sources are being mined faster than nature can replenish, creating a highly skewed supply-demand situation.

In India until recently, one used to think that river sand is inexhaustible. With India's growth story, the unprecedented demand for sand to build factories, high-rise apartments, offices, schools and basic infrastructure such as highways, runways and parking lots is beginning to take a toll on river systems, coasts and the people who depend on them for their livelihoods. River Sand Mining, which has been going on for ages now poses a threat to Water Security, as it damages river beds and increases the threat of floods. River Sand is banned in many states in India for environmental issues, and so there is a pressing need for alternate option to River Sand.

Although we have WALTA [Water, Land and Trees Act], which has a new set of sand quarrying policy to overcome the shortage of sand and help the construction industry, the governance and sustainability remains a challenge.



Crushed Sand replacing River Sand

Realizing the need of replacing the River Sand, the construction companies have begun to use Crushed Sand by using appropriate design so as to ensure that there is no compromise on quality of construction. Investment in R&D for the use of the Crushed Sand has been on the rise and many construction companies today have the ability to produce high grade concrete using Crushed Sand. Another reason for the construction companies to look at Crushed Sand option is its "Round the Year" availability.

Additionally, construction companies have also been looking at reliable and cost effective technology to reduce the ultrafines in the Crushed Sand and get consistent quality from the Aggregate Suppliers. Air Classification, Water Classification etc have been used in India but with limited success in achieving product consistency. Many have attributed the reasons to higher capital cost / lower ROI.

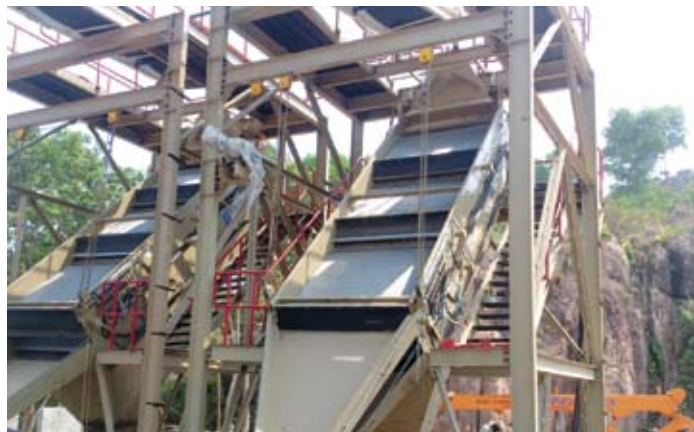
TIL and Astec saw an opportunity for the High Frequency Screens (HFS) in this application. Engineered to provide higher production capacities and more efficient sizing compared to air or water classification processes, the High Frequency Screens feature aggressive vibration applied directly to the screen that allows removal of fines. This unique technology facilitates the removal of the ultra fines from the crusher dust in the most cost effective way and has come as a big relief to the construction companies.

With the TIL-Astec agreement, India got a technology with an optimum owning cost and lower operating cost in the Crushing and Screening business. To put simply, TIL-Astec High Frequency Screens address the emerging needs of the customers in this segment very effectively.

The HFS focuses on producing consistent quality of Crushed Sand, as well as on reducing water and power consumption - thereby reducing cost associated with handling slurry [water classification]. The products are now becoming truly cost effective and preferred solutions for manufacturers.

Turning Waste into Saleable Products:

Technology is key to Crushing and Screening business with lower owning and operating cost being the trend. The other industry that is benefitting from the Astec HFS is the Iron Ore Industry where again the fines are being separated. The



TIL- ASTEC High Frequency Screens on site

products that were earlier being rejected are today processed using HFS and are converted into products that are market fit.

The first movers do not always find the 'going' easy. The manufacturers introducing a new technology have to spend most of their hours and resources reinforcing the benefits of new technology and dispelling the gnawing doubt in the mind of the customers - 'what if it doesn't work'. TIL worked relentlessly with each of the customers who decided to invest into the future and our thanks specially go to the following customers for introducing this unique technology in India - Thriveni Engg (Iron Ore), C&C (Constructon), Wimrock Granite

(High Quality Aggregate Supplier). The success has been reinforced by over 20 installations in less than 2 years across south and north of the country.

The journey of TIL-Astec continues with High Frequency Screen poised to play a very important role in the construction industry of India, sustainably and responsibly.

Typical Applications of Astec - High Frequency Screens

- Iron Ore Fines Screening
- Manufactured Sand : 1/4" - 20M (6.4mm - 0.8mm)
- Asphalt Chips : 3/4" - 1/4" (19.0mm - 6.4mm)
- Concrete stone (block material) : 1/4" - 20M (6.4mm - 0.8mm)
- Ag-lime (fertilizer filler) : 12M - 30M (1.6mm - 0.6mm)
- Recycled Asphalt (RAP) : 3/4" - 3/16" (19.1mm - 4.8mm)
- Coal : 3" - 10M (76.2mm - 2.0mm)
- Speciality products : roofing granules, slag processing, filler material



**Mr. Raju Thomas – Managing Director
M/s Wimrock Granite Pvt Ltd**

Wimrock Granite Private Limited is one of the biggest Crusher Units in Pathanamthitta District, Kerala - established in 1998 by Mr. Raju K Thomas for crushing granite boulders into facility granite aggregates with the manufacturing facility at Vadasserikara.

We bring you a short excerpt from his experience with TIL-Astec products and services.

"My company started using Astec products – Telsmith Hydraulic Jaw Crusher, Telsmith Cone Crusher, Inclined Screens and High Frequency Screens from TIL since March 2012 and we are extremely satisfied with the performance of these products.

Specific to the High Frequency Screens, we find the technology very environment friendly and cost effective for the production of Manufactured Sand. It has definitely helped convert the waste to a value added saleable product. Added to the superior product quality is the committed after market support from TIL which has ensured overall effectiveness, smooth and profitable running of my operation."

Providing Better Customer Support New Workshop Inauguration

Caterpillar works consistently with its dealers towards creating better customer experience. Recently Mr. Kevin Strydom, District Manager – Bangalore, Caterpillar India visited TIPL facilities at Asansol, Udaipur and Lucknow. During his visit he inaugurated our workshops at Patna and Udaipur. He was accompanied by Mr. Deepak Aggarwal of Caterpillar and Mr. Sumit Mazumder, Chairman & MD–TIPL and other senior officials. While interacting with local staff, Mr. Strydom appreciated TIPL for setting up these new offices and workshops as per the growth plans with the sole objective of superior customer support, expanding coverage and creating better customer experience.



Kevin Strydom inaugurating TIPL Udaipur Workshop



Kevin Strydom, Deepak Aggarwal, AH Kewalramani and Deepak Jolly in traditional headgear



A walk through the parts warehouse by Kevin Strydom & other senior TIPL officials



(L-R) Sumit Mazumder, Kevin Strydom, AH Kewalramani, Deepak Aggarwal, Alok Tripathi and other TIPL officials at the Patna Workshop inauguration

Partnership For The Next Level NMHG Delegates visit TIL

The visit of a high level team from NACCO Materials Handling Group [NMHG], Holland to TIL's new facility in Kharagpur on 1st April was a significant occasion for TIL's MHS Division. In a three day visit, the NMHG team – Mr. Ian Robertson, Director Supply Chain, Mr. Trevor Corkin, Senior Commodity Buyer, and Mr. Rahul Bhandarwar, Manager Supply Quality, NMHG India engaged in a detailed review with TIL on the critical areas of manufacture of Hyster Reachstackers. Representing TIL were Mr. Pinaki Niyogy, Associate VP-Manufacturing, Kamarhatty and Mr. Ranjit Sarkar, SR. General Manager-Manufacturing, Kharagpur and other senior TIL officials.

Hyster is a leading provider of forklift trucks and one of the best known names in the industry. The Hyster brand, globally reputed in the Reachstacker segment is a part of NMHG. India being one of the fastest growing markets across the globe, Hyster entered into a strategic alliance with TIL wherein the Hyster range of Reachstackers are manufactured in India by TIL.

The purpose of the visit by the NMHG team was to review, evaluate and set down the action agenda on the critical and

specific elements of manufacture of Hyster-TIL branded Reachstackers. The objective was also to consolidate and strengthen the partnership of NMHG and TIL further and take it to higher level of excellence. The discussions and evaluations focused on:

- Export of heavy structures like boom weldments, proprietary components and hydraulic cylinders from TIL's Kharagpur plant to NMHG, Holland
- TIL's capability of manufacturing export quality structures from new plant as per NMHG global quality standards

While touring Kharagpur plant, the team was impressed with its facilities, layout, and infrastructure and workforce standards.

The high level team convinced of TIL's excellent reputation for, technologically superior products, appreciated that within a period of three years, TIL has grown as their strong partner, and effectively meets NMHG's global quality standards.



Ian Robertson (6th from R), Trevor Corkin (7th from R), Rahul Bhandarwar-NMHG (9th from R) with Pinaki Niyogy, Ranjit Sarkar and other TIL officials at Kharagpur Plant

Safety & Service Excellence Go Hand In Hand

TIPL MARC Project wins Safety Award

TIPL believes that safety is critical in the daily lives of our employees, as well as for customers and job sites. Imbibing Caterpillar's Safety Culture, we at TIPL remain committed towards creating and maintaining safety in workplace and jobsites - wherever we are.

This was evident yet again when TIPL was declared the 'Winner' at the Safety Week organized by Tata Steel-SEB where TIPL runs successful MARC since 2003. Tata Steel organized the Safety Week celebrations at its open mines Quarry-SE from 28th January to 2nd February, 2013. After comprehensive assessment by Safety Inspection team as per Tata Steel's stringent safety norms, the first prize was awarded to TIPL for 'Consistent Outstanding Performance in Overall Safety' for the year 2012. Mr. Sondhiya, DGMS – Safety Convenor handed over the trophies to the winners.

On this occasion, TIPL also gave a live demo of Cat® Product Link™ and was met with very positive feedback.



Team TIPL-SEB receiving the Safety Award from Tata Steel officials

It is indeed a great honor for TIPL to be recognized for Safety practices by Tata Steel – the steel conglomerate who is a benchmark in safety excellence in the industry.

Service Excellence

Another significant achievement for TIPL that was highlighted in the same event was the display of Cat 777D Off-Highway Truck that crossed 40,000 plus hours at SEB-MARC project.

The maintenance and service provided by TIPL enabled the Dumper to score high on reliability and productivity in terms of machine availability and utilization. It is in fact quite a record for a 10 year old equipment running over 40,000 hours of operation without fatigue or failure, which translates into minimum downtime, longer equipment life and lower cost per ton in mining operations.

Mr. Sanjay Rajoria (GM-Tata Steel, West Bokaro Division) commended TIPL for its M&R based Maintenance Practices instrumental for keeping aged machines in such good condition. This also exemplifies the superior

service excellence of TIPL and reinforces the adage - 'Sometimes to be a winner you don't need to be young - all you need is perseverance and an indomitable will to serve.'



The Champion team and the Champion Machine - A formidable combination

Right Fleet To Meet The Need

TIPL at the Stone Mart Exhibition

India Stone Mart 2013, one of the largest expositions on stone industry was recently held in Jaipur - Rajasthan, India. The exhibition showcased the world of natural dimensional stones, ancillary products and services, and provided an excellent platform for industry communication, market development, as well as networking. Organized by the Rajasthan State Industrial Development & Investment Corporation Ltd, the 4 day exhibition saw participation from major companies from India as well as abroad. The event brought a large number of companies and allied businesses under one umbrella, facilitating the introduction of existing as well as new products and services to potential customers.

Rajasthan being a growing market for hydraulic excavators & backhoe loaders, TIPL was one of the exhibitors as Cat® dealer and showcased the product range and services that cater specifically to the quarry and aggregate segments with objective to create awareness as well as identify potential customers through lead generation. The focus was also to promote Cat 320D Excavator across the quarry and marble segment.

Besides the display of one Cat 320D and 424B, the stall depicted suitable graphics and branding reinforcing our offerings of the right fleet of Cat machines and solutions and how they meet all the challenges for the quarry and aggregate customers.

The event was inaugurated by Hon'ble Chief Minister of Rajasthan Shri Ashok Gehlot who emphasized on the huge potential and investment opportunities that exist in Rajasthan. He also graced TIPL stall. The event was a great success with more than 150 customers belonging to the quarry, marble, heavy construction segments, visiting our stall out of which a substantial number of customers made enquiries regarding our machines and product support. The queries pertained to medium wheel loaders, track type tractors and motor graders. It was indeed a great boost for TIPL in terms of brand recall and positioning for equipment in the heavy construction and quarry segment.

At the event, TIPL handed over a Cat 120K2 Motor Grader to M/S Mundan Construction through a key handing over ceremony.



Hon'ble Chief Minister of Rajasthan Shri Ashok Gehlot gracing TIPL stall



Deepak Jolly with senior HDFC officials



Customer interactions at the TIPL stall

Knowledge Resource Management

A Course on High Impact Presentation

Effective and impactful communication is a key competency for leaders - whether for persuading colleagues, clinching a deal with a client, interacting with top management or energizing a team. The power of impactful communication makes the difference between success and failure. For the leaders at TIL and TIPL, communicating ideas assertively and effectively is considered an important and powerful leadership trait and hence there was a specialized learning program organized this year for this group.

The program was conducted by Dale Carnegie Training, India. It was inaugurated by Mr. Sumit Mazumder, Vice Chairman & MD, TIL. It was a 2 day dynamic workshop which exists as a registered trademark and a globally benchmarked presentations program in Dale Carnegie.

The program was attended by Pinaki Niyogy, Soumendu Chakraborty, Sumit Kr Biswas, Sanjay Saxena, Ratindra Nath Das, Sudipta Gangopadhyay, Suchindram Samanta, Susanta Sadhukhan, Alok Tripathi, Deepak Jolly, and Naveen Chander.

“Customer Owner” Assessment and Training Workshop

In 2013, TIPL introduced the concept of “Customer Owner” - a single window interface to a group of customers with focus on building and maintaining a long-term relationship by addressing critical customer requirements. Around 40 product support people from Construction & Mining Solutions division were identified as “Customer Owner” and a special development program was designed for this group focusing on both technical and behavioral aspect required to succeed in this role.

The program was conducted in two batches. First program took place in Kolkata from 3rd - 6th April for East and South East territories and second was conducted in Sahibabad from 8th - 11th April catering to North and North Central territories. It consisted of knowledge assessment of

the participants along with feedback. The assessment comprised of technical evaluation on-the-iron as well as behavioral aspects for effectively managing customers and team. This was followed by a comprehensive training on intricacies of service business and significance of role of Customer Owner in driving performance. There was also a session on ‘Managing Different Types of Customers’ by understanding their requirement and delivering solution effectively thereby enhancing customer experience.

With this program, we intend to make our teams successful in addressing customer needs and offering solutions in line with our vision to be the best in the industry.

Performance Focus through Goal Setting

At TIL, we strongly believe in creating a culture of performance by aligning rewards to the performance metrics that drive profit and revenue growth. In 2013-14, Zenith will be executed with a renewed rigor to ensure performance focus across the organization.

This year also there will be top down Goal Setting throughout the organization which will be done in a participative process along with business and function heads.

The fundamentals do not change:

- Balanced Scorecard applicable till the function and department head level
- For the rest of the team, KRAs to be identified based on departmental objectives
- Face to face discussion between a Manager and his reportee in order to mutually agree on the goals for the year
- Agreed goal sheets will have to be signed off by the concerned HOD
- KRM will be independent facilitator in the process ensuring everyone adheres to the guidelines and also the timelines

Enhancing Operational Efficiency

SAP @ TIPL

As an organization our endeavor has always been to engage with customers throughout their equipment life cycle, providing total solutions. Our investments in building new systems and processes continue unabated in order to increase the speed of our deliveries and further improve the quality of our services.

The changing market dynamics as well as customers' expectations are far greater today and besides prompt sales and service, the customer expectations include efficient data and automation process which enables one to obtain information quickly and consistently across multiple systems.

Keeping this in mind in 2011, TIPL initiated a project to upgrade and modernize its business processes that would enable us to enhance operational efficiencies and provide more cost-effective solutions to our customers. SAP was chosen as the software for all of its processes, including both front and back end.

Executed under the project named SPECTRUM, dedicated TIPL team members and SAP experts worked round the clock on the various modules in Finance (FICO), Sales & Distribution (SD), Materials Management (MM), Project Management (PS), Plant Maintenance (PM),

CRM - Sales & Service and Business Intelligence (BI/BO) for decision-making. The process represents a complex collaborative model involving TIPL, Caterpillar, SAP, Accenture and HP.

Our endeavor to accelerate and reengineer the ways we help customers succeed is soon going to see the light of the day-with the SAP ERP scheduled to Go Live in June 2013. This will undoubtedly help enhance the time-to-value, optimize tracking and management of sales and service activities, increase efficiency across our supply chain processes, improve project management, streamline our financial reporting systems and enable quicker decision making process.

Like many industry leading organizations, TIPL is now ready to use SAP to run better.



SPECTRUM Team

Key Benefits of SAP

- Improved financial management & corporate governance along with business analytic, SAP allows to have better visibility of the organization's financial status, thus better risk management and improved financial control
- SAP uses the services architecture of an enterprise to improve its efficiency, process standardization and adaptability to rationalize cost
- Allows easier global integration (barriers of currency exchange rates, language, and culture can be bridged automatically)
- Provides real-time information, reducing the possibility of redundancy errors
- Enabler for a more efficient work environment for employees by enhancing productivity
- Improved alignment with strategies and operation
- Optimize IT spending and gain higher ROI

Proof Of Promise

Overhauling Cat® Engines for BCCL

Bharat Coking Coal Limited (BCCL) has been using Cat® machines since long with extensive product support from TIPL Dhanbad office. Recently TIPL received an order for overhauling 8 X 3406 DITA engines from the customer that was negotiated based on a firm commitment of repair and delivery. Our Dhanbad Product Support team worked closely with BCCL officials and gained their confidence in our quality repair capability and infrastructure at TIPL Component Rebuild Center (CRC), Asansol.

The repair job was executed efficiently through a seamless coordination between Dhanbad Product Support team and CRC technicians. All the 8 engines were overhauled and shipped out of CRC within deadline. This was accomplished following a robust plan

and efficient execution of the job by team TIPL. The delivery and quality of the overhauled engines were appreciated by the customer and more of such repair jobs are in the pipeline.



Work in progress at CRC, Asansol

Rehab of the D5C Dozer a/c VIL Limited Lucknow

TIPL and VIL Limited share an enduring relationship which was strengthened further when TIPL took up overhauling of a D5C Dozer at our Sahibabad works in the recent past. This machine purchased by VIL in 2000 completed over 18000 hours in operation when VIL approached TIPL for a complete rehab of the equipment. TIPL engineers inspected the machine and offered an economic repair option. Following the component reusability and rebuild guidelines, our workshop technicians decided on recondition or replacement of the component to ensure a quality job at lowest cost.

On completion, the equipment was tested on load and finally handed over to the customer with an extended life. Experiencing the performance of the repaired Dozer,

customer expressed total satisfaction and congratulated TIPL for supporting its operations. Yet another proof of our promise to deliver better customer service.



VIL D5C Dozer post rehab

The Preferred Machine

Cat® 424 Backhoe Loader

Cat® 424B Backhoe Loader continues to consolidate its position in the Indian Building Construction Product (BCP) market as the equipment that stands for quality, productivity and value. At a Customer Meet held in Bhubaneswar, Odisha, local customers shared their positive experiences of using Cat 424B Backhoe Loader.

Over 100 participants, comprising customers and finance companies took part in an interactive discussion on the features and benefits of the Cat 424B. The customers present at the gathering conveyed their positive impressions about the product as well as of the service support from TIPL. Mr. Max Martin – Global Head, BCP, Caterpillar attended the Meet with other TIPL and Caterpillar officials.

As a highlight of the Meet, Mr. Max Martin felicitated M/s. Balaji Engicons (P) Ltd - Odisha's largest fleet owner of Cat 424B.



Max Martin addressing the audience



Max Martin felicitating the largest 424B fleet owner in Odisha

Expanding Coverage

New Office in Paradeep

As a part of TIPL's coverage expansion plan, this year saw the inauguration of an office and parts store at Paradeep, Odisha.

A substantial number of Cat machines operate in Paradeep Port and are used for handling bulk cargo including coal and iron ore. TIPL felt the need for extending prompt support to these machine owners with minimum response time and ready availability of spares.

The local office with TIPL service engineers and ready parts inventory will be a definite advantage and minimize our lead time for response and delivery.



Newly inaugurated Paradeep office & parts store



Customer interactions in the new Paradeep office

Mr. Subramaniam, -DGM, Operations, Orissa Stevedores Ltd. inaugurated our office with other customers attending the function. TIPL was represented by Mr. A H Kewalramani – Head CMS, Mr. Dipankar Banerjee, COO TIPL (SE) and other team members. The customers were clearly appreciative of the new office and thanked TIPL for enhancing its network to extend support and better reach.

Urban Shoppers' Delight

Cat® Footwear, Apparel and Accessories Launched in India

Good news for the fashion aficionados. Cat® lifestyle products are now available in India and the range includes men's apparel, women's apparel, footwear, accessories.

The collection is brought in association with Tata International Wolverine Brands Limited and will provide the Indian consumers with a range of globally-designed

products that fits well with the Indian urban lifestyle. The Cat lifestyle range is known for fashion, comfort, durability and embodies rough, ready and rugged style at its very best. The products will be available across monobrand stores, leading department stores, footwear specialty stores and online through partners like Myntra.

The Cat brand values are strongly imbedded in the latest Cat lifestyle collection, reflecting authentic, tough, dedicated, bold and dynamic fashion. The launch collection is inspired by the unique theme, "Forged by Work, Driven by Life" and is every style conscious, modern, urban shopper's delight.



Cat lifestyle store in India



Power For Cricket

Cat DG sets at Ranchi's International Cricket Stadium

TIPL recieved a prestigious order for supply, installation and commissioning of two Cat DG sets – 725 kVA at the newly built Ranchi International Cricket Stadium. The order was bagged against strong competition from other DG set manufacturers and rental service providers. The choice of Cat DG sets backed up by TIPL product support was to ensure the reliable performance of the gensets that will be used to supply power during day and night cricket matches in the stadium.

The PSS product support team carried out the installation ensuring the DG sets were commissioned and put into operation to deliver quality power. Their efficient support kept the stadium lights on without glitches during the day and night match between India and England following the inauguration of the stadium.



Cat DG sets at the Ranchi International Cricket Stadium

Towards Better Customer Experience

Customer Engagement Program on Equipment Uptime

The old adage “customer is king” is probably truer today than ever before and organizations that connect with their customers outperform those that do not.

In its continuous pursuit to drive performance by optimizing customer relationships, TIL's Material Handling division organized a day long session at the Kamarhatty plant, on the operation and maintenance best practices of their Hyster Forklift Trucks manufactured by TIL. As a standard practice in customer engagement – from the time a machine is purchased, TIL's support team engages with customers and takes them through the detailed processes so that the equipment they have purchased guarantee the highest possible return on their investment.

The program was attended by many customers belonging to the user sector. The agenda was exhaustive with presentations on Hyster Truck value propositions. The attendees were given a step by step orientation on the critical areas on machine performance, daily and scheduled maintenance,

operations and safety as well as the benefits of using genuine spares. Representatives from our major suppliers – Cummins and Wipro also participated and added value by sharing rich experience in their respective fields of expertise.

On successful completion, the program accomplished two things. Awareness creation among user groups on the expected levels of machine productivity and work life. Secondly it once again proved TIL's commitment as a 24 x 7 partner, ready to support customers' equipment throughout their operation cycle.



Customer Engagement Program participants at Kamarhatty Plant

CSA at Ghorahi Cement-Nepal

In the recent past, Tractors Nepal Private Limited (TNPL) a subsidiary of TIL Limited, commissioned 11 no. Cat® 3516B – 2000 kVA DG sets at Ghorahi Cement Pvt. Ltd. which is a 1800 TPD (Ton per day) cement plant in Nepal. To ensure uninterrupted power supply, TNPL signed a Customer Support Agreement (CSA) and took the responsibility of operation and maintenance of all DG sets at customer's factory site.

A team of 20 dedicated supervisors, operators and service technicians were deputed at the customer site to take care of all operation, maintenance and repair requirements of the DG sets. With meticulous planning, scheduling of parts supply and execution of all repair jobs following Caterpillar guidelines, the cement plant never experienced any power failure. Recently we completed 7 months of this CSA with DG set availability over 90%, well exceeding our

commitment to customer. The customer acknowledged this excellent performance, and now other cement plants in Nepal have shown interest in similar CSA from TNPL.



Cat DG sets at the cement plant

Deploying DG Sets Under Rental Contract

Mayabunder is a remote island in Andamans and 10 hours drive from Port Blair. The distance of 242 kms from Port Blair to Mayabunder runs across two rivers and severely restricts the movement of cars, trucks and other local transport. The area is inhabited by the endangered Jarawa tribe. Considering the location of the island, logistics is a major challenge to ship goods to site and complete any job within the contractual time frame.

Thanks to TIPL logistics team, service engineers and their round the clock work, the successful commissioning of 3 nos of Cat® 3412 DG sets at Mayabunder could be complete within the stipulated time frame. The contract includes supply, installation, commissioning, operation and maintenance of the DG Sets and providing continuous power.

Officials from Electricity Department-Andaman & Nicobar Islands present at the inauguration were very appreciative of TIPL's efforts in quickly mobilizing, installing and

commissioning the DG sets so that much needed power can be provided to the islanders.

We are confident that with our support, the islanders will enjoy quality power and this will bring us more business opportunities in the Andaman and Nicobar Islands.



Ribbon cutting ceremony of Cat DG set at the inauguration

Manitowoc at bC India

TIL's association with Manitowoc dates back decades in India. Today customers count on Manitowoc - TIL partnership for all their lifting solutions.

Recently to enhance visibility and presence among the potential customers, Manitowoc participated in bC India 2013, India's leading construction equipment show held in Mumbai.

The large booth, besides displaying Tower cranes, showcased one of its largest Grove Mobile cranes - GMK6300L. An international hit, the Grove GMK6300L has raced to 100 deliveries in a little over two years with customers around the world drawn to its 300 t capacity and class-leading 80 m boom.

In addition, Manitowoc Crane Care, its customer support division, staged live training classes in the booth. Manitowoc Crane Care also displayed a simulator with a model crane cab to make it more experiential for the visitors.

In a special ceremony at the stall, the key of Grove GMK6300L- was handed over to Mr Sumit Joshi, Director-Shri Dinesh Cranes by Mr. Gilles Martin, Executive Vice President, Manitowoc Crane Group, Mr. Raman Joshi, Managing Director - Manitowoc Cranes India and Mr. Somnath Bhattacharjee - President - MHS & EPS Business, TIL Ltd. It is the second unit of Grove GMK Crane for Shri Dinesh Cranes.



Key handing over ceremony at the stall

Annual Function

Tractors India Employees' Recreation Club's 43rd Annual Function was held in January 2013 at Kalamandir.

After the welcome note by Club President Mr. Alope Banerjee, meritorious children of our employees were felicitated and awards were presented to employees completing their long journey of 25 years with the company.

The evening came alive with some melodious songs by Ms. Rooprekha Banerjee, finalist of Fame Gurukul. The high point of the program was "Golpo Hole O Satti", a

play enacted by our talented employees – a social drama with a hint of comedy. Best Actor Award was bagged by Mr. Partha Pratim Chakraborty, two Best Supporting Actors' Awards went to Mr. Kushal Majumder and Mr. Soumya Bose respectively.

The evening was enjoyed by the audience which was reward enough for the hard work the club members had put in for months. Such events are great opportunities for TIL's extended family to bond and cherish a few hours of pure entertainment.



"Golpo Hole O Satti" cast & crew taking a bow at the function

Annual Sports Meet

TIL's Annual Family Sports was held in February 2013 at the ICI sports grounds.

A variety of events like Go As You Like, Musical Chair for Women, Mud Pot Breaking, Basket Golf, Walking Race, 50 & 100 mtrs Flat Race, Orange Race, etc were organized for employees and their family members. Attractive prizes were distributed to the winners.

Participants and spectators enjoyed the event and went back with pleasant memories of the fun filled day. These initiatives are true testament of employee engagement that connects us emotionally as a member of TIL's extended family.

Winners - Aishwarya Bose, Anup Bose, Arijit Das, Arup Dhara, Avishek Mitra, Cameliya Paul, Debjit Banerjee, Dimple Jaiswal, Gaurav Paul, Kajal Kumari, Kushal Chakraborty, Manashi Roy, Moloy Banerjee, Mridula Bose, Parnika Dutta, Partha Pratim Chakraborty, Poly Saha, Pritha Biswas, Priyam Das, Prosenjit Chakraborty, Puja Ghosh, Rajni Samtani, Ramesh Pandav, Rohit Sahu, Samadrita Purokayastha, Saoni Das, Saptarashi Santra, Shaibal Chatterjee, Soumallya Saha, Soumya Bose, Srijit Banerjee, Suman Adhikary, Tanisha Adhikari, Tanushree Banerjee.



Glimpses of Annual Sports Meet

Family Picnic

TIPL-SEB employees organized a family picnic this year at Tilaiya Dam near Koderma. It was a welcome day out for the families. Everyone enjoyed the day with good food, games, boat rides and fun in general. A nice way to enhance employee engagement.



Shareholders Visit

In March this year, TIL hosted a group of shareholders at its Kamarhatty manufacturing plant. During the factory tour, the shareholders witnessed TIL's commitment to the quality of its products, modern manufacturing facilities, and overall priority on excellence. While these created a positive impact, the shareholders were delighted by the hospitality of Team TIL.

Rice Tech Expo

TIPL participated at the 19th Rice Expo held during April in Lucknow. The exhibition and conference focused on modern trends in the rice processing industry. Shri Anand Singh, Hon'ble Minister of Agriculture, Government of U.P. was the Chief Guest, and Shri Rakesh Agarwal, President, Uttar Pradesh Ricemillers Association presided over the event. TIPL stall was visited by many prospective customers who showed positive interest towards Cat® DG sets and product support of TIPL. TIPL gained substantial leads from this expo which are being worked on by our sales team.





Dilip Kumar Behera
TIPL, Asansol



Karunakar Nayak
TIPL, Talcher



Santanu Banerjee
TIL, Taratolla

CONGRATULATIONS

*Felicitating meritorious students of TIL's extended family
for outstanding performances in various board exams*

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



Akash Pratim Bose
S/o of Partha Pratim Bose
TIPL, Taratolla



Arijit Das
S/o of Dharendra Nath Das
TIL, Taratolla



Rishika Das
D/o of Kashi Nath Das
TIPL, Taratolla



Sneha Karmakar
D/o of Sandwip Karmakar
TIPL, Taratolla



Vivek Kumar Ram
S/o of Bhagirath Ram
TIL, Taratolla



KUDOS !!



Anubhab Gupta, S/o of Amitava Gupta, TIPL-Taratolla, a 'Green Belt', has received a gold medal for his karate performance from All India Seishinkai Shito Ryu Karate Do Federation, founded by world famous Shihan Premjit Sen.



Shubham Chatterjee, S/o of Samar Chatterjee, SITECH, has made us proud by virtue of his high-class performance. He ranked within the top 1% of School Board Examinees of Class XII standard and has been awarded Scholarship for Higher Education from Government of India for five years from Council for the Indian School Certificate Examinations.

★ WE ARE PROUD OF YOU! ★

TIL TALK

A B C of Cholesterol

Cholesterol is just one of the many substances created and used by our bodies to keep us healthy. A lipid (fat) which is produced by the liver, cholesterol is vital for normal body function. Some of the cholesterol we need is produced naturally (and can be affected by your family health history); while some of it comes from the food we eat.

There are two types of cholesterol: “good” and “bad.”

Cholesterol can't dissolve in the blood and has to be transported to and from the cells by carriers called lipoproteins. Low-density lipoprotein, or LDL, is known as “bad” cholesterol. High-density lipoprotein, or HDL, is known as “good” cholesterol. These two types of lipids, along with triglycerides and Lp cholesterol, make up your total cholesterol count, which can be determined through a blood test.

Why is high cholesterol a problem?

High levels of cholesterol in the blood stream are a risk factor for coronary artery disease (heart attacks and angina, narrowing of the arteries, stroke and diseases of heart and blood vessels). With a high cholesterol level your risk of heart disease is about 4 times greater than that of a person with a lower cholesterol level. However not all people with high cholesterol levels get heart disease.

Test Your Cholesterol

Your risk for heart disease can be assessed with a blood-cholesterol test. In this test, your total-cholesterol reading should approximate the sum of your LDL, HDL, and other lipoproteins. If you have 3.5 milligrams of total cholesterol, or less, for every 1 milligram of HDLs, then your cholesterol ratio is ideal. Total cholesterol should remain below 200 mg/dL (milligram / deciliter), unless HDL is high.

Symptoms of high cholesterol (hypercholesterolemia)

Symptoms of high cholesterol are revealed if you have the symptoms of atherosclerosis, a common consequence of having high cholesterol levels. Symptoms also include:

- Narrowed coronary arteries in the heart (angina)
- Leg pain when exercising - this is because the arteries that supply the legs have narrowed.
- Blood clots and ruptured blood vessels - these can cause a stroke or TIA (mini-stroke).
- Ruptured plaques - this can lead to coronary thrombosis (a clot forming in one of the arteries that delivers blood to the heart). If this causes significant damage to heart muscle it could cause heart failure.
- Xanthomas - thick yellow patches on the skin, especially around the eyes. They are, in fact, deposits of cholesterol. This is commonly seen among people having inherited high cholesterol susceptibility (familial or inherited hypercholesterolemia).



Treat High Cholesterol Safely and Effectively

Here are some primary recommendations for safely lowering and regulating your cholesterol levels:

- Get an appropriate amount of exercise.
- Reduce, with the plan of eliminating, grains and sugars in your daily diet.
- Eat the right food for your nutritional type.
- Eat a good portion of your food raw.
- Make sure you're getting plenty of high-quality, animal-based omega3-fats.
- Avoid excessive smoking and alcohol.
- Address your emotional challenges.



Foods that control cholesterol

- Olive oil and olive products
- Legumes [Legumes include dry, cooked or canned beans, lentils, peas and all the soya products (cooked or canned soya beans, soya mince, cubes, milk, tofu]
- Fat-free yoghurt and other fat-free dairy products
- Antioxidant-rich fruit and vegetables
- Vitamin C
- Beta-carotene: Foods rich in beta-carotene include all dark yellow fruits (apricots, yellow peaches, and mango) and vegetables (pumpkin, sweet potatoes, and carrots) and all dark green vegetables (broccoli, cabbage and spinach).
- Garlic and other members of the onion family
- Whole, unsifted or unprocessed grains
- Fish & Omega-3-enriched foods.

5 FOODS TO LOWER CHOLESTEROL





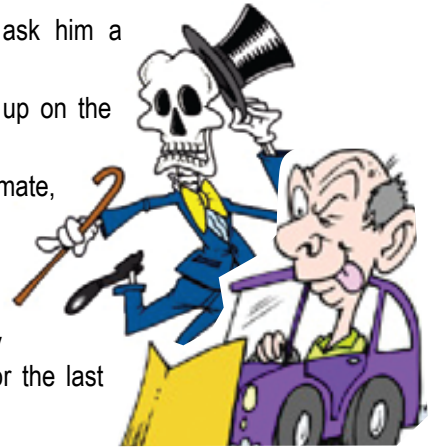
A taxi passenger tapped the driver on the shoulder to ask him a question.

The driver screamed, lost control of the car, nearly hit a bus, went up on the footpath, and stopped centimeters away from a shop window.

For a second everything went quiet in the cab, then the driver said: "Look mate, don't ever do that again. You scared the daylights out of me!"

The passenger apologized and said, "I didn't realize that a little tap would scare you so much."

The driver replied, "Sorry, it's not really your fault. Today is my first day as a cab driver – I've been driving a van carrying dead bodies for the last 25 years....."



A retailer was dismayed when a competitor selling the same type of product opened next door to him, displaying a large sign proclaiming "Best Deals."

Not long after that, he was horrified to find yet another competitor move in next door, on the other side of his store. Its large sign was even more disturbing—"Lowest Prices."

After his initial panic, and concern that he would be driven out of business, he looked for a way to turn the situation to his marketing advantage. Finally, an idea came to him. Next day, he proudly unveiled a new and huge sign over his front door. It read,

"Main Entrance!"



In a Podiatrist's [foot doctor] office:

Time Wounds All Heels.

On a Plumber's truck:

We Repair What Your Husband Fixed.

On another Plumber's truck:

Don't sleep with a drip; Call your plumber!

On a Church's Billboard:

7 days without God makes one weak.

On an Electrician's truck:

Let Us Remove Your Shorts.

Sign at a Public Restroom:

We aim to keep this place clean.

Your aim will help!!!

In the front yard of a Funeral Home:

Drive carefully! We'll wait.

EXCELLENT PRODUCT. GREAT OUTPUT.

"It's been almost a year since we bought the Cat® 320D and our faith in its performance and reliability has grown over time. Excellent product value, great output and basic honesty in dealer service have endeared Cat machines and made us loyal to the Caterpillar brand."

Subodh Singh Parihar, Owner, ABC Associates.

Contact your local Cat dealer or visit www.india.cat.com to learn more.



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