

TIL TALK

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OUR NEWS VIEWS & EVENTS

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Year end issue

TIL Tractors India

TIL LTD.



*On our 70th anniversary
we renew our
pledge to remain
committed.*

- Committed to our core values
- Committed to our customers and partners without whom this journey wouldn't have been possible
- Committed to the nation's infrastructure build

TIL - your end to end solutions provider with an extensive range of high technology infra equipment and an array of value added services and solutions to enhance customer experience.



TIL Limited comprises : Material Handling Solutions division, Equipment & Project Solutions division [All India] and the wholly owned subsidiary -Tractors India Pvt. Ltd. (TIPL) - Cat® Dealer [North and East of India and Bhutan].

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TIL Tractors India

Dear Reader,

Welcome to the 2014 year-end edition of TIL TALK.

2014 will remain a special year for us as we completed 70 years of our corporate journey. During these seven decades TIL faced numerous challenges, but has always managed to preserve its core values and carved out a niche in the infra space of India. TIL, its subsidiaries TIPL, TNPL and TILO, remain forever committed in its shared vision of creating a positive difference to infrastructure. The ultimate goal for us is to drive greater growth for our business, consolidate image, create sustainable value for all stakeholders, and build a stronger India.

The year that has gone by had seen its fair share of setbacks and hardships. Now, as we navigate the last quarter of the current fiscal year, some of these economic headwinds have abated. Inflation has eased and our current account deficit seems to be no longer a cause of concern. But, a sustained industrial recovery still eludes us, and our government, despite unforeseen windfalls like the sharp drop in global crude and iron ore prices, is struggling to achieve full-year fiscal targets.

However, the outlook for the future remains positive. A decisive election mandate has endowed us with a government that has both the will and the resources to implement necessary reforms. Measures taken to improve the *Ease of Doing Business* in India, coupled with promising initiatives like the *Make in India* campaign, have given us reasons to be optimistic. But, needless to say, the pace of our economic recovery will be limited by the enthusiasm with which conflicting interests are resolved in the Parliament.

In this issue, as we commemorate the 70th anniversary of TIL, we take you on a short trip down the memory lane - with glimpses of TIL's rich heritage. We also share with you some of our achievements - winning for the fourth time the Construction World Global Award for the *Fastest Growing Construction Equipment Company* in India, rolling out of the 100th Hyster-TIL ReachStacker, winning the Caterpillar Yellow Blood incentive program; just to name a few.

I wish you and your family a Happy and Prosperous New Year.

At TIL, we believe not in dwelling on past laurels, but in working towards a better tomorrow.



Sumit Mazumder
Chairman & Managing Director



A Corporate Journey Enduring Across Seven Decades.

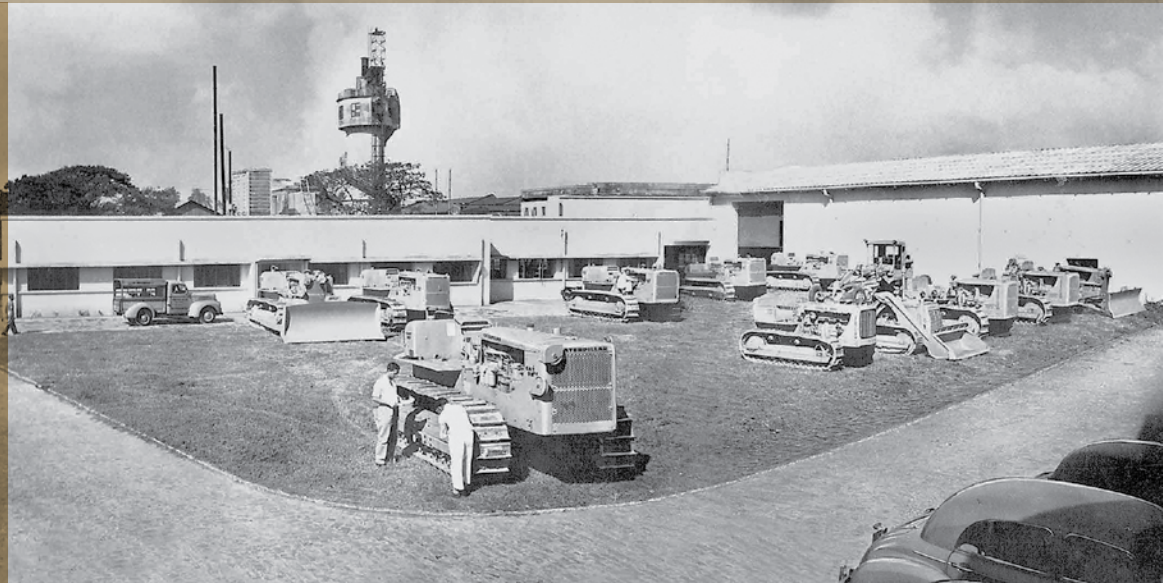
70 years is a long journey to capture in few pages: so we bring glimpses of a few special and cherished moments.



Tractors India Head Office at Taratolla – initial years

Those days ...

When the office complex was in the making, an empty packing crate of a Caterpillar tractor was converted into a working room!



An industrialist intended to commission an industrial project in the early forties. The blueprint was ready and capital negotiated with banks. However, the project was delayed due to an unexpected constraint - the staggered arrival of imported equipment. When the equipment and spares finally arrived, the project was significantly delayed and project cost higher than budgeted.

This occasion, was considered an opportunity by - Alan Ramsay, Charles Porter and Robert Wilson - cherished founders of TIL. It was an opportunity to commission a representative organization, import infrastructure equipment and service the growing needs of India's infrastructure sectors with dependability...

... & so was created Tractors India in July 1944.



The first Caterpillar DW 20 – W20 Earthmovers (for Central Waterways and Power Commission) in front of the Victoria Memorial, Calcutta

Those days ...

In 1956, Tractors India secured a contract from the Refugee Rehabilitation Directorate, Government of West Bengal, for a Caterpillar D8 tractor for Rs 1.34 lakh and a Caterpillar 112 motor grader for Rs. 72,000, prices that seem quaint by today's standards.

Caterpillar Tractors on Howrah Bridge



The Company assumed the dealership of Coles UK, one of the world's earliest pioneers in crane manufacturing technology. Within a few years, India emerged as one of Coles Crane's largest export markets. The fleets of Cat® equipment and Coles cranes provided by Tractors India became a familiar sight across India's industrial terrain.



The second crane manufactured by Tractors India



Mrs. Pia Mazumdar and Mr. Bobby Mazumdar presenting H.R.H Prince Charles with a silver crane model

Those days:

H.R.H. Prince Charles chose to visit the Kamarhatty factory during his December 1980 Calcutta visit as a sign of successful Indo-British collaboration.

.....

It required a Tractors India Board Resolution in 1956 to purchase an electric typewriter for Rs 3765.

Prepared For The Next Round of Growth.

Can a company that has successively ventured into earthmoving machinery, cranes, oilfield equipment, underground mining machinery and chemical process plants...



be called
Tractors India Limited
any longer?
We think not.

Forty-one years ago, Tractors India Limited brought the name Caterpillar Tractor to India. From the U.S.A. over and over, the company has been referred to as the leader of equipment and construction. The major nature being the indigenous manufacture of Caterpillar. Caterpillar part of the Scania-Caterpillar joint venture. Tractors India's manufacturing experience of twenty-five years, covers the full of their kind in India, and proven to use core sector applications. Based on this high experience, the company has diversified into the manufacture of heavy-duty off-road trucks, harvesters, and various other types of the U.S.A. and underground mining machinery of various sizes, types. In merger with Sundan Engineering Limited now known as, new subsidiaries in the design and manufacture of chemical process plant and equipment. Today, Tractors India has a reputation as a leading name in the heavy-duty and is now firmly fixed there.

Tractors India Limited
changes to
TIL Limited

A company advertisement announcing the change of name to TIL Limited

Shri M. S. Gujral Chairman, Coal India takes delivery today

Today with the delivery of the first Coles Octag 870 to Coal India, Indian engineering capability takes yet another confident stride forward. The Octag 870 with a capacity to lift 75 tonnes - a feat hitherto unmatched by any other mobile crane in India - is another milestone in India's strides in the field of sophisticated, non-traditional engineering.

This comes exactly from Tractors India Limited. A Company that gave India its first diesel-electric mobile crane, its first diesel-hydraulic mobile crane, its only port tower crane and its first eight-turret crane. Today Tractors India Limited sets the pace once again with the Coles Octag 870 - India's biggest truck crane with the revolutionary 8-sided superboom.

A technology leader, it boasts of the largest range of cranes in the country - from 5 to 75 tonnes. A range precision-engineered at its Karamnashli plant - the major crane works in India. What's more, Tractors India also takes credit for manufacturing, within 25 years of its existence, over 2000 cranes, more at work in India and abroad. A performance record dramatically ahead of any other crane-maker in the country.

COLES Cranes
from **TIL**

TRACTORS INDIA LIMITED

1, Taramshi Road, Calcutta 700 026

Tractors • Cranes • Harvesters • Excavators

We've got what it takes to be the best

Presenting
COLES OCTAG 870
India's biggest mobile crane
made by Tractors India

The **Starline** Copyright © 1985, TIL, India



An ad on India's biggest mobile crane made by Tractors India



Caterpillar dealer representatives and their wives with Mother Teresa at Shishu Bhawan, Kolkata 1994

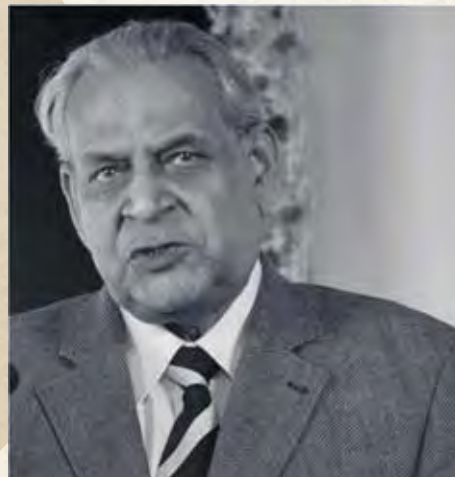


Rolling out of
5000th crane from
Kamarhatty in 2007

Power of The Human Touch

"One of my cherished memories that reflect Caterpillar's remarkable "people" orientation goes back to 1975 when I was in Dallas. On the way to the airport I had a serious accident and was hospitalised. A few days later two strangers turned up at the hospital. They were Bob Engstrom and Joe Wagner, dealer principals from Darr Equipment, the local Cat dealer. During my extended stay in Dallas, Bob and Joe visited me every week. Caterpillar took an active interest in my recovery. Every day, a Caterpillar executive would phone my wife who was with me to check how I was doing and what they could do to help."

...Bobby Mazumdar



"When I took over as Managing Director, we decided to do away with the decades old practice of peons, sweepers, gardeners and similar non-core activities. It would have been easy to dismiss them on the grounds that their functions did not fit in with the culture of a modern-day office but that would have gone against our grain. Instead, we trained them for roles on the shop floor, stores, field work and similar activities thereby enhancing their employability and earning potential. An example I like to use, of which I am proud is that one of the sweepers in our Kamarhatty facility is now one of our leading welders."

...Sumit Mazumder

All photos and text in Down Memory Lane section - courtesy TIL Coffee Table Book



Built On Heritage Built To Endure Celebrating 70 years

Nobody grows old merely by living a number of years. We grow old by deserting our values, ideals. TIL in that sense will remain forever young.

TIL LTD.



In an age where corporate existence is measured in years, a journey of an organization across seven decades signifies its change-agile characteristic, extreme perseverance and indomitable spirit, and an unmatched heritage that has endured the test of time.

On 22nd July, 1944, 70 years ago, Tractors India started its corporate journey as the authorized dealer of Caterpillar Inc. in India. Since its inception, the company committed itself to stand for unquestionable integrity, fairness, excellence, teamwork and service to the customer - the same values that also define its mighty principal Caterpillar. These values have become ingrained in our DNA - they are not something that we do; they are what we are. And these values that form our DNA also inculcate a unique sense of 'pride and belonging' amongst the TIL Family which is another secret of our enduring success.

When India became independent in 1947, nation building was an imperative. The country didn't just need additional equipment; it needed credible and trusted providers. The partnership of Caterpillar and Tractors India was built around this imperative.

During these seven decades, the company faced numerous challenges, but has always managed to preserve its core values with pride, honor and conviction - and carving out a niche for itself in the infra space of India. The trust that customers repose in the company and its products and service offerings has been earned through years of hard work and dedication.



Sumit Mazumder addressing employees at Taratolla

Under the strategic leadership of Mr. Avijit (Bobby) Mazumdar and Mr. Sumit Mazumder, the company witnessed a meteoric rise, both in scale of operations and loyalty among customers. Customer orientation and service achieved new heights, and the company attuned people and talents to drive integrated excellence. Today the company operates over 80 locations in India.

On the 22nd of July, 2014, TIL observed its 70th anniversary, paying homage to its cherished core values and renewing its promise to remain dedicated to creating superior customer experience. The day was celebrated across all locations with a flag hoisting ceremony, a message from the Chairman, refreshments, and commemorative T-shirts and badges for the employees. A special musical performance - "*Shomoyer haath dhore*" Down Memory Lane - tracing the story over the seven decades were some of the other highlights of the day. True to its tradition of Corporate Social Responsibility, TIL Caring Day was observed as all employees pledged their support for senior citizens and destitute children of society.

Technology Innovation Leadership

TIL's journey is a story of many hues :

- ▶ It is about how a business can adapt to the challenges and respond to the opportunities of some of the most diverse socio-economic periods from the early part of the last to the present century.
- ▶ It is about being associated with the global leaders in the field, staying with them through deep and trusted partnership and having the advantage of the latest technology.
- ▶ It is about how customer obsession can translate into multi-decade client relationships in a demanding service-driven sector.
- ▶ It is about how a company, insularly comfortable in a protected India, transformed with speed to succeed in a competitive global landscape.
- ▶ It is a story of how the value of a heavy equipment manufacturing and marketing business can be unleashed by the power of the human touch.

On this special day, we also had the employee recognition programs, TILSTAR, TRUE Spirit and Satish Bhatnagar True Spirit Awards. TIL STAR Award is in recognition of attributes like - problem solving, creativity, teamwork, contribution and commitment. And the criteria for TRUE SPIRIT award are commitment, performance, adherence to safety & quality norms and attendance.

In the words of Mr. Sumit Mazumder, Chairman and Managing Director-TIL and Executive Chairman - TIPL: "We remain committed to serving the customers and the nation as we have been doing for the last 70 years and grow market presence by being the Total Solutions Provider. The ultimate goal is to drive greater growth for the company's business, consolidate image, create sustainable value for all stakeholders, and build a stronger India."



70 years'celebration at various branches



Touching Lives, Making a Difference CSR @ TIPL

The theme for TIL/TIPL's 70th year celebrations - 'For The Old & Lonely' - was dedicated to supporting and caring for the under-privileged senior citizens of our society who have so very little to look forward to in their twilight years.

Voluntary contributions from employees were matched by an equivalent amount from the Company Corporate Fund. With over 19 locations participating, we covered over 20 Old Age Homes. The money went towards providing special lunches, food and utilities items, TV sets, furniture, water purifiers, solar heaters, washing machines, microwaves, medicines, etc.

On the special occasion of 70 years, we also carried out some additional CSR initiatives in association with some NGOs. These included a movie show (Stuart Little 2) for 150 no. street children in Kolkata; organizing a day of joy - with 320 nos. under-privileged 'Bustee'[Slum] children in Dhanbad. We also sponsored almirahs and educational tools for 210 underprivileged children and provided support for specially-abled children with medicines, aids and appliances.



'MAKE IN INDIA' VISION

100th Hyster - TIL ReachStacker Rolls Out

In December TIL rolled out the 100th ReachStacker, from its Changual facility in Kharagpur. The Hyster-TIL ReachStacker is manufactured by TIL under license agreement with NACCO Materials Handling Group, Inc. (NMHG) for its Hyster® brand. The event was graced by Mr. Colin Wilson, President & CEO, NMHG, Mr. Rajesh Wazarkar - Managing Director, NMHG India, Mr. Kiran Shetty, Territory Manager, Indian Sub-Continent, NMHG, Mr. Sumit Mazumder Chairman & Managing Director - TIL, Mr. Somnath Bhattacharjee, Mr. Pinaki Niyogi, Mr. Alope Banerjee and other seniors members of TIL.

The 100th ReachStacker was delivered to Mr. Pramod Gupta, Managing Director EFC Logistics India, who was present on the occasion with his son Mr. Raunak Gupta. EFC Logistics is a logistics solution provider with pan-India operations and is ranked among the top logistics companies in India.

Speaking on the occasion, Mr. Sumit Mazumder said: "We achieved this important milestone at an appropriate time when our Prime Minister has launched the exciting 'Make in India' campaign to turn India into a

global manufacturing hub. This important development demonstrates the trust reposed by a global leader like Hyster® on the value engineering, manufacturing & distribution prowess of TIL. The roll out of the 100th ReachStacker is a significant milestone on our 70th anniversary and we are confident of manufacturing and rolling out the next 100 ReachStackers in a much shorter time."

He further added: "India has a growing market for port and container handling equipment. With the increasing containerization level in India, development of dedicated logistics parks for handling containerized cargo and the growing thrust on developing container terminals, we believe there is a significant opportunity for big trucks and container handling equipment in India. The Hyster® brand is well known globally, with a long history of providing high quality products and services. The local manufacturing by TIL adds distinct competitive advantages - by reducing delivery lead times and improving total cost of ownership. Additionally, customers are also able to access responsive aftermarket support through a pan-India distribution network. NMHG



Hyster & TIL Leadership Team at the roll out ceremony with customers Pramod & Raunak Gupta

is able to source world class fabricated components and fully built machines to improve its share of business, especially in the Asia Pacific Region, leveraging the manufacturing cost advantage of the TIL facility and NMHG's global distribution network. Thus it is a win-win partnership."

The Hyster-TIL partnership brings together two leading companies with complementary strengths and strategic vision signifying a strong partnership for manufacturing tough trucks. This partnership also enables TIL to sell and service the Hyster® range of products in India, Nepal and Bhutan. The ReachStackers are built as per Hyster® design and stringent quality standards in line with those produced at Hyster's Nijmegen plant in the Netherlands. Hyster-TIL ReachStackers have become the most preferred choice of customers in India and already garnered over significant market share in the ReachStacker market in India within a short span of time.

The partnership has a clear focus for both TIL and Hyster® and is committed to increasing its reach and share of the market substantially in the coming years. TIL has also started exports of the ReachStackers to NMHG's Asia Pacific Region and has turned its manufacturing facility into a source for component supply to one of NMHG's European plants.

Addressing the gathering, Mr. Colin Wilson said, "Hyster® is one of the best known names in the industry with a reputation of making dependable lifting equipment since 1929. NMHG values long term relationships and a partnership with a 70-year strong Company in India clearly is a testament to our conviction. TIL already has more than five decades of experience in value engineering, manufacturing and distribution of high-end material handling equipment and therefore, possesses excellent domain knowledge. These are important factors for our business to succeed." He further added: "We are very happy with the quality of products coming out of the Kharagpur plant and we have started exporting ReachStackers to the Asia Pacific Region. We expect the export volume to grow in the coming years."

Pics from the event



Strong Partners. Tough Trucks: The Hyster tagline truly defines the Hyster-TIL partnership.

Customer Experience (CX) as Priority

Caterpillar Senior Leaders Visit TIPL, Rajasthan

The state of Rajasthan with its high growth potential has been a focus of activities for TIPL in recent times, and accordingly TIPL has been executing various activities aimed at improving customer experience in the growth market.



Steve Lanctot & Kevin Strydom with TIPL seniors

It started with the launch of Customer Experience Program in areas of facility experience at Udaipur as we engaged in creating a better customer pathway. Opportunities for improvement were identified in the Udaipur workshop as well as activities undertaken to promote the workshop to our valued customers. Special focus was also placed on developing a pilot model walk-in Parts Counter at Udaipur office, as a well established Parts Counter assumes great importance as it caters to over-the-counter parts requirement and creates better customer experience (CX).

Along with carrying out CEP- facility recommendation, the Component Repair Shop [workshop] was rearranged for a seamless flow following CPS principles with a CI board installed for Continuous Improvement. The up-gradation also took into account the improvement in quality and speed of repairs.

Mr. Steve Lanctot – Region Manager, Asia, Caterpillar Asia-Pacific Distribution Services and Mr. Kevin Strydom – District Manager, Caterpillar India visited TIPL Udaipur, along with Mr. Sumit Mazumder, Executive Chairman, Mr. SK Chaturvedi, MD & CEO, Mr. Manav Kohli, and other senior TIPL officials.

Mr. Lanctot and Mr. Strydom expressed great satisfaction at the visible improvement in the overall facility aesthetics as well as effectiveness of the Parts Counter and Workshop. The model Walk-in Parts Counter now is a delight for the visiting customers.

The leadership team also visited few key customers in the area. The meetings involved exploring ways to improve TIPL's after sales & product support capabilities. The customers expressed satisfaction with the support levels extended by TIPL as well as the efforts being put in towards continuous improvement in all customer facing touch points.



Udaipur Workshop

Winning In India

TIPL Wins Yellow Blood Incentive Program

The 2014 Yellow Blood Incentive Program (YBP) was launched by Caterpillar to recognize Asia Region Cat® dealers who achieve and exceed the target for Cat Oil volume Orders and Sales for 2014. TIPL participated and set an aggressive plan in place to emerge a winner. TIPL's perseverance and hard work paid off- it was declared as one of the winners in APD and the only one from Caterpillar Bangalore District.



To achieve the target, parts & product support reps at TIPL focused on covering both retail market and fleet owners across all industry segments. The Cat Oil Sales Kit - developed by TIPL was extensively used to convince customers on the benefits of using Cat Oil.

To promote Cat Oil, TIPL introduced aggressive marketing initiatives in

the retail segment and attractive gifts were offered to customers with purchase of oil.

At various Cat Care Meets organized by TIPL, special sessions were dedicated for Cat oil and SOSSM, conducted by product support managers and TIPL CC (Contamination Control) champion.



In the fleet owner segment, TIPL achieved a major breakthrough order by signing an annual rate contract for supply of Cat fluids with M/s. G.R. Infraprojects Ltd., a fleet owner of GCI machines from North Central territory. The customer ended its rate contract with Castrol in favor of TIPL for Cat lubricants. This breakthrough was possible because of TIPL and Caterpillar's joint endeavor across all levels of GR Infra. After a thorough review of critical customer requirement, our offer not only included supply of fluids but also combined condition monitoring with S.O.SSM for each machine so that the benefits of using a superior grade lubricant could be pointed out to the maintenance team of customer. The total package was priced strategically and customer finally was convinced to award the contract to TIPL.

To keep the Product Support team members focused on the target, internal communication were developed and circulated widely.

Such continuous efforts saw the oil sales volume meeting the targeted levels and finally at the end of September 2014, TIPL's performance went a notch above the qualifying mark. TIPL was the only dealer from India District to win the 2014 Yellow Blood Incentive Program. Members of the TIPL Product Support team who contributed the most and led TIPL to this success were rewarded with an incentive trip to Macau and electronic gifts.

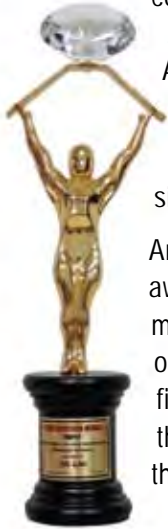
Winning attitude, teamwork, dedication and perseverance –were what made this accomplishment possible as demonstrated by the TIPL Product support team.



Fastest Growing Construction Equipment Company

CW Award for TIL

TIL once again emerged as the Fastest Growing Construction Equipment Company in India as per the Construction World Annual 2014 study. The award was conferred on TIL (consolidated-TIL & TIPL) on 21st November at the Construction World Global Awards ceremony held in Mumbai.



This being our 70th year - a great milestone in itself, the award bears an extra special significance for TIL.

Annual Construction World Global Awards rank and award contracting companies, building material manufacturers and equipment companies based on a mathematical model and covers financial figures of companies in this industry. The winners that emerge through this mathematical model are then vetted by a panel of industry experts.



Somnath Bhattacharjee, accepting the award from Pratap Padode & Anil Swarup

It is indeed a prestigious accomplishment and exemplifies our commitment to creating a positive difference to the Indian infrastructure and the manufacturing industry. The awards felicitate achievers and inspire the industry to raise benchmarks of performance.

On behalf of TIL, Mr. Somnath Bhattacharjee, President & CEO received the award. Significantly, we have also been the recipient of this award in 2006, 2007 and 2011.

Addressing Customer Needs

TIPL Adopts iSolutions' AMT

TIPL is committed to providing its customers with superior equipment management solutions so that the deliveries ensure world-class quality following critical customer requirement. After installing SAP in 2013, in July 2014 TIPL selected AMT software – a product of iSolutions which will help in addressing the

advanced fleet management requirements at optimum costs, thus achieving higher availability and meeting customer's production target.

iSolutions is a leading provider of asset management solutions to mining and construction companies worldwide. Their

"Maximising availability is critical to our customers. AMT enables us to better forecast, synchronise and communicate our customers' equipment needs with our internal support departments to optimise parts and service delivery, and minimise downtime"
– **Dipankar Banerjee**
Head Mining, TIPL.



AMT team

flagship software product AMT, endorsed by Caterpillar, is recognised as a market leader in equipment management, life cycle costing, budgeting and maintenance.

AMT is rolled out to support the mining group in their MARC operations. AMT will also assist the mining group with real-time equipment intelligence and performance metrics for proactive decision making, optimising downtime, improving maintenance efficiency and managing risk.

Brand Awareness

TIPL, Hosts Brand Awareness Event to Help Employees - Understand, Learn, Believe & Live The Cat® Brand Promise

In line with Brand Awareness Week that's carried out globally across Caterpillar and dealer facilities, TIPL organized a Brand Awareness event in its head office - at Kolkata, on 26th & 27th August. Approximately 65 participants attended the event over two days across various functions. The event was led by Tumpa Roy, Certified Brand Advocate - TIPL, with support from other Brand Advocates. While the event was carried out in conformation with the Brand Awareness Week guidelines, it was customized a bit to work more effectively amongst the dealer employees.

Day one was flagged off by Mr Sunil Chaturvedi, Managing Director & CEO - TIPL. He spoke on the importance of Customer Experience and how a strong brand impacts business. In Mr Chaturvedi's words, "The Cat® dealer is critical to fulfilling the promise that the Cat brand makes to our customer- to be the champion for customers' enduring success. The knowledge and learning don't end when the event concludes. It is a continuous process- and has to be carried forward, applied, practiced and lived every single day- by each one of us." He also urged the attendees to become brand advocates, so that together we can create a great customer experience."

The activities for both the days included showing videos & presentations on BUILT FOR IT™, the new Cat brand campaign that's launched in India, presentations on, Cat brand promise, Coffee & Learn sessions explaining



S.K Chaturvedi addressing participants

Customer Experience. There were fun times too, comprising crossword puzzle and quiz and of course prizes. Besides adequate branding, all the participants were given handouts and merchandise items to reinforce Cat brand promise, BUILT FOR IT and CX. TIPL, through this event, made a sincere effort to create an interactive way to let people know about the Cat brand promise, what it means and its benefits to business. We also plan to carry out similar events in other TIPL locations.

The general feedback of people at TIPL attending the event was very positive. They felt it was a great learning experience and that it is imperative to carry out the Cat Brand Promise in whichever role they perform in their work life.



Product Launch and Awareness Build-Up

New Cat® 424B Launch & Customer Meet

The introduction of the New Cat® 424B Backhoe Loader in India provides a great opportunity for TIPL to market the new and improved version of the Backhoe Loader to customers and increase the market share.

As an immediate measure for customer awareness, TIPL planned mega launches of the new 424B in focus markets - Lucknow, Patna, Bhubaneswar and Jaipur. TNPL, a subsidiary of TIL in Nepal also held a Customer Meet - cum - 424B launch program.

All the events witnessed huge customer participation. The new 424B BHLs were unveiled, followed by entertainment shows and key handing ceremonies to customers. Machine demonstrations - conducted by TIPL operators - highlighting the improved features of the new machine were big attractions. For instance, in Bhubaneswar, the "Rock Breaker Attachment" took center stage in the demo.

In each of these locations, TIPL senior management and local representatives were present with Caterpillar District representatives to meet the customers and engage with them during the event.

As customers in India got to experience the new 424B BHL, so did the BCP industry in Nepal. The Customer Meet - cum - Product Launch at TNPL Kathmandu was graced by Mr. Kevin Strydom - District Manager, Caterpillar along with Mr. Sumit Mazumder - Executive Chairman, TIPL & Mr. Sunil Chaturvedi - Managing Director and CEO, TIPL.

Over a thousand customers attended the events with 40 key handing ceremonies and substantial leads generated from the launch events.

Undoubtedly, the new Cat 424B is all set to be a favorite in the industry.



Glimpses of the events



Glimpses of the events

Enhancing Customer Experience

Model Walk-in Parts Counters

One of the focus areas for TIPL is to grow market share with Do It Myself (DIM) customers – who carry out all the maintenance and repair jobs mostly by themselves and approach us for the parts requirements. Hence, while buying parts from TIPL and taking delivery of their orders, it is important that we deliver a unique world class experience to our customers, consistent across all TIPL branches. Keeping this in mind, TIPL set up its first model walk-in parts counter at Udaipur.

A clear customer pathway, decent waiting area and a counter for all parts requirements were designed with a dedicated manpower assigned to attend the counter throughout the office hours. Payment and parts delivery are carried out at the counter itself to reduce customers' waiting time. Display of parts with necessary branding



are used to promote our products in the counter. Following Udaipur the second parts counter was set up at TIPL Asansol to create a positive experience with the visitors to our facility.

Caterpillar and TIPL senior managers visited both the Model Walk-in Parts Counters and appreciated the setup. Customers who are visiting our new counters are also enjoying the improved looks and experiencing easier and quicker transactions.

Customer Machine Delivery Pilot

We are now in the age of highly empowered customers and creating superior customer experience is critical for survival. Machine delivery and acquisition is the customer peak end of the Purchase Experience and hence forms an important touch point of Customer Experience (CX).

Caterpillar launched a global project on Machine Delivery as a part of CX touch point where TIPL featured as one of the pilot dealers. A workshop was conducted by Caterpillar experts assisted by a reputed consultancy firm, Beyond Philosophy, where customers and dealers were invited to participate and deliberate on new machine delivery process. Customers from TIPL, GMMCO & UTE took part in this workshop with responsible managers from each dealership.

On the second day of the program, Caterpillar & Beyond Philosophy team witnessed a real-life machine delivery at our facility in Asansol. Every step of the process was captured by the team and important observations were shared with our Commercial and Logistics team. The input from this whole exercise will be used to design

a globally consistent delivery experience, meeting customer experience statement and brand promise with global broad standards for machine delivery.

This machine delivery project was driven by Harish Avadhani, Head C&L - TIPL along with CX Champion Subir Datta, Head Product Support. From Caterpillar's side were Janet Chang, Johnson Koh & Angelina Autra and Zheco Dobrev & Colin Shaw from Beyond Philosophy.



Caterpillar, Beyond Philosophy & TIPL team

Across The Table (ATT)

"Across the Table" is an important initiative, designed to raise the level of performance of all dealers by deploying best demonstrated practices supported by compelling business cases.

At TIPL, ATT Cascade was rolled out in May 2014 - attended by TIPL senior management team. Mr. Kevin Strydom, Caterpillar Dist. Manager- India, Nepal, Bhutan & Sri Lanka shared the "Across the Table" vision and philosophy and its relevance today. Mr. Sumit Mazumder, Executive Chairman, TIPL gave his insight on the ATT relevance in the context of TIPL, and Mr. S K Chaturvedi, MD & CEO took the team through the future business overview in line with the ATT vision.

Post ATT Cascade, planned implementation of focused initiatives have already started that include assessment of current state and future vision by dealers-DM-IMs,

development and execution of growth plans, and consistent governance aligned with Caterpillar strategy and values that would help us achieve our business goals and emerge as winners over the competition.



Kevin Strydom with Sumit Mazumder and SK Chaturvedi at ATT Cascade

SITECH™ - Your Construction Technology Partner

SITECH India North & East is a technology dealership of Trimble® for providing total site solutions to customers in North and East of India offering the most comprehensive portfolio of construction technology systems that improves productivity and lower costs on the customer construction sites. SITECH India North & East represents Trimble and Cat® Machine Control Systems for the heavy and highway contractor's entire fleet of heavy equipment regardless of machine brand, along with Trimble's portfolio of Connected Site™ Solutions- Site Positioning Systems, Construction Asset Management Services, Software and powerful wireless and Internet-based site communications infrastructure. TIPL has introduced SITECH to customers and with actual site demonstrations, the value of this innovative solution has also been proven at site.



In a recent study at Jajpur, Odisha, a Cat 120K2 Motor Grader equipped with AccuGrade™ Grade Control System could finish its job with fewer pass, lesser time and lower fuel consumption and with much better finished grade quality. Even manpower requirement for the machine was less than half of the staff which worked on a machine without AccuGrade to complete the same length of the job.

As we expect more investment in the infrastructure and construction area in near future, the contractors will be much in need for such unique solutions and SITECH is all set to take off as a reliable technology solution that will ensure better roads for the future to Indians and return on investment for the contractors.

Interesting Times at Kamarhatty

Early Pioneer Visits TIL

This year Kamarhatty was in for a very pleasant surprise when Mr. Derek Hough - son of Late Norman Hough, one of the earliest pioneers responsible for developing TIL Kamarhatty as India's only purpose-built crane manufacturing plant back in 1962 - came visiting, accompanied by his wife, Charlotte.



It was an occasion of rare privilege for TIL as Mr. Pinaki Niyogy, VP - Manufacturing & Operations, extended a warm welcome to the guests. A presentation was made to them, tracing the rise of Kamarhatty plant as India's premier crane manufacturer.

The contributions made by the Late Norman Hough to the Kamarhatty works were priceless and on multiple fronts - helping to develop the production chain, putting in place critical production equipment, sourcing vendors and supporting them through continuous technical guidance, only to name a few. To this day, old-timers at the Kamarhatty plant cherish warm and pleasant memories of working with Mr. Norman Hough and feel proud to be a part of the rich legacy of capability that the latter has left behind.



Manitowoc Delegates Visit Kamarhatty

A few months later, on the 14th of August, Kamarhatty once again played gracious host to a high-powered delegation from Manitowoc Cranes of USA. The team comprised of Mr. Larry Weyers, Global Executive Vice President, Mr. Dean Nolden, Executive Vice President, Mr. Ingo Schiller, Senior Vice President and Mr. Raman Joshi, Vice President. On behalf of TIL, Mr. Somnath Bhattacharjee, President & CEO - MHS & EPS, and Mr. Pinaki Niyogy, VP - Manufacturing & Operations, took the Manitowoc team on a tour of the works.



Good Change

Kaizen, Japanese for good change, is a process that goes beyond simple productivity improvement. When applied to the workplace, Kaizen refers to activities that continually improve functions and involve all employees from the organisational leader to shop floor workers - encompassing all processes and cross-functional activities. By standardizing activities and

processes and continually improving them, Kaizen aims to eliminate waste. The essential steps involved in Kaizen are captured by the Shewhart cycle or the PDCA cycle.

Furthering an award constituted last year, the Confederation of Indian Industry (CII) conducted the second Kaizen competition for companies in the Eastern region, in association with CII -



Suresh Neotia Centre of Excellence, on the occasion of the 5th National Seminar for Manufacturing Excellence. The idea behind the CII initiative is to promote the value of continuous improvements that have a noticeable effect on overall organizational performance. The competition was also aimed at evaluating cost effective solutions and innovative ideas of participants, apart from judging the improvement in employee morale as a result of Kaizen.

Entries were accepted in three different categories of enterprises - large, medium and small - and prizes and certificates presented on the 12th November at the

CII - Suresh Neotia Centre of Excellence premises in Kolkata.

TIL won the award for the 2nd position in the large company category, after having negotiated a series of screening rounds followed by a final presentation before an expert jury on the day before the award ceremony; the TIL Kaizen team comprised of Amit Haldar, Somnath Das Chowdhury, and Subhasish Chattopadhyay, who received the award on behalf of the team. Well done, Team TIL. Here's wishing you the very best for the next year's event.

Happenings at Kharagpur

ISO 9001 for TIL Kharagpur

TIL's state-of-the-art factory at Changual, Kharagpur has secured the ISO 9001 Quality Management Systems (QMS) Certificate as testament to the high standards of quality maintained at the facility. In the ISO 9004:2009 series, ISO 9001 is the only certification that can lend itself to third party assessment. Winning this certificate marks an important milestone in the unit's history and provides a major thrust to EPS and Kharagpur operations to move to the next level of excellence. Well done, Team KGP! Wish you all the very best for sustaining your level of commitment to high quality engineering.

Manitowoc Delegates Visit Kharagpur

Back in August, a high-level delegation from Manitowoc – led by Mr. Larry Weyers, Global EVP, Mr. Dean Nolden, EVP Finance, Mr. Ingo Schiller, Senior VP, and Mr. Raman Joshi, VP & GM Asia Pacific – visited the Changual works and expressed their admiration for the efficacy of operations and quality of output.



Hyster RS 45 - Handed Over to Albatross

In September, keys to a Hyster RS-45 were handed over to our prestigious clients, Mr. Ganesh Krishnan (CEO) & Mr. Gautam Bose (Sr Manager-Operations) of M/s Albatross Inland Ports Pvt Ltd on the Changual factory premises – marking a prelude to the subsequent momentous occasion of the rolling out of the 100th Hyster ReachStacker from the same factory.



Caterpillar District T-10 Cricket Tournament

The month of November witnessed the first Caterpillar District T-10 Cricket Tournament at Colombo, Sri Lanka. Already a huge hit with the Caterpillar fraternity in India and Sri Lanka, the 10-10 cricket matches are the first of what is going to be a regular annual event from now on.

TIPL pitched in with a handpicked team of avid cricket enthusiasts - the TIPL Panthers, led by Kameshwar Rao. Caterpillar DSD (Bangalore), UTE (Cat Dealer for Sri Lanka) and GMMCO (India) were the other teams in the tournament that took place at the Sinhalese Sports Club grounds at Colombo. UTE went on to lift the trophy by beating Caterpillar DSD in the finals.

Our own boys had a decent run at the tournament - winning one and losing another - with Panthers, Saurav Sharma (TIPL Kolkata) and Tapan Roy (TIPL Dhanbad) snatching the Man of the Match trophies in both matches. Overall, it was a fine performance, and the TIPL Panthers are confident of winning the tournament next year, with more hard work and practice. End of the day, it was an unforgettable experience for all the participants when they found legendary Sri Lankan cricketer Aravinda De Silva at the prize distribution ceremony.



Towards Marketing Excellence

Caterpillar and its dealers TIPL and GMMCO recently held a Marketing Excellence meeting at the TIPL head office in Kolkata on 18th and 19th November 2014. The objective - sharing best practices and progress made and consolidating the India marketing plan for 2015. The meeting had the active participation of members from the Caterpillar district marketing team, led by DSD Marketing Rep, Deepak Aggarwal, marketing and corporate communication teams of TIPL, a team from Ogilvy & Mather, and a representative team from GMMCO. Mr. S K Chaturvedi, MD & CEO – TIPL, graced the occasion and addressed the participants.

During the two day event, Caterpillar, GMMCO & TIPL shared key marketing and brand initiatives and achievements made during 2014, and gave updates on their plans as per documented growth strategies for 2015. The blueprint for the BUILT FOR IT™ campaign in India was laid out with an update from David Fenton, VP – O&M, Bangalore. Strategies for Product Support



Marketing, Cat Financial Marketing and RUE Marketing were discussed, and an update on the eBiz initiative was given by Deepak Aggarwal.

Participants also agreed on forming an India Marketing Council – to share their respective 2015 execution calendars for better consolidation and governance. With a concerted action on marketing and e-Biz initiatives, the teams are confident of achieving targeted participation, revenue & market share as per growth plans.

Coal Summit - 2014

The 5th Coal Summit and Expo 2014 was organized by India Energy Forum in September 2014 at hotel The Ashok, New Delhi. The event started in 2005 and since then has been the preferred Indian platform to deliberate own issues regarding Coal related development for

sustainable and competitive energy. The objective was to discuss all related issues regarding Coal, Mining and allied industry and present the same to the Ministry of Coal and the Ministry of Environment and Forests and set the agenda for accelerating the growth of the sector.

The event provided an excellent opportunity for the participants to showcase their technologies, new initiatives, products and services to the global audience in the Coal Mining segment.

Caterpillar and its dealers TIPL and GMMCO participated with a stall displaying the products and technologies focused on this segment through well branded graphics and panels. The stall attracted a lot of attention from the visitors. Many positive enquiries were addressed by Caterpillar and dealer managers at the stall.

Significantly, the stall was adjudged the best stall at the exhibition.



Receiving the best stall award

IMME - 2014

Confederation of Indian Industry (CII), organized the 12th International Mining and Machinery Exhibition (IMME), the largest Trade Fair dedicated to the mining industry, in India between 3-6 December 2014 at Salt Lake Stadium Grounds, Kolkata.

The future of the mining sector lays emphasis on scientific mining so that state-of-the-art technology is used for exploration, efficiencies are realized, clean technologies and safe mining practices are adopted with adequate supporting infrastructure. In sync, Caterpillar and its dealers – GMMCO & TIPL setup the stall at the IMME

with the theme – 'Commitment to the Mining Industry. This is apt in view of the extended mining product coming under the foray of Caterpillar and its dealers- thus providing a truly end-to-end portfolio of products and solutions in mining.

Besides relevant branding depicting the various aspects of safe and efficient mining operations and our offerings including technology solutions like Minestar and ProductLink™, we had also displayed one OHT Simulator which was highly appreciated by the visitors.

The stall was graced by Mr. Sumit Mazumder Executive Chairman - TIPL, Mr. S K Chaturvedi MD & CEO - TIPL, Dipankar Banerjee, Head Mining - TIPL. Senior managers from Caterpillar Mining group and the dealerships were present every day to receive customers and business associates and respond to queries. The stall witnessed over 300 visitors. We had also participated in Global Mining Summit 2014 which was organized for CII in association with Ministry of Mines, Coal & Steel, Govt. of India & Coal India Limited.

Glimpses of the IMME stall



'Puja Parikrama 2014'- A TIL CSR Initiative

For the third consecutive year, Puja Parikrama, one of the CSR initiatives of TIL, was organized on 30th September - day of Shashthi.

Nearly 200 underprivileged children belonging to the slum areas of Mukundapur [South Kolkata] were taken Pandal hopping. Besides visiting about 7-8 Puja Pandals, the children were provided with breakfast & lunch, as well as a T shirt each and token gifts.

The children enjoyed a lot. So did the volunteers from TIL. We sincerely hope our little gesture was able to touch their lives and made a difference.



TIL ST★R (2013-2014)

Teamwork, Contribution, Commitment, Creativity and Problem Solving.



Abin Chowdhury
MHS-IT, Kamarhatty



Alok Kumar Sahoo
CMS-Customer Support, Bhubaneswar



Anil Kumar
CMS-Customer Support, Chandigarh



Anirban De
MHS-Manufacturing, Kamarhatty



Anjan Maulik
EPD -Sales, Siliguri



Bishal Kumar Singh
CMS - Customer Support, Ranchi



Biswajit Roy
Petro EPG - PSSR, Sibesar



Dalston Bino Simon Satharack
MHS-Sales, Chennai



Deepander Singh Rajput
BCP - Sales, Sahibabad



Gopal Ghose
OEM - Customer Support, Taratolla



Jawali Konwar Borgohain
CMS - PSSR, Guwahati



Jiban Garain
Asansol CRC, Asansol



Koushik Dhar
MHS - Manufacturing, Kamarhatty



Krishna Chandra Das
CMS - Customer Support, Sitamari



Krishna Kumar
CMS - Mining, Agucha



Krishnendu Halder
MARC, Dhanbad



Manmohan Saini
BCP Sales, Haridwar



Md. Jahangir - E - Kabir
BCP Sales, Behrampur



Mohammad Arif Mamansuri
CMS - Product Support, Barmer



Mohan Singh
BCP - Sales, Dhanbad



Om Prakash Nagar
EPD - Customer Support, Sahibabad



Partha Sarathi Dey
Petro - Customer Support, Agartala



Pawan Kumar Tyagi
CMS - Customer Support, Lucknow



Rajesh Chandra
BCP - Sales, Dehradun



Rajib Kundu
MHS - IR & Admin, Kamarhatty

KUDOS to ACHIEVERS



Ramvilash Prajapati
CMS - Customer Support, Haldwani



Ranjan Wahengbam
EPS Service, Taratolla



Rintu Dutta
CMS - Customer Support, Durgapur



Sandeep Kumar Sarkar
CMS - Customer Support, Dhanbad



Sandeep Pandey
CMS - Service, Nepal



Sangram Kishore Barik
EPS - Service, Sahibabad



Santosh Kumar Mohapatra
BCP - Sales, Bhubaneswar



Shailesh Pratap Singh
MHS Service, Singrauli



Shree Ram Maurya
EPD OEM - Service, Ludhiana



Simanta Goswami
EPD - Service, Guwahati



Somnath Roy
CMS - Mining WBC - SEB



Subhasis Roy
Petro - Sales, Taratolla



Subrata Kumar Nag
CMS - Rental, Taratolla



Sujeet Kumar
EPS Sales, Taratolla



Sumit Sharma
Asansol CRC



Supriya Mazumder
Central P.S., Taratolla



Tapan Kumar Roy
CMS - Service, Dhanbad



Tathagata Lahiri
C&L, Taratolla



Udesk Kumar Chandrabansi
GCI Sales, Sahibabad

Keep up the spirit !!!

TIL True Spirit Award

(2013-2014)



Abdul Hai Pailan
C&L, Taratolla



Abhoy Kr Parida
C&L, Asansol



Ashok Paul
CMS, Taratolla



Bishnu Charan Das
Corp, Taratolla



Biswajit Sarkar
MHS, Taratolla



Dhiman Saha
CMS, Taratolla



Manas Kr Maity
CMS, Taratolla



Sabuj Mahis
CMS, Taratolla



Sasanka Sekhar Maity
MHS, Taratolla



Vijay Singh
MHS, Sahibabad



Vipin Kumar
CMS, Sahibabad

*Keep up the
spirit !!!*



Ananta Kumar De
IT, Kamarhatty

Satish Bhatnagar True Spirit Award

(2013-2014)



Jayanta Kumar Ghosh
Assembly, Kamarhatty



Pranabesh Maity
Assembly, Kamarhatty



Tapan Kumar Dey
Assembly, Kamarhatty



Tapas Bhattacharjee
Test Bed, Kamarhatty

OBITUARIES



Ananta Kumar De
joined TIL in 1989 and worked as Asst Manager, Systems at Kamarhatty. He left for his heavenly abode on 5th December 2014.



Chanchal Kumar
joined the company in 2010 and was working as Asst Engineer – Customer Support in Jammu. He passed away in November 2014.



Nand Kishore Singh
joined us in 2008 and was working as Senior Engineer – Customer Service at Sahibabad. He left his earthly form on 12th December 2014.

May their souls rest in peace

GENES VS. LIFESTYLE: What Matters Most For A Healthy And Longer Life?

Your mom had cancer, dad had high blood pressure. Seems inevitable that you're headed for both -- or are you? "Are bad genes really destiny or are they flexible, modifiable, even changeable? The answers -- and the roadmap to a longer, healthier life. -- may lie in the new field of "epigenetics."



Epigenetics is the study of molecular mechanisms by which our environment controls our gene activity. Bottom line: While each of us inherits our own unique, hardwired, unchangeable version of the genetic code, epigenetic factors such as lifestyle and diet can radically change what our genes do. Turns out, it's not just our genes directing the show, but how we care for our genes with environmental, dietary and lifestyle choices that can influence how our genes behave..

We are born with a set of genes, which are inherited and unchangeable, such as body frame, hair and eye color. There are also certain genes that if we are born with, we will be disabled, have a serious childhood disease or even die early. But these unchangeable, un-modifiable genes represent less than 2 percent of our genetic makeup. Most of our genes are actually modifiable and can be turned on or off. In fact, we are changing our genetics daily and perhaps even hourly from the foods we eat, the air we breathe.

According to research and studies, genetics accounts for only about 30% of the aging process. The other 70% is lifestyle. and the bottom line: It's never too late to take charge of your body. Healthy habits nurture healthy genes. Your behavior now may change the course of your life and the generations to follow. On one hand, our genes affect our health, since they can put us at varying levels of risk for issues like heart disease, weight gain, and even depression. And on the other, our lifestyles also affect our health in significant ways at the level of the gene. Eating fruits and vegetables can "turn off" the heart attack genes, and exercise can sway the development of stem cells.

Family history can be a strong predictor of disease, but we have at least some power to change it. Making healthy lifestyle choices may not be foolproof, but for many it could mean the difference between experiencing a significant health issue and avoiding it.

Heart Disease:

With heart disease, more than 100 types of genes may play a small role in a person's risk; but by far the biggest factor is lifestyle.

Your daily habits -- such as what you eat, how active you are, and not smoking -- strongly affect your heart health. And these are totally up to you, no matter what's in your family's medical history.

Diabetes:

Type 2 diabetes is partly about genes, but it's also about lifestyle.

Exercising and managing your weight make a big difference. In one study, people who lost weight, exercised, and eaten a healthy diet dramatically improved their A1C levels(, a blood test used to check diabetes risk). What's more they also improved their blood pressure and cholesterol levels.

Prostate cancer:

Lifestyle changes may slow, stop, or even reverse the progression of early-stage of prostate cancer. Many experts believe that what's true of prostate cancer may also be true of at least some forms of breast cancer

It's Not Too Late to Start. Lifestyle Choices Can Change Your Genes

Staying healthy is still mostly a matter of the choices we make. The sooner you take on healthy habits, the better.



Source: Web MD and excerpts by Dr. Frank Lipman (An internationally recognized expert in the field of Integrative Medicine).



New Year's Eve Short Jokes

On New Year's Eve, Marilyn stood up in the local pub and said that it was time to get ready. At the stroke of midnight, she wanted every husband to be standing next to the one person who made his life worth living. Well, it was kind of embarrassing. As the clock struck, the bartender was almost crushed to death.

A man asks his friend for a cigarette. His friend says, "I think you made a New Year resolution to quit smoking." The man says, "I am in the process of quitting. Right now, I am in the middle of phase one." "What's phase one?" "I've quit buying."



Funny New year RESOLUTIONS

You Can Actually Keep

- ✓ Read less.
- ✓ Gain weight.
- ✓ Buy lottery tickets at a luckier store
- ✓ Stop exercising. Waste of time.
- ✓ Watch more TV.
- ✓ Procrastinate more.
- ✓ Do less laundry and use more deodorant.
- ✓ No longer waste time relieving the past, instead spend it worrying about the future.
- ✓ Drink. Drink some more.
- ✓ Start being superstitious.
- ✓ Stop bringing lunch from home: Eat out more, and preferably junk.
- ✓ Take up a new habit: maybe smoking!



The celebration of the new year is the oldest of all holidays

Although the earliest recorded festivities in honor of a new year's arrival date back some 4,000 years to ancient Babylon, the current New Year's Day celebration of 1st January was celebrated in 45 B.C., for the first time in history as the Julian calendar took effect. The New Year's festivities that had originated in Babylon found their way to Greece and finally to Rome.

In 45 B.C. the Roman emperor Julius Caesar first established January 1 as New Year's day by adopting the Julian calendar



and transferred to the first of January all of the licentious customs surrounding the Roman Saturnalia. Janus was the Roman god of doors and gates, and had two faces, one looking forward and one back. Caesar felt that the month named after this god ("January") would be the appropriate "door" to the year.

Celebration of New Year's Day in January fell out of practice during the Middle Ages, and even those who strictly adhered to the Julian calendar did not observe the New Year exactly on January 1. In 1582, the Gregorian calendar was implemented, omitting 10 days for that year and establishing the new rule that only one of every four centennial years should be a leap year. Since then, people around the world have gathered en masse on January 1 to celebrate the precise arrival of the New Year.

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WE'RE THERE.**

