

TIL TALK

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OUR NEWS VIEWS & EVENTS

Message from
VC & MD

3

Cover Story

4

Special News

10

Spotlight

12

Snippet

21

Customer Speak

20

CSR

23

Revive

25

Our People ...
Our Inspiration

24

Take-A-Break

26



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Dear Reader,

Welcome to the new edition of TIL TALK.

Today, our great nation finds its dreams and aspirations shrouded by a cloud of uncertainty that stems directly from the ecopolitical turmoil that we find ourselves embroiled in.

The rupee may appear less volatile for the time being, but whether it continues to be stable will depend on the concerted and coherent actions of our central government and regional powers on several contentious issues involved in structural reforms and economic liberalization. Inflation, on the back of a good harvest, seems to be easing and the country's central bank continues to keep a watchful eye on the lending rate, even as the government rallies forward in its bid for fiscal consolidation. Future forecasts on the core sector growth vary widely from the downright pessimistic to the quietly optimistic as investor sentiments, both at home and overseas, remain cautious.

In the last few months, TIL has witnessed a flurry of activities which we are happy to share with you through TIL TALK.

PIXEF, our new 15 tonne hydraulic 'safe and smart' crane was launched to a heartwarming reception at the EXCON 2013, the biggest construction equipment fair in South Asia, held at Bangalore in the month of November. Guided by a hi-tech, microprocessor enabled control system, PIXEF is poised to be a game changer and will remain an epitome of safety, efficiency and convenience in pick and carry segment of cranes.

TIPL, TIL's wholly owned subsidiary responsible for Caterpillar business, completed the Bucyrus transition in November. With the acquisition of this expanded Cat® Mining product line from Caterpillar, TIPL is geared to provide end-to-end solutions in surface and underground mining and can boast of being the first Cat dealer in India to successfully complete the transition.

TIPL also rolled out a brand building exercise called Customer Experience Program (CEP), under guidance of Caterpillar- to enhance enduring partnerships with customers. With pilot project launched in Asansol, we will soon roll out CEP across all our TIPL branches. Closer home, simple yet effective measures undertaken to improve productivity by our colleagues at the Kamarhatty Plant have yielded fantastic results - setting an example for our other facilities. As always, our CSR initiatives and Customer Meets continue unfazed. You will read about them and much more in this issue of TIL TALK.

Enjoy reading and I wish you and your family a Happy and Prosperous New Year. At TIL, we believe not in dwelling on past setbacks, but in working towards and looking forward to a better tomorrow.



Sumit Mazumder
Vice Chairman & Managing Director



Pick and Carry is now Safe and Easy

TIL Launches a Unique Crane that is Built for Safety and Value

The world has witnessed its fair share of crane accidents - accidents that have raised questions on the efficacy and safety aspects of pick 'n' carry cranes, time and again. Construction sites are potentially hazardous environments - instability, poor visibility, lack of communication, lack of training, improper maintenance or inadequate inspection - any one of them is sufficient to cause an accident, resulting in a loss of material assets or human lives, or both. Research has shown that operator and equipment/material safety is the single most important factor in the minds of workers, but one that has not been adequately addressed in India.

TIL undertook an extensive market research and found that Safety is of paramount importance for everyone associated with crane use. However it is not adequate in the currently available cranes in the 15 T category in Indian market. Many accidents occur in pick 'n' carry crane segment due to the fact that the available cranes up to 15 T category are designed and built on tractor chassis



causing serious risk of stability during load handling as well as exposing the operators to risk due to lack of safety devices and controls.

Therefore, besides leveraging TIL's pan Indian distribution network to capitalize the market opportunity in pick 'n' carry segment that dominates the crane volume in India, the reason TIL decided to make a foray into this segment is to offer material handling customers a next generation pick 'n' carry crane that stresses on safety, ease of operation and maintenance, application suitability and competitive total cost of ownership.

Since 1944, TIL, as a socially responsible company, is committed to safety and incorporates the relevant measures in the innovation, design and engineering of its products on a priority basis. Quite naturally, TIL recognized the need for a multitasking pick 'n' carry crane that epitomizes safety, productivity, superior technology and performance, and voila...PIXEF was born, manufactured indigenously by TIL at its Kamarhatty factory.

To engage its employees more with the new arrival, TIL launched a contest called 'Name The Mobile Crane'. The name thus selected from





over 100 entries was 'PIXEF' - a short and easy name to pronounce that effectively combines 'Pick' which represents Lift in material handling parlance and 'Safety'. The 'X' reflects the X factor of the crane in terms of its concept, construction, features, performance and safety parameters.

This phonetic fusion of pick with safety is the crane's unique selling proposition. The crane is the outcome of TIL's extensive research, dedicated design and engineering prowess, careful innovation and unmatched craftsmanship. A first of its kind in the hydraulic mobile crane in pick 'n' carry segment, PIXEF is a versatile 15 T multitasking crane for Slew, Pick'n'Carry and Carry Deck applications.

At the EXCON 2013, the biggest construction equipment fair in South Asia, held at Bengaluru between the 20th and 24th of November - PIXEF was proudly unveiled by Mr Sumit Mazumder, Vice Chairman and MD - TIL and Mr Somnath Bhattacharjee, President and CEO, MHS & EPS Business - TIL to widespread acclaim from both customers and industry.

High adaptability towards application requirement and enhanced safety standards make PIXEF a unique and versatile new entrant in the 15 T category.

PIXEF is ideal for rental, construction, mining, shipping, oil refineries, heavy industries and engineering sectors in India.

Salient features of PIXEF:

- Microprocessor-controlled safety system designed to keep all the operations safe and hassle free. The Microprocessor is fitted with interlocks which prevent machine misuse and abuse.
- Unique carry on deck feature with 360 degree non-continuous slew and excellent pick and move capacity. The carry deck has a capacity of 4 Ton. The carry deck option allows the customers to use the equipment as a material transport solution for up to 4 Ton payload, optimizing on transportation cost besides decongesting the haul roads at project construction or mining sites.
- Minimum front & rear boom overhang.
- Hydrostatically controlled rear steer axle follows Ackerman Geometry.
- Dual counterweights for stable outrigger and Pick'n'Carry duties.
- Full width operator's cabin with excellent overall visibility.
- 180° loading / unloading on outriggers & Pick'n'Carry over front.
- Beam & Jack Type front outriggers for stable and high slew duties.
- Torque converter power shift transmission, power steering with adjustable steering column and ergonomically positioned and adjustable driver's seat ensure driver comfort, lesser fatigue and higher productivity.
- Full powered synchronized boom with 15 m tip height.
- Rear view camera.
- BSIII (CEV) compliant engine.

Responsibility, for you and your loved ones, is utmost on TIL's mind while delivering superior quality. So, whether one is working at a site or having a day out with family and friends, the compact yet powerful PIXEF's hassle-free operations will make sure that you remain safe and sound.



Excon 2013

With the launch of PIXEF, TIL was an active participant at Excon 2013 - South Asia's largest construction equipment exhibition, held in Bengaluru. It was the 7th Excon organized by Confederation of Indian Industry (CII). The Government of Karnataka participated as Partner State at the event.

Envisioned to be a true trend setter, Excon has been providing a unique opportunity for construction businesses both large and small to network with domestic and international companies and scale new heights.

Excon 2013 was a focused platform for the construction equipment industry with over 700 exhibitors, 7 country pavilions and 35000+ business visitors.

TIL had an outdoor stall where we positioned eight different equipment spanning across MHS & EPS product portfolio and also showcased our range of offer in aftermarket support.

Besides PIXEF, the other product on TIL launch pad was a portable 200tph Crushing & Screening plant in collaboration with Astec Aggregate & Mining technology. This equipment was launched by Mr Joe Vig, Group President Astec Industries. The portable Crushing & Screening plant is fitted with 38 SBS fixed shaft Cone Crusher, H2550 Jaw Crusher and VM2500 Vertical Shaft Impact Crusher. Astec technology ensures that the equipment is ideal for

Excon was the platform where TIL launched PIXEF amidst lot of fanfare.

To quote Mr Somnath Bhattacharjee - President and CEO, Material Handling Solutions and Equipment & Project Solutions business, TIL, at the Launch :-

“

“PIXEF - the versatile Pick ‘n’ Carry crane epitomizing safety, productivity, superior technology and performance, is a game changing initiative by TIL in the 15 Ton mobile crane segment.”

”

heavy duty applications built for longer economic life and it offers ‘Best in Class’ productivity and total cost of ownership.

TIL also displayed at their stall -

- Hydraulic Mobile Truck Crane - TMS 875 MKII
- Track Mounted Cone Crusher - FT300
- Track Mounted Jaw Crusher - FT2650
- Astec High Frequency Screen AMS2618 VM
- Vertical Shaft Impact Crusher - VSI 2500A
- Mitsui Miike Twin Header - MT 1500G
- Scale Model of Double Barrel HMAP

The products were highly appreciated by the customers and visitors for their innovative concepts, features and advanced technology. The response was very encouraging and TIL registered over 350 enquiries for both MHS and EPS products. A large part of these queries belonged to the newly launched PIXEF.

Also present at the show were senior representatives from Astec Group, Hyster, Manitowoc and Mitsui Miike.

This exhibition has certainly facilitated TIL’s arrival as a full range player in the modern hydraulic mobile crane segment as well as in crushing & screening and hot mix plant segments. The positive response garnered would



Sumit Mazumder addressing the gathering after PIXEF launch



Joe Vig launches portable crushing and screening plant

also further enhance our brand image significantly in the construction equipment sector as a manufacturer and distributor of world class products and solutions.

TIL TALK

Enjoy the photo tour of TIL at Excon



TIL Booth



Inauguration - TIL Booth
Sumit Mazumder & Joe Vig



Lamp Lighting: Sumit Mazumder,
Steve Claude, Joe Vig



Lamp Lighting - Randy Orre,
Somnath Bhattacharjee



Team TIL



TIL stall - interior



Stall with machines



Scale model - HMAP



Minister Oscar Fernandes visits our stall



Meeting and Greeting



Open for business



Unveiling of PIXEF by Sumit Mazumder



Post PIXEF launch - Pinaki Niyogy addresses gathering



Somnath Bhattacharjee speaking at the C&S plant launch



Senior officials at the product launch area



At the wheel - Sumit Mazumder



Interacting with customers-Sumit Mazumder



Interacting with press - Somnath Bhattacharjee & Pinaki Niyogy



Gracing TIL Stall - Azim Premji, Chairman Wipro



Glimpse of after market section



Show workers - ready to receive customers



Sumit Mazumder with Chandrajit Banerjee - CII



R. Wazarkar, J. Newman from Hyster



Aerial view of stall

A 'one stop shop' for expanded Cat® product line TIPL Becomes the First Cat® Dealer in India to Complete Bucyrus Transition

Tractors India Private Limited (TIPL), is always committed to providing superior product quality and service to customers through a wide range of Cat® products and unmatched product support.

In November 2013, TIPL ushered in a great opportunity for its mining business by completing the Bucyrus transition. In India TIPL was first among the dealers to complete this transition and now is all set to offer the broadest product line in surface and underground mining, becoming a 'one stop shop' for all the mining solutions of its customers in North and Eastern India.

When Caterpillar completed the acquisition of Bucyrus in July 2011, the company decided on the transition of distribution and support of the Bucyrus products to Cat® dealers. The objective for integration was that it would enable Caterpillar and its dealer network to become the most comprehensive and capable mining industry supplier with an expanded Cat mining product line and an unparalleled equipment source for mining customers.



Sumit Mazumder with Ramesh Tipirneni of Caterpillar Global Mining at the signing ceremony



Sumit Mazumder with Caterpillar & TIPL Integration Team on DD1

On November 18th, TIPL completed the transition process - achieving yet another milestone in its history. TIPL is now in a position to offer the broadest product line in surface and underground mining and serve customers more effectively. The complete Cat mining product line includes former Bucyrus-branded surface and underground machines such as Hydraulic Mining Shovels, both Diesel and Electric, Draglines, Highwall Miners, Longwall and Room & Pillar Underground products.

In August 2013, the transition process for India began with TIPL. Teams were formed and critical tasks required to ensure a smooth transition of the business were identified. This was done with Mr Dipankar Banerjee - Head Mining as Lead with various functional leads responsible for smooth transition. Transition phase was a crucial one especially in regard to keeping the timeline. As quoted by Mr Sumit Mazumder, Executive Chairman, TIPL - "We had a committed team in place that went the extra mile to ensure a seamless transition with zero customer disturbances". The functional team at TIPL with support from Caterpillar integration team worked relentlessly to bring the transition to successful fruition on 18th November termed as Dealer Day One (DD1).

Feedback from mining customers has been very encouraging. Customers have the experience of TIPL product support and service prowess for surface mining and are confident of receiving the same excellence now in underground mining as well.

TIPL has always remained a value driven organization and shares the same commitment to be the champions for our customers' enduring success. With a dedicated and performance - driven team in place we are now geared up to deliver more benefits and value than ever, improve profitability and achieve sustainable growth.



Dragline



Hydraulic Mining Shovel



Highwall Mining

Celebrating success of Cat® 424B Backhoe Loader

TIPL Conducts Customer cum Financier Meet and Mega Lucky Draw in Jaipur

Tractors India Private Limited (TIPL) organized a Customer cum Financier Meet at Hotel Radisson Blu, Jaipur on 26th December 2013 to celebrate the success of Cat® 424B Backhoe Loader in Rajasthan.

The Meet was attended by a large number of TIPL Customers and leading Financiers from all over the state, such as Tata Capital, HDFC, IndusInd Bank Ltd, ICICI, SREI Equipment Finance Ltd, Sundaram Finance Ltd, CITI Corp Finance Ltd, Magma, L&T Finance Ltd, Kotak, Shriram Equipment Pvt Ltd, Axis Bank.

Rajasthan is an integral market for Cat machines and during mid 2013, TIPL undertook a project to expand its footprint in Rajasthan in a bid to further boost its sales and service network; and in line with the same carried out aggressive marketing activities to promote Cat 424B Backhoe Loader. TIPL also opened a number of Retail Outlets to ensure coverage across the length and breadth of the state.

As a part of the project's marketing initiatives, TIPL announced a Festival Bonanza scheme on purchase of Cat 424B. The scheme, besides providing several

beneficial offers to customers, also had a Lucky Draw contest with prizes like Hyundai Car (1st prize), Bullet motorbike (2nd prize) and LED TV (3rd prize).

On 26th December, during the gala Meet, the names of the winners of the Festival Bonanza were announced through the Lucky Draw conducted in the presence of 300 plus customers, financiers and other guests. Winner of the 1st prize - the car, was M/s Devi Lal Choudhury of Nagor, while 2nd Prize - the bike went to M/s Swastik Enterprises of Kota. The 3rd prize, which was an LED TV, was won by M/s Altaph Hussain of Hanumangarh.

The Meet was also graced by Caterpillar representatives and senior management of TIPL. The turnout and positive response at the 'Customer cum Financier Meet' were very encouraging, and TIPL will continue in its efforts to engage with customers through regular road shows and customer meets.

Through these various customer centric actions, TIPL plans to further strengthen its enduring relationship with customers that will continue long after the sale.



Prize winners with Caterpillar & TIPL officials

Committed to Customers' Success

TNPL Hosts Customer Meet, Felicitates Customers

Tractors Nepal Pvt. Ltd. (TNPL), a subsidiary of TIL Limited, recently organized a Customer Meet at Hotel Soaltee, Kathmandu Nepal. TNPL has been steadily growing its business in Nepal over the years with increase of footprints, repair facilities and sales offices. With a rapid growth in its customer base there was a need for better visibility and engagement among the customers with Cat® machines as well as TNPL product support - which would eventually translate into Cat brand awareness and positive results for TNPL.

The focus of the Customer Meet was to take the audience through the new Cat 320D2-Excavator, manufactured at the Caterpillar India Facility located in Thiruvallur, and its various features like new mechanical engine with lower fuel consumption, improved hydraulics and many other benefits such as high productivity and reliability.

Mr A H Kewalramani, Head CMS and Mr Muralidhar Reddy, Industry Manager GCI (Global Construction & Infrastructure), Caterpillar India, took customers through overview and presentation of Cat 320D2 and other GCI products, while Mr Amit Bansal, Industry Field Supervisor - Caterpillar India, Industry Sales shared valuable perspective on BCP (Building and Construction Products) industry and machines. The exchange of information about Cat machines' performance and TNPL's superior product support capabilities were appreciated by all.



Customer meet in progress



Muralidhar Reddy, Sumit Mazumder addressing customers

Besides Caterpillar senior officials, Mr Sumit Mazumder, Vice Chairman and MD of TIL, Mr Subir Bhattacharjee, Director TNPL and other members of senior management graced the Meet. It was also the platform to felicitate customers and TNPL employees. The following customers received recognition:-

- **Kalika Construction (Pvt) Ltd** - best maintenance practices for Cat machines.
- **Ghorahi Cement Ind. (Pvt) Ltd** - best maintenance practices for Cat DG sets.
- **Argahkhachi Cement (Pvt) Ltd** - best installation of Cat DG set.
- **Surya & Sons** - best safety practices of Cat machines operation.
- **Bottlers Nepal (Terai) Ltd and Shivam Cements (Pvt) Ltd** - best safety practices adopted for Cat DG sets operation.
- **Mayaram Choudhary of Pabitra Laxmi Nirman Seva Pvt. Ltd.** - best operator for Cat machines.

The young and energetic TNPL employees contributing to the success of the company and developing customer loyalty in Nepal were also lauded and duly awarded with trophies and certificates. The awardees were: Rudra Mani Koirala, Dinesh Thapa, Tapan Kumar Dhali, Arup Naskar and Anirban Chakarborty.

The Meet was very interactive with positive feedback from customers who congratulated TNPL for keeping its commitment of being a champion for customers enduring success resulting in a win-win partnership.

Enduring Partnerships are Maintained through Positive Customer Experience

TIPL Initiates CEP Pilot Project

An unkempt home and poor grooming present a very different first impression than a clean welcoming home and neat and clean appearance. Similarly, a clean, well-kept office facility with service-oriented employees signifies the respect that the company has for its customers. If the experience is positive it builds delight, trust and enhanced loyalty - strengthening the long-term relationship. In fact research has shown that customer experience has emerged as the single most important aspect in achieving success for companies across industries.

For Caterpillar and its dealers, the stronger focus on Cat® brand and importance of creating a superior customer experience is deemed critical for better customer loyalty, which ultimately translates into better business. In sync with this, Caterpillar launched Customer Experience Program (CEP). This project aims at creating and enhancing customer experience at the facilities – its physical environment as well as the personnel working there through better customer interaction while offering our products and services.



Workshop in progress

Developed by 'The Maude Group', CEP Pilots have been conducted at select dealer facilities in Asia Pacific region including India.

As pilot, TIPL chose Asansol under Territory East having substantial revenue from machine, parts and service sales; strategically located in the mining belt and catering to both construction and mining customers. The facility also has machine yard, parts warehouse, CRC and training center and a rental store, with regular customer footfalls for parts, new machines, workshop repair as well as for rental & used machines.



Caterpillar & TIPL CE team at Asansol

Customer pathway with negative impression



Customer passes by garbage to enter office



Nobody at the reception to receive customers



Parts seem lost in a pile - delay in delivery



Facility is difficult to find, sign not visible from road

From TIPL, a cross functional team was formed with a deployment champion, project sponsors and process owners for the pilot project workshop which was conducted by Mr E C Manohar, Distribution Strategy Manager-Asia Region and Ms Janet Chang, Customer Loyalty & Customer Experience Consultant - Velocity & Sales Operations from Caterpillar. Also present was Mr Deepak Aggarwal, Marketing and Strategy Manager - Caterpillar India.

"Superior Customer Experience is critical and it needs to be created across each and every touch point - be it an advertisement, customer meet, sales presentation, product support delivery, signage, facility - everywhere the consistency is needed."

Alok Tripathi,
Head COO East and
Project Sponsor

"Although it's a pilot project, I am sure the same will be replicated to all our other facilities over time. Once that is done, we will go one step forward to living the Cat brand promise - being the champions of our customers enduring success."

Subir Dutta,
Product Support Head,
and Project Sponsor

At the end of the day a positive Customer Experience drives:

- Customer Loyalty
- Employee Satisfaction
- Higher Sales
- Customer Advocacy

A workshop was conducted to develop capabilities by first looking at how our facilities could be improved irrespective of size, location and function and to ensure that a consistent and superior customer experience is delivered across all our facilities. Facility, Branding and People were three key areas of consideration.

The two day workshop was exhaustive and insightful. Besides presentations, the team was asked to map the facility step-by-step, find facility strengths as well as customer pain points, and then identify the solutions for measuring and auditing in order to create better customer experience.

The ultimate objective of CEP is to help an entire organization become more conscious of facility presentation and practices from the customer's perspective, as finally it is the customer who will decide how he feels about TIPL facilities and services based on the impressions and interactions the customer has with us.

Engaging Customers

Customer Meet at Jhansi

Jhansi, in Uttar Pradesh, is a hotbed of crushing activity with more than 125 crushers deployed in the area with further potential to grow. In other words - a great opportunity for Cat® 20 ton HEX.

With the objective of promoting Cat® 320D2 Hydraulic Excavators among the prospective players, a Customer Meet was organized by TIPL Jhansi team, in September 2013.

The participation of over 100 customers from Jhansi and adjoining areas that comprised of owners of crushers, local contractors, machine hirers and mine owners was very encouraging. On behalf of TIPL, Mr A. H. Kewalramani - Head CMS, graced the occasion and shared with the audience a valuable exposition on

TIL and TIPL's history along with the Caterpillar global growth story and Cat product range. Also present from TIPL were R.S. Ruhela - product support head - Lucknow, Sanjay Rathore - BCP head Lucknow, Deepak Sharma PSS Sales & Alphonse Albert - Sr. Manager GCI Sales.

An extensive session was conducted on the product and its key features along with aftermarket support network in UP and adjoining areas. The features and benefits of Cat 424B Backhoe Loader & 2021Z Wheel Loader were also demonstrated to the participants. The response from customers was positive with an encouraging number of leads generated. TIPL team is hopeful of getting many more positive leads that will translate into sales for our products in near future.



A. H. Kewalramani with team TIPL

A Topping Achievement

Productivity Improvement at TIL Kamarhatty Factory

Background

Inventory of finished products and work-in-progress, was traditionally seen as an addition and storage of 'value'. But post World War II, Toyota Motor Company in Japan began to practice and preach a certain kind of manufacturing philosophy that quickly revolutionized the world of inventory management. Stock was no longer regarded as value addition, but instead, as a loss of resources, which was also effectively masking lapses in production and manufacturing processes. This path breaking strategy, some would call it a technique, that sent companies' top-lines and bottom-lines soaring by reducing inventory and improving production efficiency, came to be known as 'Just-in-Time', or simply JIT.



bed, excess and unplanned work-in-progress, non-uniformity in machine cycle times due to untimely availability of component parts, drop in human productivity due to frequent overtimes and unnecessary multitasking - the challenges were daunting. Team Kamarhatty tackled each of these issues, while never losing focus of their primary goals.

The outcome was a shift from 'Make-to-Stock' assembly to 'Make-to-Order'. As manpower engagement fell in line with demand, supervisors began to focus on one machine at a time and overtime hours came down to zero. The team now ensures a 100% availability of materials prior to a run and In-process Quality Inspections are meticulously performed to ensure product quality.

The Kamarhatty Phenomenon

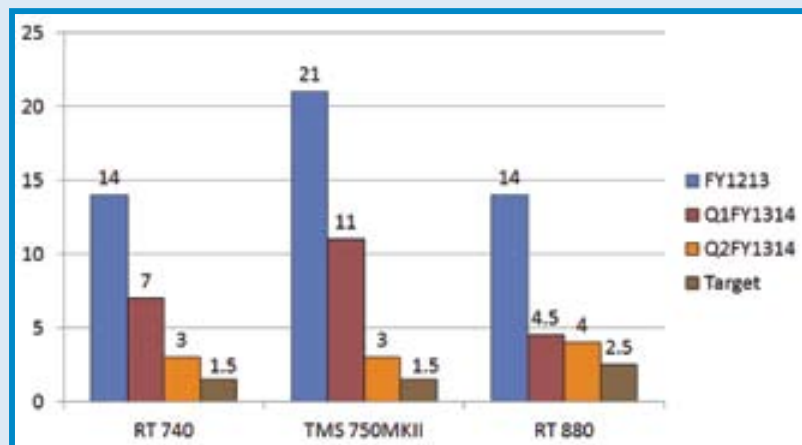
To inculcate JIT, our production team at the Kamarhatty factory took some initiatives to enhance productivity and streamline processes. The results were mind-blowing - a drastic reduction in inventories and, hold your breath, a drop in delivery response time from 10 days to just 2 days.

Process corrections, or 'FAST TRACK-ing' made to avoid congestion at different assembly stages have improved productivity and the shortened delivery stem time allows for a closer adherence to schedules and faster response to changes in market dynamics. That they have achieved 'zero overtime' in the process is definitely another 'big' plus.

But, this road to glory has not been easy. Variable workload on the test

An achievement worthy of applause, the ingenuity displayed by our colleagues at the Kamarhatty Plant in tackling productivity issues will serve to motivate us for years to come... Cheers to TIL Kamarhatty!

Assembly Cycle Time Trend (in days)



5S

Shopfloor Organization at TIL Kamarhatty

The 5S methodology

5S is the name of a 'Workplace Organization' method that uses a list of five Japanese words as its guiding principle - Seiri, Seiton, Seiso, Seiketsu, and Shitsuke. Translated in English, they mean - Sorting (of material and tools), Straightening (setting in order the workflow of least wastage), Shining (cleaning of workspace and equipment), Standardize (making procedures uniform and interchangeable) and Sustain (adherence to 5S principles to prevent backsliding) respectively.

5S Workshop at TIL Kamarhatty

A 5S training workshop is under way at our Kamarhatty Plant under the guidance of the Confederation of Indian Industries (CII). The year long program, intended to usher in a culture change in our organization in the form of 'Total Employee Involvement', began in June, 2013.

The 5S process is essentially about creating a more productive workspace by



5s training underway

making tools and equipment easily accessible, keeping work areas neat and tidy, establishing the optimal workflow and standardizing operational procedures to ensure greater flexibility in the system.

Although in an early stage of the 5S process, already the benefits are visible in the form of a more manageable workspace, a gain of additional space of nearly 8970 square feet, cost savings to the extent of INR 16 lacs, markedly less time spent in searching for tools and materials, a safer working environment, improved employee morale, and above all, a significant increase in productivity.

TIPL Creates a Winning Mix

Clinches New Business for Cat® Machines

M/s Siddhi Vinayak Cement Pvt Ltd. is coming up with a greenfield cement plant of 4500tpd at Nimbol, Rajasthan. For this purpose, the customer required Grader, Loader and Dozer and On highway Dumper.

Besides TIPL, companies like Komatsu, Volvo and BEML also joined the fray vying for this important deal. Deepak Jolly - heading North territory along with GCI team worked 24x7 to come up with the right proposal, to bag the contract.

With, meticulous planning, Jolly and his team first made presentations to the customer's technical head and their consultant HOLTEC with special focus on superior technical features and value selling of Cat® 120K2 Motor Grader, D8R Dozer and 950H Loader. The second step was demonstrating TIPL's product support and service capabilities such as 24x7 availability of dedicated service engineers and product specialists across various offices in Rajasthan with all depots connected

'Online' for immediate shifting of parts during emergency. TIPL's service facilities at Udaipur - well equipped with Mother Parts Depot & state-of-the-art Workshop having Equipment Rehabilitation & Air conditioned Component Overhauling Shop, were also shown to the customer.

Apart from above, customer also found Caterpillar's Equipment Protection Plan [EPP] to be a great solution to safeguard his investment in the equipment, and providing the highest level of repair cost protection available. This approach of TIPL created a positive experience for the customer and enhanced his confidence in TIPL.

Right strategy to wow the customer is all one needs to clinch even the toughest of deals.



Making Customer Excavate More for Less

TIPL Bags Rental Contract for 10 nos. Cat® 320D Series2 Excavator

NKC Projects Private Limited is a multi-disciplinary construction company with presence across India. While they deploy a mixed fleet of machines from all major players, they have been primarily a Kobelco loyalist when it comes to hydraulic excavators.

One of their projects is construction of 4-laning road of NH-54 in the state of Assam in north-east. Considering the bleak economic scenario with infrastructure progress happening at a tardy pace; NKC was reluctant to invest much for the project and needed a solution that would minimize capital investment yet deliver high quality job, on time.

The opportunity was timely seized by TIPL's proactive team and the solution of Cat® Rental was offered that fit the customer's need perfectly.



TIPL team under territory - east explained to the customer the manifold advantages of using Cat Rental machines. While cost was a factor for NKC, they also knew the downside of using local, used and worn out machines which would severely impact productivity and performance; especially when working in a terrain that is rough and required job completion on schedule. Hence it was critical to have highly productive machines with minimal or no downtime. Cat Rental solutions- therefore seemed most competitive and the contract

was signed for 10 nos 320D2. The machines being deployed are sourced from Caterpillar's Thiruvallur factory.

This contract is one of the major ones in our Rental business and sure to increase Cat 320D2 product visibility in north east. This is all about - 'winning- one step at a time'.

TIL TALK



“The Cat® 320D2 has become an asset to our business and we wish to buy more of them due to their high productivity and uptime.”

Mr Alok Agarwal, Director, Agroha Granites



Cat® 320D2 - Built To Make Customers Excavate More For Less

Mahoba in Uttar Pradesh is a major hub for blue metal quarrying. Agroha Granites, a major player there, has been quarrying blue metal for the past three years. Blue metal (basalt aggregate) quarrying is primarily driven by the machines used for excavation. So when Agroha Granites started using Cat® 320D2, they derived higher performance levels with greater work output. With a fleet of several machines, including the high performance Cat 320D2 excavator, stone crushing and quarrying are now easily achieved by Agroha Granites.

“Cat 320D2 excavator is a heavy duty machine, which performs excellently under extreme conditions,” says Mr Alok Agarwal, Director - Agroha Granites. Mr Agarwal is also emphatic about the machine giving good return on

investment. “The Cat 320D2 costs relatively more than other machines, but its high performance levels yield 20% more work output, and the difference in cost gets compensated within a year. So I consider my investment as a wise one which will reap rich dividends in the long run.”

“TIPL service and support have been excellent and efficient right from the outset. They have promptly attended to every call and have been ensuring regular machine maintenance including spare parts and getting the machine on track. They have also conducted operator training programs on a regular basis, thereby ensuring smooth operation of the machine,” says a pleased Agarwal. “Quarrying depends heavily on machines which are robust and perform at peak levels continuously. The Cat 320D2 has become an asset to our business and we wish to buy more of them due to their high productivity and uptime.” - expresses Mr. Agarwal.



“Quality, speedy performance and economical fuel consumption of Cat® 950H Wheel Loaders - translates into business profit for us, year after year”.

Mr Pratap Chandra, ACE Commercial, Paradeep Orissa



Cat® 950H - Built For Business

ACE Commercial Co. (P) Ltd. at Paradeep Orissa, has been using Cat® 950H Wheel loaders for last 3 years. Their fleet of machines are deployed for stocking & loading cargo at Paradip Port, Odisha. They are very much appreciative of performance and productivity as well as after sales services provided by TIPL.

“We are using 950H since last 3 years. We have six machines and using TIPL parts and services only.” - Says Mr. Pratap Chandra - Equipment in charge. He also affirms - “Due to Cat® machine’s high speed performance and economical fuel consumption we have gained profit in our

business and we are very much satisfied with the machines. We will buy Cat Machines only in near future if required and also we will recommend others to buy only Cat machines.” Says Mr. Chandra.

Speaking about service Support & Parts availability, Mr Chandra says, “We would like to mention one incident which really delighted us - “ when we sent the engine and transmission of one of our machines for overhauling at TIPL’s Asansol Component Rebuild Center, the service team ensured we had minimum downtime by providing us with float units of engine and transmission. The job we were doing at that time was critical and TIPL’s service and support really benefitted us”.

Caterpillar EPD Conference at Yercaud

Caterpillar Electric Power Division (EPD) Annual Product Support Conference was held in October. It was organized by Caterpillar Electric Power Division,



India and included insightful and interactive sessions by Mr Chris Yong, Product Support Manager and Mr T N Subbanna - Product Support Specialist Rep.- from Electric Power Asia Pacific Division, Caterpillar. The Engineering Department of the Caterpillar Hosur Factory, the Quality Assurance team and Global Purchase team from the Caterpillar Thiruvallur facility as well as EPD representatives from TIPL and GMMCO were among the attendees. The focus was on Key Performance Indices pertaining to service, product complaints, marketing of Customer Support Agreements and revenue forecasting. Major emphasis was placed on capacity building in the form of skilled manpower, training and overall product support quality.

Caterpillar Factory Visit

Shree Balaji Engicon, located in Jharsuguda, Odisha is one of the dominant construction companies in TIPL territory. As a part of TIPL's initiatives towards creating superior customer experience, two representatives of this esteemed customer, Shree Balaji Engicon were taken on a visit to the Caterpillar factory at Thiruvallur in November, 2013. They were given a tour of the entire factory including manufacturing shops and assembly lines. It was an extremely insightful and enjoyable experience for the customers and they shared their positive impressions on the 'Voice of the Customers' board.



TIPL Receives Safety Award

TIPL remains committed towards creating and maintaining safety in workplace and jobsites. This was evident yet again when TIPL received the "Safety Award" at the recent Safety Exhibition held in Tata Steel SEB site. The safety award was handed over to TIPL team by Mr D K Sinha, GM-Safety, Central Coalfields Limited (CCL) on behalf of DGMS (Directorate General of Mines Safety).

TIL Awarded for Corporate Excellence

TIL is one of the eight proud recipients of the L. N. Birla Memorial Awards for Corporate Excellence, organized by the Calcutta Business School. On behalf of our company, Mr Pinaki Niyogy, Associate Vice President & Head - Manufacturing & Operations - Material Handling Solutions business, received the award for technology absorption, adoption and innovation. Among other winners were ITC, TCS, Exide, Tata Global Beverages and Berger Paints.



Coal India Women Employees Visit TIL Kamarhatty Plant

A delegation of approx. 40 women employees under the "Forum of Women in Public Sector" from Coal India Limited visited our Kamarhatty factory on an industrial visit. The event co-ordinator, Dr Saktikana Mitra; General Secretary, Ms Pushpa Deb; Treasurer, Minakshi Giri accompanied the delegation. The ladies were taken on a complete tour of the factory and shown various stages of crane manufacturing.

Inauguration of Parts Warehouse at Ranchi

Mr Sumit Mazumder - Executive Chairman, TIPL inaugurated the new Parts Warehouse at Ranchi along with Mr Dipankar Banerjee, COO - South East. This warehouse will support TIPL's operations at Tata Steel sites in West Bokaro and SEB and will also be developed as a central stocking point for components and assemblies used in all our MARC projects. Prior to the inauguration, Mr Mazumder met and addressed TIPL employees at West Bokaro, FRS and MARC project, SEB. He focused on the importance of enhancing customer relationship as well as on ways to improve support for customers' fleet of machines on and off site.



TIL Brings Few Hours of Joy

Takes 150 Underprivileged Children for Puja Pandal Hopping

TIL believes that one can do well by doing good and continues to work towards good corporate social responsibility with various activities round the year.

Durga Puja is a widely celebrated socio-religious Hindu festival that celebrates worship of the goddess Durga. Since last 2 years, as a part of CSR initiative, TIL initiated 'Puja Parikrama' - a visit to the Puja pandals with the underprivileged children hailing from streets and slums of Kolkata.

During this Puja, TIL organized the event 'Puja Parikrama' for 150 underprivileged slum children between the age group of 4 and 12 years. Besides the visit, the children were given new T-shirts, food packets and gifts.

This is TIL's way of touching lives and making a difference.



Cleaning and Greening of Kolkata

In October, Times Of India (TOI) took an initiative for a project that enables youth to act as change agents and bring about a positive change in the City of Kolkata. The Youth Brigade, under this initiative had 'Cleaning and Greening' of the Maidan as one of their chosen tasks. For this Socially Responsible act - TIL decided to help out by deploying one Cat® 424B Backhoe Loader with operator and support the youth brigade in their noble endeavor.



TIL TALK



Creation from Waste

The 'Test Bed' team at TIL Kamarhatty factory created an Automatic Roaring Dinosaur.

The entire creation was made from waste materials. Structure was made from scrap umbrella sticks, automatic drive was made by scrap wiper motor, fins, tongue and teeth - made from wires.

KUDOS to the Test Bed team for a roaringly creative piece of art.



KUDOS !!

CONGRATULATIONS



Souradipto Ghosh, son of Sabitabrata Ghosh, TIPL Sahibabad was awarded a Gold Medal in NAO (Journey to NASA - Astronomy Olympiad) at School Level Examination organized by Orange Education. Congratulations Souradipto, may you soar very high in life!!

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A Team Building Workshop was organized by KRM department at Kharagpur. Various activities were carried out to inculcate team Building Spirit amongst the employees and it was a great success with active participation from employees.

Kudos KRM - Keep up the Team Spirit !!

WE ARE PROUD OF YOU!

Ouch! My Back Pains..

Back Pain - Dos and Don'ts

Back pain is one of the most reported pain conditions. Whether you already struggle with back pain or are trying to prevent back ache, there are dozens of opportunities in your daily routine for you to protect your back - or put it at risk.



Help Your Back in Bed

You spend about a third of your life sleeping. One of the best ways to protect your back is with a mattress and sleep positions that support it. Make bedtime a haven for your back by :

- **Getting the right mattress.** No matter how comfortable a squishy-soft feather bed may seem at first, a firmer mattress is usually the best for your back.
- **Keep your bed in shape.** If you're waking up stiff and sore, check your mattress. How long has it been since you replaced it? Consumer Reports recommends that you change mattresses every 5 to 7 years if you're over 40.
- **Sleep smart.** The worst sleep position for your back? On your stomach. "It puts your neck in a more extended, rotated position - because you can't sleep face down -- and that puts the most strain on your joints. Instead, sleep either on your side or your back, using pillows for support.
- **Rising and shining.** Do not jump (or roll grumpily) out of bed when the alarm clock rings. Instead, take a minute to stretch fully and let your body wake up before getting a move on.

Protect Your Back at Work

Many of us are desk jockeys. We sit through most of our day, often in the same position, hour after hour, talking on the phone and staring at computer screens. Sitting hurts your back more than standing. That's because your legs are shock absorbers, and when you sit, you end up putting all that weight on your spine. Most of us let our chests fall forward and slump when we sit, which dramatically increases the pressure on the spine.

- **Position your computer properly.** You should be seated at eye level to your screen, so that you don't have to look too far down or too far up to do your work.
- **Sit smart.** There are lots of expensive, ergonomic chairs, but nothing replaces common sense. Get a chair that provides support for your middle and lower back. If your knees are at 90 degrees and your spine is at a neutral posture, that's the right position for you.
- **Take a break.** Try to get up for a few minutes to stretch and walk around. When you sit back down, make sure you're getting into a supported position with a neutral spine - neither slumped forward nor pushed back.
- **If your work makes you stand mostly.** One of the most important things for someone who stands a lot, is wearing the correct kind of shoe. You want a shoe that can cushion and absorb the forces coming out of the ground.

And some more...

Don't Rest an Achy Back

Doctors used to prescribe bed rest for back pain. But now we know that lying still is one of the worst things you can do. It can make back pain worse and lead to other complications. Don't rest for more than a day or two. It's important to get up and slowly start moving again. Exercise has been found to be one of the most effective ways to relieve back pain quickly. Try swimming, walking, or yoga.

Source : WebMD

Lift with Ease

You can hurt yourself just as much while lifting something small as you can while hoisting a huge, heavy box. There are three key "lift postures" that many physical therapists recommend:

The squat lift. This is for heavy objects.

Get your body as close to the object as possible, plant your feet shoulder width apart, squat down, wrap your arms around it, and stand up, using the power of your legs. Keeping the item as close to your trunk as you can, allows your trunk to act as the stabilizer.



The "golfer's lift." This is for small objects.

Put all your weight on one leg, and using the opposite hand, brace yourself with one hand on a desk, chair, or other sturdy object. Then bend straight from the hip, letting the non-weight-bearing leg come off the ground a little behind you as you pick up the object.



The "crane lift." This is for heavier objects when you can't use a squat lift. Stand with your knees and shoulder wide apart and as close to the object as you can get.

Bend at the hips, sticking your buttocks out behind you. Grab the item and lift, pulling it as close to your body as you can as you lift up. Put it down the same way.



TIL TALK

TAKE-A-BREAK



TWO & TWO

A businessman was interviewing applicants for the position of divisional manager. He devised a simple test to select the most suitable person for the job: he asked each applicant the question. "What is two and two?"

The first interviewee was a journalist. His reply was, "Would that be 'twenty-two'?"

The second was a social worker. She said, "I'm sure this must somehow be important for this company's process, but I'm not sure of the answer."

The third applicant was an engineer. He pulled out a slide rule and showed the answer to be between 3.999 and 4.001.

The next person was a lawyer. He stated that in the case of *Jenkins v. Commissioner of Stamp Duties*, two and two was proven by the court to be four.

The last applicant was an accountant. The businessman asked him, "How much is two and two?"

The accountant got up from his chair, went over to the door and closed it, then came back and sat down. He leaned across the desk and, in a low voice, slyly asked: "How much do you want it to be?"

The accountant got the Job.



SECRET TO SUCCESS

A reporter asked a bank president, "Sir, What is the secret of your success?"

"Two words: Right decisions."

"And how do you make right decisions?"

"One word: Experience."

"And how do you get experience?"

"Two words: Wrong decisions."



SEEN IN AN OFFICE

BULLETIN

THIS DEPARTMENT REQUIRES NO
PHYSICAL FITNESS PROGRAM:
EVERYONE GETS ENOUGH EXERCISE:

- ♦ Jumping To Conclusions
- ♦ Flying Off The Handle
- ♦ Running Down The Boss
- ♦ Dodging Responsibility
- ♦ Climbing The Ladder
- ♦ Pulling The Strings
- ♦ Stretching The Truth
- ♦ Bending The Rules
- ♦ Pushing Their Luck

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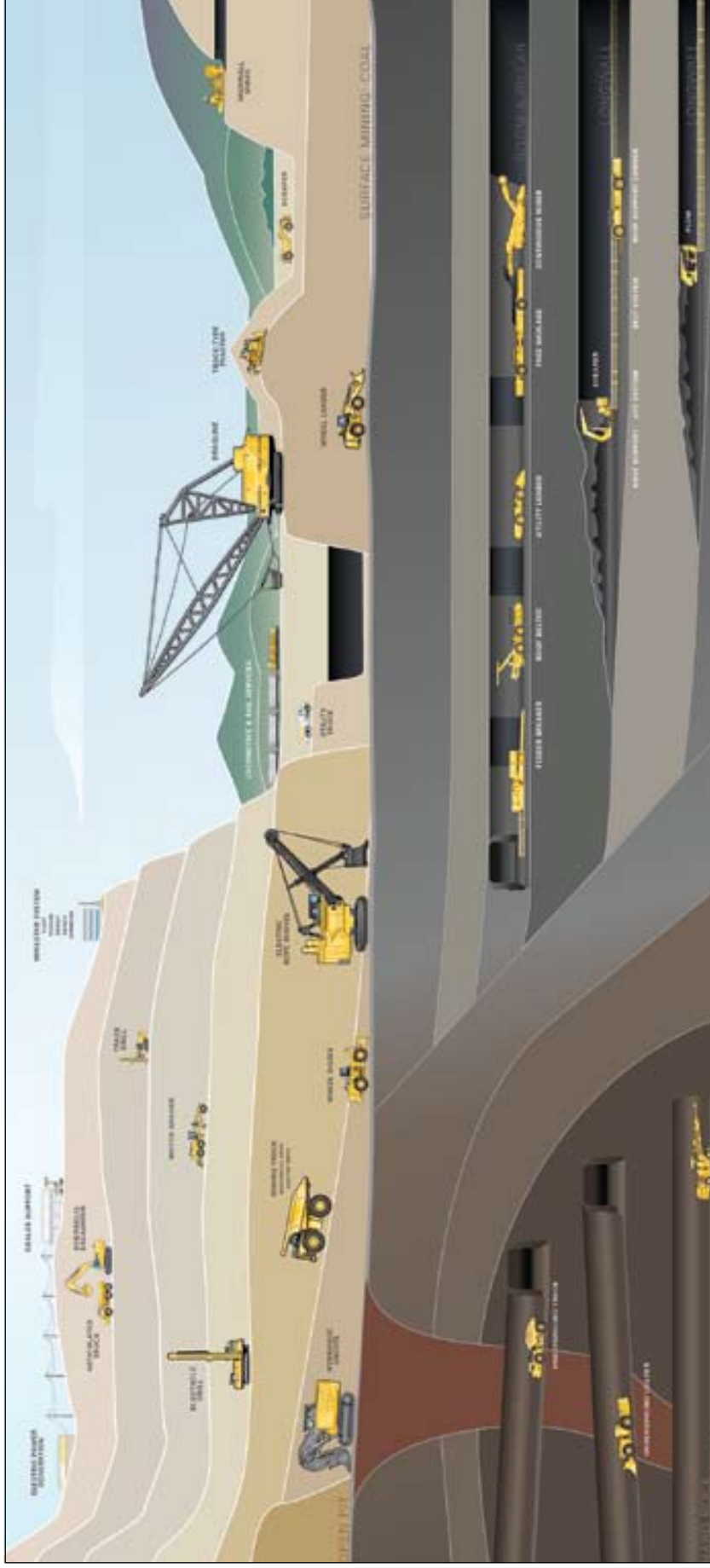
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