JULY - DECEMBER 2009

OUR NEWS VIEWS & EVENTS



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04-07

MHS ZONE

· AIP · Introducing Toll Free · Excon 2009

CMS & PSS ZONE

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 Product Support Workshops • TIL and ONGC sign Parts Rate Contract
 Opening of Charkhi-Dadri Branch • Garbage Clean-up Drive
 Customer Trust • Jamshedpur PSS Branch

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Message from Vice Chairman & Managing Director



Dear Reader,

The latest issue of TILTalk is packed with news views and events.

We are at the end of 2009, and the year has seen its share of challenges and opportunities. The global crisis has impacted India to an extent. However, India, despite facing the hurdles has been more resilient against the downturn. And now there are enough signs in the market reflecting

positive outlook and the business confidence index (BCI) released recently also brings good tidings. Confidence levels are now almost equal with what had been registered in the pre-downturn period and India's gross domestic product (GDP) grew by 7.9 per cent during July-September 2009, up from 6.1 per cent in the previous quarter. This surge in GDP numbers was led by a 9.2 per cent growth in the manufacturing sector, with the mining and construction activities expanding by 9.5 per cent and 6.5 per cent, respectively.

The key focus now for TIL is to translate this positive wind into business opportunities. To achieve that we need to do more than just meet revenue goals. We need new and innovative ways to deliver better results, increase market share. We must have more customer focused solutions, differentiated services as they create sharper business edge needed to excel in performance and profitability. This issue of TILTalk reflects some examples of in the endeavours our people have undertaken to add value to our customers.

The stories on Accelerated Improvement Program initiated by our Material Handling division, the launch of our state-of-the-art Component Rebuild Center, Product Support Meets, and participation in Excon are some examples of our customer driven approach.

Talking of customer-driven attitude, at TIL we believe our employees to be our customers too and we do our best to create better engagement, more conducive work place through many employee engagement initiatives. I am sure you will find the snippets on our events and activities a worthwhile read.

CSR and People continue to be our focus and this edition covers many interesting achievements in the people section. Please also take a look at our modified Vision and Values statement- the driving forces behind all our actions.

Season's Greetings and best wishes for a happy and prosperous 2010 to you and your family.

Sumit Mazumder



AIP-The Wave of Change

In order to drive 212 business growth with laser focus, counter competition from Chinese cranes and create a sharper business edge, TIL Material Handling Solutions [MHS] division launched Accelerated Improvement Programme, in short, AIP on 24th October at the Kamarhatty factory premise.



Sumit Mazumder inaugurating AIP along with Satish Bhatnagar, Pinaki Niyogy and Aloke Banerjee

AIP is an easily adaptable process improvement tool that empowers people to make effective improvements, focuses on process not people - leading to quick realization of desired results.

Conceived as an integrated and focused approach towards

reducing the manufacturing cost by 25% of the current level, AIP is also about enhancing quality of our MHS products and services thereby ensuring better customer satisfaction. The first wave has started with Fabrication and will move on to create many more waves. This will be implemented through empowered and performance



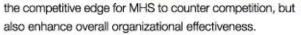
View of Kamarhatty on AIP Launch Day



Satish Bhatnagar addressing the gathering

oriented teams working with a bottom-up approach.

Effectively executed, AIP will not only create



In the first phase of the wave, Satish Bhatnagar - President MHS will be the Project Sponsor and Pinaki Niyogy - Senior General Manager will be the Project Champion. The core team will consist of: Soumendu Chakraborty (Production & PPC), Ratindranath Das (Production), Suchindram Samanta (Supply Chain Management), Susanta Sadhukhan (Finance & Accounts).

The model will have a Diagnosis phase followed by Idea generation, and Idea approval, then Plan development and Idea implementation.

TIL has always been the benchmark for the material handling industry and the effort like AIP is set to further empower TIL to pull through the current market situation and emerge stronger.

Introducing our new

TOLL FREE NUMBER for MATERIAL HANDLING SOLUTIONS

One Stop Solution for

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Excon 2009

Showcasing Technology Innovation and Leadership

TIL has always been at the forefront of the technology revolution and introducing the most contemporary technologies to India in association with our global partners. With the objective of showcasing TIL leadership in the material handling segment as well as to present new product tie-ups in the MHS new business partnership that calls for higher brand visibility to the right target audience; MHS division of TIL participated in Excon 2009, for the very first time.

Excon - South Asia's largest trade fair on Construction Equipment & Construction Technology held between 25-29 November 2009 at Bangalore International Exhibition Centre had a display area of over 1, 50,000 Sq. Mts; with over 450 exhibitors from India and an overwhelming participation from overseas. The event held every two year serves as an ideal platform to showcase India's manufacturing excellence in the construction equipment industry. This landmark event also serves as a knowledge partner and an effective networking platform for the entire Indian ECE industry.

The sprawling space of over 754sq mtr taken by TIL in the outdoor area III showcased TIL's flagship RT880 mobile Rough Terrain crane, one Potain Tower crane - Model Mci85A in association with Manitowoc group, and models of Portable Double Barrel Asphalt Plant and Double Barrel Green System in association with Astec Inc.

Astec Six Pack Portable Asphalt Mixing Facility-the model of which was displayed at the stall, is one of world's best selling portable asphalt facilities and sets the standard for portability and productivity.

The stall beautifully demonstrated the TIL theme of 'Technology Innovation Leadership' through the graphics displayed at various vantage points of the stall. All the partners of TIL- Manitowoc, Grove, Astec, Hyster, Paceco, Famak and Hirschmann were amply visible for all to see by the clever use of logos and graphics.

The five day event saw a large number of footfalls in the stall with many potential customers and new prospects showing interest in our products and services. Adequate product awareness coupled with many leads were generated which surely would translate into business results in the future. TIL also organized fun quizzes amongst customers and walk-ins every day to make the stall atmosphere interactive and livelier.

All in all, MHS participation in Excon 2009 successfully augmented TIL's brand equity by reaching out to the right target customers.





P H O T O G A L L E R Y



MHS Zone

TIL TALK

P H O T O G A L L E R Y















The pictures depict our stall, various products on display, senior management - Sumit Mazumder, Satish Bhatnagar, R Nandagopal, Joydev Bose from TIL, Steven L Claude from Astec Inc., Giles Martin, Raman Joshi from Manitowoc, Regional Managers and customer care personnel interacting with customers.

Turning Passion into Reality

Launch of TIL Component Rebuild Center at Asansol, India

On 20th of September this year, TIL inaugurated a state-of-the-art Component Rebuild Center (CRC) at Asansol, West Bengal. The facility has been developed to meet the Five Star Contamination Control criteria by Caterpillar and can undertake component repair of large Mining Trucks, large Wheel Loaders and Tractors. The facility is conveniently located for major mining customers of TIL and is designed to efficiently restore engine and drive-train components to factory standards.



Asansol CRC - a view

Some grand features of the CRC include - Overhead

Rob Charter near the foundation plaque

Cranes and Pillar Mounted Jib Cranes in all Bay areas and Bay floors that are epoxy coated to prevent fluid & dust accumulation. The CRC Bay is pressurized for better contamination control including elimination of dust and is divided into 32 Bays for all assembly jobs and adheres to the global

best practices and Caterpillar guidelines. The Effluent Treatment Plant in the facility is state-of-the-art and conforms to the pollution control norms. The size and capacity of



G Sivaramakrishnan explaining to Rob Charter about CRC

the CRC has been designed not only to meet today's needs but also to cater to the future needs of the market.

The inauguration ceremony was a momentous occasion for TIL and was graced by the presence of Rob Charter, Kevin Thieneman, Walt Bradbury, Ed Melicor, Ding Almazan



Ribbon cutting by Rob Charter and Sumit Mazumder

and other senior Caterpillar and TIL officials, many customers and some important guests from Asansol including the local Mayor. The inauguration event started with Rob Charter Vice President-Asia Pacific Distribution Services unveiling the CRC Foundation Stone followed by breaking of coconut and lamp lighting ceremony. A sapling plantation also took place as a gesture towards TIL's concern for the environment. This was followed by a tour of the facility with G Sivaramakrishnan, Vice President Center of Excellence - TIL, giving a complete run down on each aspect of the CRC. In his welcome address, G V R Murthy-President Caterpillar business-TIL, said that it was a proud and emotional day and an occasion that

would go down as a milestone in the history of TIL. He also thanked Caterpillar for supporting TIL in every step while building the facility. While commending TIL for such an excellent execution, Walt Bradbury in his speech emphasized it is the customer driven service and solution which creates the true essence of business excellence and CRC is one such tool of business excellence aimed at providing immense value to the customers by helping him reduce the owning and operating cost of his machines.



Facility tour with Caterpillar officials and customers

Sapling plantation by Rob Charter

Rob Charter, chief guest for the day in his address shared his views that TIL-CRC is amongst the best he has seen across the globe as it has effectively inculcated the right elements and best practices of all the facilities around the world and created this state-of-the-art facility at Asansol.



Sumit Mazumder, Vice Chairman and MD - TIL, in his closing address thanked CAT dignitaries and all the customers for their continuous inspiration and support. He further added that TIL along with Caterpillar have always believed in offering innovative and value added solutions to the customers citing examples of Scheduled Oil Sampling (SOS), Maintenance & Repair Contract (MARC), and now the Component Rebuild Center. These value added total solutions, besides adding to TIL's competitive edge, also go a long way in strengthening the customer bonding with



Sumit Mazumder addressing the audience in presence of Rob Charter

TIL. In his concluding quote he said: "We value our strong business partnerships with all our customers and our objective of having a CRC is to create the customer advantage by fully attending to his machine, service and maintenance needs, reducing downtime -thereby enabling him to concentrate on his core business needs.' The state-of- the- art 50000 sq ft Component Rebuild Center at Asansol, West Bengal is all set to translate TIL's passion of 'making customers more profitable'.



Training Center To Mark a New Beginning

Asansol Training Center Inaugurated

At TIL, we always believe that learning is a continuous process. To reinforce this belief TIL recently opened a new Training Center at Asansol - West Bengal. The center was formally declared open by Rob Charter, Vice President, Caterpillar Inc., Asia Pacific Distribution Services, on 20th September, 2009 along with the inauguration of the Component Rebuild Center in the same premises.

The state-of-the-art Asansol Training Center includes modern training aids, web based training facilities, e-learning center with access to individual computer for each student, electronic library, an operator simulator room as well as a demo ground.

This training center is ready for conducting instructor lead training as well as distance learning with the computers in the training room and in the e-learning center connected



Simulator Room

to internet and intranet. This center will also facilitate operator trainings - both classroom and on-field with the help of demo



Biswajit Mukherjee explaining the training facilities to Caterpillar Dignitaries

ground that has been ear-marked exclusively for the purpose and supported by the operator simulator center. Working Cut Models will also act as useful training aid for basic understanding.

A part of the CRC workshop has been dedicated to build up training bays and in the near future the training department will be adding working models of engine, transmission, simulators etc for Accelerated Basic Class (ABC) as per the standard technical training recipe from CAT that takes into account the requirements of Learning Capability Assessment Tool (LCAT).

The state-of-the-art training center will help TIL in developing the skills required to gain customer loyalty and move towards establishing TIL as a customer driven service organization.

TIL 6 Sigma Black Belts Undergo CPS **Green Belt Training**

TIL organized its first CPS Green Belt training in August 2009 at Taratolla. 6 Sigma Black Belts - Amitava Gupta, Animesh Deb Roy, Arindam Paul, Biman Sarkar, Biswasarathi Ghosh, Joydeep Dasgupta, Rajeev Kwatra participated in the training and successfully graduated as CPS Green Belts. The training was conducted by TIL MBB & CPS Black Belt, Saibal Mitra.

TIL 6 Sigma Black Belt Team

During the three days of training, the 3 CPS subsystems and guiding principles were explained in detail with the use of various CPS tools facilitating the understanding of the CPS guiding principles. The concept of identification and elimination of Wastes in the Business Processes were highlighted and the Green Belts were trained on the methods to identify the Wastes in our various Value Streams with the ultimate goal of achieving the Strategic Vision in terms of P(People), Q(Quality), V(Velocity) and C(Cost). At the end of the session, all the participants successfully qualified in the Assessment with TIL DC, Biswajit Mukherjee handing over the Green Belt Certificates.

Product Support Workshops

Product Support forms a critical and integral part of TIL's business. TIL's aim is to bring about an all permeating service culture that enables customers to derive maximum value from our products and services. With this objective in mind, KRM department of TIL in coordination with CMS & PSS - arranged for 'Product Support Workshops' during July - September 2009.

The Workshops in North and East were attended by all Product Support professionals as well as the TIL leadership team. The workshops also included 'Passion for Service' Training - a two day training programme, conducted by Subhasish Bhattacharjee from Vriksh Consulting. There was a total of 215 enthusiastic participants from TIL Product Support team and the faculty included senior members such as G Sivaramakrishnan, A H Kewalramani, P K Biswas, Debojit Bhattacharya, Manoj Garg, Subir Kr. Bhattacharayya, Alok Tripathi, Wing Commander A K Chaudhury, Kousik Duttagupta, Arijit Chanda, Sanjeev

The major focus was on:

Bhatt to name a few.

- Workshop on Values at work
- Creating solutions to overcome product support challenges and concerns with action plan and fixed timeline

- 'Passion for Service' Training that imparted awareness about the principles of superior customer service
- Creating level 5 customers the basic principles of effectiveness
- Understanding the role of Service Engineers
- How to create long term impact on customers
- Managing moments of truth
- Creating internal coordination & cohesion
- Triple win reward system

As with any successful workshop, TIL Product Support Meets also had post training plans in the areas of:

- Measuring Training effectiveness in skills, attitude & customer handling
- Collecting feedback from respective bosses and tracking the developmental aspects
- Creating benchmarks and measures on service differentiators
- Measuring deviations and root cause analysis
- Tracking and recommendation on further developmental activities

We congratulate all involved in making these workshops a success.



Participants at the Product Support Workshop

TID

TIL TALK

Forging a Stronger Bond TIL and ONGC sign Parts Rate Contract

TIL firmly believes that service doesn't end at the sale and to reinforce TIL's service commitment further, TIL and ONGC recently signed a Parts Rate Contract in Mumbai. The Contract will cover Parts for all Caterpillar engines working in ONGC in TIL territory.

The occasion was graced by U N Bose - Director (T&FS), Anoop Kumar - GGM - Head (T&FS), H M Singh - GM - Head (IMPETUS) and other dignitaries from ONGC. From TIL, G V R Murthy, President of Caterpillar Business Group along with the TIL Petroleum team was present on the occasion. Caterpillar team included Ed B Melicor, Koko Muliyokondo, Lillian Tan and their Petroleum team. Sanjeev Bhatt, General Manager, Parts signed the contract on behalf of TIL.

Along with Maintenance and Repair and the Parts Rate Contract, TIL is all set to provide comprehensive product



Caterpillar, ONGC, TIL and GMMCO officials at the Contract Signing Ceremony

support to ONGC for round the clock operation and seamless delivery of required Parts with the right maintenance - right on schedule. TIL will also be extending comprehensive trainings to the operations staff of ONGC on-field as well as at the training center located at Vadodara.

TIL is now poised to partner ONGC for complete equipment management solutions providing support all the way.

Better Customer Connect Opening of Charkhi - Dadri Branch

To be customer driven one needs to be closer to the customer. With this in mind TIL recently opened another new office in the area known as Crusher belt of Charkhi-

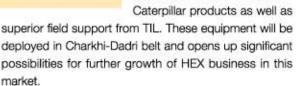
Dadri in Haryana. The branch was inaugurated by G V R Murthy, President of Caterpillar Business along with A H Kewalramani, Subir Bhattacharayya and Sanjeev Malhotra- Industry Manager, CIPL. The opening ceremony was attended by a large number of customers from the Crusher Belt of Charkhi-Dadri, Tosham as well as by all the

leading financiers including Magma, Citicorp, HDFC, L&T Finance & IndusInd Bank.

The brand new branch is well equipped with complete 'After Sales Service' facilities such as Parts depot with DBS installation and trained Parts & Service personnel.

An important achievement by TIL on the same day was the handing over of the 10th 424B Backhoe Loader to Rakesh Gawar, Director, M/s Gawar Constructions Ltd, a leading construction company in Haryana. M/s Gawar Constructions' fleet has a large number of Cat products that include 320 Hydraulic Excavator, 120H Motor Grader,

2021 Loader & 424 Backhoe Loader. Gawar firmly believes that superior quality infrastructure projects can be executed only by deploying superior quality equipment and recently placed further order for more 120 Motor Graders, 320DL Excavators, Gensets and 424B Backhoe Loader. This fresh order marks the customer's confidence in Caternillar products as well as



With the help of more new branches opening up at various locations ensuring better proximity to customers and markets, TIL is sure to get closer towards its vision of building a world class service organization.



G V R Murthy, Deepak K Jolly and Rakesh Gawar in front of a 424B Beckhoe Loader

'Solution to Pollution'

Garbage Clean Up Drive with the Help of Rental Store Team

Cleaning up trash is a good way to conserve and improve our local environment. With the consciousness setting in about the impacts of pollution in our daily lives, there is a recent spurt of initiatives taken by citizens and students across various Kolkata pockets – to clear garbage. By a conservative estimate- the 'clean up garbage' initiative

has removed more than 60,000 kgs of plastic off the city's green areas including residential as well as office localities lending a better health to our City of Joy.

So when a voluntary group led by Mudar Patherya- a socially conscious Calcuttan, initiated

the drive to remove muck and garbage from famous Maidan- a prominent landmark in Kolkata, they came upon 40,000 sqft area full of piled-up garbage that was practically impossible to clear manually. Amongst the names that came to the group's mind was TIL.

As a part of TIL's commitment towards good corporate

citizenship, TIL deputed rental representatives to assess the types of machines required for the clean up drive. Thereafter, Caterpillar 424 Backhoe Loader with an experienced Machine Operator was deployed from TIL Cat Rental Store on a complimentary basis. What's more - members of TIL Cat Rental team also joined Kolkata

> Maidan Clean Up Drive operation to support Citizens Forum.

> The use of Cat Backhoe Loader truly speeded up the cleaning drive and the initiative and support from TIL with Caterpillar machine was appreciated by Army, PWD, KMC, Citizen's Forum and the Media. This will surely go a long way in enhancing the

goodwill and equity TIL enjoys in the market. The use of the Cat Backhoe Loader also demonstrated the importance of such machines in civic utility and greater awareness about its versatility.

We congratulate the Rental team of TIL in their endeavour towards touching lives and making a difference.



Power Systems received order for 500 KVA, 3412 DITA diesel generator set from Amalgamated Plantations (formerly Tata Tea Ltd.). Generator sets supplied earlier to Amalgamated Plantations are in operation for the last 14 years and deliver quality power during emergencies. These sets are covered under our Annual Maintenance Contract and our Product Support Engineers have maintained them with proactive repair solutions, thus leading to low maintenance cost per unit of power produced. The relentless service provided by our customer support people placed TIL as Preferred Solution Provider and when the new requirement of 500 KVA came up, it was natural that



customer's field engineering team decided in favour of TIL and agreed to the Caterpillar premium over competition. This was possible due to our customer driven approach for the last fourteen years which led the customer repose his trust in TIL. An apt demonstration that maintaining good Customer Relationship with Right Solutions drive business and not rates.

Kudos to Jamshedpur PSS Branch

Power Systems, Jamshedpur branch received a prestigious order for two units of 2000 kVA, 11kV Diesel Generator Sets with Auto Synchronizing Panels from M/s. Brahmputra Metallics Limited, Ranchi for their Sponge Iron Plant in Jharkhand.



Celebrating Foundation Day



Agucha HZL



Daruhera



Lucknow



Udaipur



22nd July 2009 marked the 65th Foundation Day of TIL.

On this auspicious and memorable occasion, Team TIL gathers wherever they are, across all branches and offices to hoist the TIL flag - followed by sharing the Chairman's Message. This year, besides carrying on with the same tradition, TIL also reinforced its practice of reward and recognition by announcing the recipients of Chairman's Stellar Award, TIL Hallmark Award and TIL Star Award.

These awards were given in recognition of the true spirit of TIL and for embracing TIL's values and vision. Detail of the awards and recipients await you in the People page. We bring you a glimpse of the TIL celebrating the special day across India.



Taratolla



Asansol



Guwahati



Noamundi



West Bokaro SEB



Kamarhatty

Encouraging Creativity - Sit & Draw Competition

To mark the occasion of TIL Foundation Day, a Sit & Draw Competition was organized at Taratolla, Kamarhatty and Sahibabad amongst children of TIL employees. Contestants were segregated in two categories - between 5 to 9 years



and 10 to 14 years. A panel of judges

selected three best paintings in each of the two categories and prizes were distributed to the winners on the spot. The topics for this year were 'My School' or 'Picnic with my Family' for group A and for group B it was 'A Day out

with Friends' or 'Our World in 2050'.

The programme was also carried out at HZL Agucha, West Bokaro-SEB, Asansol, Mumbai, Bhubaneswar,

Lucknow, Udaipur branches. All locations witnessed a good turn-out of enthusiastic participants.

Like last year, select paintings from these entries are to be used as TIL's New Year Cards for 2010.

Celebrating Bijoya Sammeloni

Tractors India Employees Recreation Club once again recreated the magic of Bijoya for TIL members through 'Bijoya Sammeloni' - a cultural evening at Taratolla.

The evening was graced by Manju Mazumder and Neela Banerjee as special guests, our Vice Chairman & Managing Director Sumit Mazumder and CFO Aloke Banerjee along

with other members of TIL. The programme presented powerpacked cultural performances that included song, dance and poetry recitals by our employees. Aparna Guha, Biplab Mitra, Debanita Dev.





Shrijita Banerjee, Kamal Debnath, Sudeshna Chakrabarti, Amitava Gupta, Oindrilla Nag, Siddhi Ajmera, Saonlee Dutta, Delna Eldo were some of the participants. The evening, besides showcasing the multifaceted TIL talents, also brought out the true spirit of Bijova- 'a time to meet and a time to celebrate'.



TIL has always been proactive in its efforts to create a satisfying work environment, one that encourages employee engagement. To put more focus on this great endeavour, TIL recently formed a special team, called Sparkle for organizing various employee engagement activities amongst the TIL employees.

We bring you some highlights of the various sparkling touches by the Team Sparkle:

Maayer Agomoni - Welcoming Goddess Durga in Style

TIL celebrated the beginning of festive season through an entertainment evening to create a better bond amongst TIL members. The Sparkle team organized 'Maayer Agomoni' – a cultural evening at Taratolla on the occasion of Mahasasthi. The celebration was sheer entertaining in nature and included a ramp show with the theme of Indian Ethnic Wear.

Remo walk pa



The participants were none other than our own TIL members. The evening was graced by special guest of honour Manju Mazumder. The programme took off with a beautiful song by Amitava Gupta followed by the Fashion Walk in ethnic attire.

TIL models walking the ramp were: Aparna Guha, Samir Purakaysta, Prashanta Banerjee, Mrityunjoy Banerjee, Poulomi Mukherjee, Avinash Kr Jha, Biman Sarkar, Dimple Jaiswal, Anup Bose, Haradhan Paul, Saonlee Dutta, Indranil Mukherjee, Joyonto Ghosh, Santibrata Dutta, and Samar Pal. The show was judged by Manju Mazumder and Subir





Awardees receiving prizes from Manju Mazumder and Subir Bhattacharayya

Bhattacharayya and the awardees were Mrityunjoy Banerjee for Best Shriman, Dimple Jaiswal for Best Shrimati, and Haradhan Paul as Best Entertainer. The fashion show was an instant hit and makes all of us look forward to having such celebrations more often in future.

Diwali Bash

TIL Sahibabad celebrated its first ever "Diwali Dhamaka" get-together with all employees and their families in October

Dhamakedar Moments

2009. The occasion was graced by Sumit Mazumder-Vice Chairman and MD-TIL.



everyone's family, various competitions were organized which included Rangoli (for ladies of all ages), Musical Chair (for children up to 15 years of age) and

With the purpose of involving

to 15 years of age) and Antakshari (open for all). This was followed by an exciting magic show by



renowned magician Jitendar Singh Babbar. The evening ended with the prize distribution ceremony and an incredible fireworks show. The grandeur of the fireworks was a befitting end to a great evening that will be cherished by all.

Quiver 2009: Corporate Quiz

TIL's first Corporate Quiz – QUIVER was organized by the Sparkle team in August this year at Taratolla. The quiz was attended by all the members of TIL including the senior management.

The quiz got an encouraging participation from TIL Taratolla and Kamarhatty. Quiz Master was Sanjoy Roy Chowdhury. Total of 33 teams having 2 members per team participated in the preliminary round with six teams qualifying for the finals. The rounds comprised of questions, video clips, audios related to all spheres like politics, entertainment, social, corporate etc.

The Quiver winners were Sudipta Gangopadhyay and Biplab Ghosh from MHS, Kamarhatty and the runners-up were from PSS Taratolla – Avishek Mukherjee and Sanway



Winners Sudipta Gangopadhyay and Biplab Ghosh with the trophy



Quiz Master with the participants at the Q&A

Banerjee. Prizes were also given to the other finalist teams and those who answered from the audience as well! It was a truly enjoyable event combining knowledge with fun.

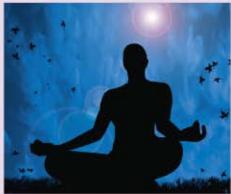


Alok Tripathi handing over the runners-up prizes to Avishek Mukherjee and Sanway Banerjee

Revita - Stress Management Seminar

Sparkle team organised REVITA – a seminar on Stress Management along with Panacea Health Solutions, a social organization known for promoting "Natural Treatment Concept" for healthy life. The seminar was conducted at Kamarhatty factory on September 2009.

The seminar consisted of tips on Naturopathy cures, Diet Management, Relaxation Techniques and Physical/ Mental Exercises that are found to be effective against many diseases. All participants found the techniques useful for stress management and recommended more such events in the future.



X X Z

Competency Management - The TIL Way

A competency can be defined as a combination of related knowledge, skills, and attitudes that: 1) affects a major part of one's job; 2) correlates with performance on the job; 3) can be measured against well accepted standards; 4) can be improved via training and development.

Competencies are important for organizational success as well as personal performance. Competencies bridge what an organization or function wants to achieve and provides specific ways to achieve it by describing what employees need to do. For competencies to be truly valuable, they should be future-focused and aligned with the organizational strategy.



Fig. 1: How Competency Model is developed

TIL's Competency Model

From an understanding of TIL's Vision, Values, Strategy and a benchmark study of related organizations, a behavioural competency model has been developed for TIL. The model outlines behavioural competencies which are grouped according to various levels in the organization.

TIL has adopted a three stage model to cater to the competency requirement of various levels. These three stages are: Operational, Managerial and Leadership. For each stage, the behavioural competency requirements have been determined. All the competencies are further elaborated through behavioural indicators. For each competency, behavioural indicators have been grouped into 4 expertise levels.

These levels have been determined according to various parameters such as Scope of the job (People, Financial, Complexity), Impact of the job (Internal, External), Decision Making (Complexity, Time horizon of impact and Degree of Autonomy). Each level has a Mother-child relationship with previous level. This means that behaviours at level 2 imply a capability to demonstrate behaviours at level 1.



Fig. 2: TIL's Competency Model

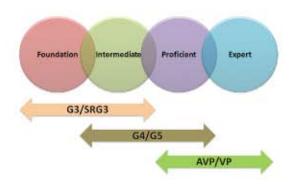


Fig. 3: Different Levels of Competencies

Operational Level

Employees at level G1 and G2 are mainly responsible for execution of various tasks set by the Mangers. Hence the competency requirement at this level would be mainly of Operational nature.



Fig. 5: Competencies at Managerial Level

Leadership Level

Employees in grades G4/G5 are at Strategic Level being responsible for formulating strategies that provide direction for Managers to create operational level plans and tactics for teams to execute. Employees in AVP/VP grades are at Visionary level being responsible for envisioning the future and providing direction for formulating strategies of the organization. Both these levels have certain similarities in the competency requirements; however, the required expertise levels would differ.

For the G4/G5 employees, the required expertise levels are as below:

Level 1: Intermediate

Level 2: Proficient

For the AVP/VP employees, the required expertise levels are as below:

Level 1: Proficient

Level 2: Expert



Fig. 4: Competencies at Operational Level

Managerial Level

Employees at level G3 and SRG3 are mainly responsible for driving strategies formulated by the higher levels through their teams. Hence the competency requirement at this level would be mainly of Managerial nature.

The different levels have also been illustrated below. For Managerial competencies, the required expertise levels are as below:

Level 1: Foundation

Level 2: Intermediate



Fig. 6: Competencies at Leadership Level

Going forward, TIL would need to develop capabilities to support a technologically savvy world class manufacturing and a very effective sales and service organization. The model helps us at TIL to define and develop the competency requirement of different levels in order to achieve this vision and translate the same into positive growth every year.



TIL Caring Day

"The capacity to care is the thing which gives life its deepest significance."-Pablo Casals

Like each year, our 65th Foundation Day was observed as TIL Caring Day. To reinforce our commitment towards corporate social responsibility, this year our 'Matching Contribution Programme' was observed with moments spent touching lives and making a difference - extending our support to people suffering from impairment of vision, speech or hearing.

Two institutions were identified at Kolkata - Calcutta Blind School and Calcutta Deaf & Dumb School, A Special Meal, Braille Paper, Mosquito Nets and Gift Hampers were organized for students of Blind School, while four Speech Trainers and Food Packets were handed over to the Deaf & Dumb School students.

The same activity was carried out in other locations like Sahibabad, Agucha, Asansol, Bhubaneswar, Mumbai, Chandigarh, Chennai, Kamarhatty, Lucknow, Udaipur, and West Bokaro - SEB.



Taratolla & Kamarhatty - Calcutta Deaf & Dumb School, Rajabazar, Kolkata



Handicapped, Faridabad



West Bokaro SEB - with the School Teachers and Students



Taratolla & Kamarhatty - Calcutta Blind School, Behala, Kolkata



Bhubaneswar - Nirmal Hridaya



Mumbai - Cheshire Homes

Blood Donation Activity at TIL - All it Costs is a Little Love

As a part of the 65th Foundation day celebration, TIL initiated a blood donation camp at Taratolla and Sahibabad.

Donate Blood - Save a Lij

Aloke Banerjee receiving an Appreciation Certificate from Rotary Club

The response to this noble initiative from TIL members was spontaneous with a participation that was extremely encouraging. The blood donation camp in Taratolla

was organized in association with the Rotary Club of Behala and Health Point. The Sahibabad activity was organized in association with Rotary Blood Bank of Delhi.

This is yet another gesture by TIL to make a difference between Life and Death.

TIL - Vision & Values at Work

Regardless of how big we are and how much market we cover, as **One TIL** we share a Vision and a set of Values that hold us together and drive us wherever we are and in whatever we do. Our Vision and Values are our guiding star and form the DNA of TIL culture.

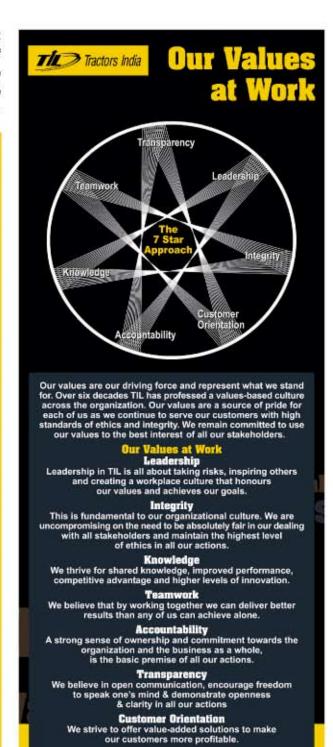
Our Vision

A responsible corporate citizen, valued by customers, respected by principals, and worthy of high esteem of all stakeholders.

We will achieve this by manufacturing world class products, represent global leaders and build a world class service organization. We will focus on growth opportunities resulting from India's Infrastructure build, and leverage rentals & used equipment.

The unstinted commitment and relentless contribution of each employee will translate into positive growth of the company every year.





Chairman's Stellar Award 2009



This year CHAIRMAN'S STELLAR AWARD for Outstanding Commitment to TIL's Core Values went to Aloke Banerjee-CFO. The award is TIL's way of acknowledging his true commitment towards TIL core values and embracing them to take TIL forward to the next level of excellence.

Hallmark Award 2009



This year the HALLMARK AWARD FOR **OUTSTANDING LEADERSHIP** recipient was none other than A H Kewalramani, Vice President - Sales & Product Support. The award recognizes his ability to demonstrate all the leadership qualities that have motivated us and steered TIL through the years.



This award is for those with a relentless effort towards achieving excellence in Innovation, Problem Solving, Teamwork, Commitment and Contribution to the growth of TIL. This year the TIL STAR awardees are:



Amalangshu Pal



Avishek Mukherjee



Gurpreet Singh



Indranil Mukherjee



J K Bassi



Manu Talwar



Naveen Chander



Prasun Chatterjee



Partha P Chakraborty



Soumya Biswas



Umashankar



Vipin Kumar

congrats from Team TIL!!

Congratulations









Way to GoKiddo!!

Congrats to **Parijat Niyogy**, son of Pinaki Niyogy - MHS division, Kamarhatty who stood second in the inter school drawing competition organized by Aeronautical Society of India, Kolkata chapter. He was in group 'A' and theme for the competition was 'Future Generation Aircrafts'.

DADAGIRI in TIL

Congrats to Saonlee Dutta of KRM Department for participating in the popular television show 'Dadagiri' and winning hearts. Out of 19 participants, Saonlee was selected in the top six and was declared the joint winner for the show.





Great Job Done!!

Congrats to **Sudip Goswami** of Training Department for successfully achieving **TCDP Level 2** under the DLMS Service Campus. He is the first participant from TIL who has successfully acquired the seven certifications under TCDP Modules.

Keep Winning!!

Subir Kumar Basak of PSS Parts at Taratolla is the proud winner of a Yamaha Crux Motorcycle. He had participated in '15 days 15 Bikes' Contest organized by 91.9 Friends FM channel.







A violin in the Evening

In the nice & breezy evening,

Zephyr was passing through the village fair;

I saw her in red dress, dancing

I felt like smelling the aroma of her hair.

It was violin, wine & dance,

Just beside the old village tree

Everyone was enjoying as if in a trance

I was lost for one little second or perhaps three.

I was aware of me a man from city,
Still wanted to join the group
Take a sip in the wine and the beauty
Both of which were abundant in the troop.

I came home disheartened
But was never in a disillusion;
Still wanted to be drunken,
But droplets of tear were
blocking my vision.

Aniruddha Choudhury Accounts Executive TIL Ltd

Keep Going...

Congratulations!!

We are proud to present the children of our TIL members who have scored high grades in different board examinations. Wishing you success in all your future endeavors.



KANKAN DAS, D/o Mihir Kanti Das P&A - Taratolla

SOHAM MITRA, S/o Madan Lal Mitra MHS - Kamarhatty





RIYA MANNA, D/o Ratan Manna CMS Workshop - Taratolia

DIGANTA BHATTACHARYA, S/o P.K. Bhattacharya CMS Service - Siliguri





TIL TALENT BOX

We invite creative contributions from you and your family members. If you write, paint or sketch - do send us your creative inputs and we will publish them here.*

*Subject to assessment by Judges

In Memoriam

Your presence we miss

Your memory we treasure,

Loving you always

Forgetting you never.



Nanda Dulal Srimani 1925-2009

Nanda Dulal Srimani, the AITUC union leader who had a long association with our Kamarhatty factory left for his heavenly abode on 15th November 2009 at the age of 84.

He started his career as a Railway Employee in Assam and Bengal Railways in the year 1944 and involved himself in Bengal Assam Rail & Road Workers' Union of which Sri Joyti Basu, former Chief Minister of West Bengal was the President. Besides being the revered President of Coles Cranes Workers' Union from 1962, he was also actively associated with many trade unions and employee associations of various organizations like National Tobacco Employees' Union, Basanti Cotton Mills Workers' Union and other Trade Unions as well as Federation of Engineering, Cotton and Jute Textiles, West Bengal Electricity Board Staff and Employees Association. In politics he was holding the post of Secretary, Central Control Commission and Member of the National Council of Communist Party of India. In 1973 he represented A.I.T.U.C. in international seminar of Non - Aligned Council of Trade Union.

On behalf of TIL Limited, we express our deep sadness at the demise of our beloved 'Srimani Da'.

He was a true believer of working hand in hand as a team in TIL contributing towards the rapid growth of the company. We will truly miss him though his memories will always remain in our hearts.

~ Team TIL ~

Unlock the Body's Natural Healing Abilities

Reflexology is regarded as a natural healing science. This healing modality is totally based on a technique that applies pressure on minute areas of the feet. This pressure actually stimulates important points on the foot that transfers energy and stimulates balance throughout the body.

Reflexology is very efficient for addressing a number of stress related ailments like:

- · Migraines · Infertility · Arthritis · Sleep Disorders
- Hormonal Imbalances Sports Injuries Digestive
 Disorders Back Pain Stress-Related Conditions

History shows that reflexology dates back to around 2500 BC and was widely used by the Egyptians, the Indians, and the Chinese. Even some of the African tribes worked with the points on the foot.

In a reflexology chart the body is reflected on the feet or hands, it serves as a map for technique application to target health goals.



The Regions of the Foot

As with most eastern medicine, reflexology divides the body and soul into four separate elements: earth, water, fire, and air. Reflexologists correlate each of these elements with a specific area of the foot.

- The heel is associated with earth, and thus with emotional or spiritual issues stemming from physical well-being, such as housing, work, and family.
- . The area between the heel and the ball of the foot is

associated with water, and thus with issues of emotional balance, such as worrying.

- The ball of the foot is associated with fire, and thus with issues such as anger and fear.
- The toes are associated with air, and thus with cognitive issues, such as muddled thinking or inability to focus.

By studying the color and feel of these four distinct regions, reflexologists can identify possible clues of emotional or physical imbalances. For example, the ball of the foot tends to be the reddest area. If the toes are just as red, that might indicate that a personis anger may be overriding rational thought. If, upon massaging the foot, the foot becomes moist, this can be an indicator that the person was holding in emotions and now, through the massage, is beginning to let go of those emotions.

Reflexology Treatment for Stress

Reflexologists can approach stress in a number of different ways. First, general massage of the foot and hand tends to make people relax and help them release tension, connect with their emotions, and break pain cycles. These techniques include:

- Using a closed fist to run up and down the water region of the foot
- Using the knuckle of the pointer finger to massage the heel
- Catching the foot between the palms of the hands and rubbing in a circular motion
- Using the thumb in a caterpillar-type motion to run downward along the backbone reflex area from the side of the big toe to just under the ankle
- Massaging the ball of the foot, the solar plexus (the spot in the center of the foot just under the ball), and the toes

Compiled from World Wide Web

After reading this, you'll go "duh, I didn't know that."

No word in the English language *rhymes* with **month**, **orange**, **silver** or purple.



"Dreamt" is the only English word that ends in the letters "MT".

(Are you doubting this?)

There are two words in the English language that have all five vowels in order: "abstemious"

and "facetious."

A cat has 32 muscles in each ear.



A goldfish has a memory span of three seconds.

A snail can sleep for three years.

Peanuts are one of the ingredients of dynamite!

Rubber bands last longer when refrigerated.



Winston Churchill was born in a ladies' room during a dance.

Now you know more than you did before!!

Two Words

A prince had a curse put on him when he was a little boy. He could only speak two words every year. But, if he didn't speak for a whole year, he would then be able to speak 4 words the next year and so on.

One day he met a princess named Josie and he wanted to say "My Princess".

The next year he saw her he wanted to say "My princess, I love you".

The third year he saw her he wanted to say "My princess I love you, will you marry me?" But, the young prince, now growing older knew he would have to wait a couple more years.

So, on the fifth year, excited to finally present his question, he visited the princess.

He approached her respectfully and asked, "JOSIE, MY PRINCESS, I LOVE YOU. WILL YOU MARRY ME?"

And the princess said, "Pardon?"



