

TIL TALK

JANUARY - MARCH 2010

OUR NEWS VIEWS & EVENTS



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Message from Vice Chairman & Managing Director



Dear Reader,

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

Corporate India is showing signs of a fast paced recovery and the various measures outlined in 2010-2011 budget are expected to put the economy back on a strong growth path. The outlook in the infrastructure space is extremely positive and TIL is prepared to respond to the growth opportunities with a motivated work force, world class technology and innovative product and service offerings.

During 2009 and early 2010, TIL constantly worked towards taking proactive steps and improving our customer focused strategies to drive a rewarding 2010.

Of the many value enhancing activities we have taken, the most significant was to form a wholly owned subsidiary called Tractors India Private Limited (TIPL) which, effective 1st April, 2010 accounts for the entire Caterpillar business of construction, mining and power systems. The Caterpillar business is further restructured into four Territorial Dealerships with the sole objective of getting closer to our customers, providing quicker response time and better service resulting in market leadership and business growth. On 18th March the historic moment was created by signing the Sales and Service Agreement (S&SA) with Caterpillar, in presence of Mr. James W Owens-Chairman and CEO-Caterpillar Inc.

Besides featuring this realignment and the milestone ceremony of S&SA signing, this issue of TILTalk also brings you the story of another accomplishment at the Material Handling Solutions division- the signing of a Distributorship Agreement with Potain India Pvt Ltd for Sales and Service of Tower Crane range covering the territory of Eastern and Northern India.

Last November, TIL embarked on the journey of Accelerated Improvement Program (AIP), aiming to achieve 25% reduction in manufacturing cost. With positive results already being derived from the three waves currently underway, I am positive TIL will be further empowered to drive the growth path effortlessly and efficiently with the help of AIP.

The stories of Customer Service excellence keep pouring in and I am happy to share them with you. It is indeed encouraging to see these great instances of product support and how they create and strengthen the enduring partnership we have with our customers.

The usual feat of events, employee engagement activities, and people pages continue to showcase TILs commitment to create a great workplace.

Happy reading!

Sumit Mazumder
Vice Chairman & Managing Director

The outlook in the infrastructure space is extremely positive and TIL is prepared to respond to the growth opportunities with a motivated work force, world class technology and innovative product and service offerings.

Enhancing Brand Value - CII Biz Bridge 2009 A unique Platform for Business to Business Synergy

TIL Stall at CII Biz Bridge

For the second year in a row, Biz Bridge proved to be a successful B2B Exhibition and Conference on manufacturing and engineering. Held in December 2009 at Salt Lake Stadium Heliport Ground, Kolkata - the 4 day show which was organized by Confederation of Indian Industry (CII) lay equal emphasis on power, energy, metals, minerals, railways, wagon building and international linkages. This time as an added focus, there was a dedicated Defense Zone and a Seminar with presentations on defense opportunities and best practices.

Inaugurated by Shri Manabendra Mukhopadhyay, Minister-in-charge of Tourism & Micro, Small Scale Enterprises and Textiles - Govt. of West Bengal, the event served as a unique platform for business to business synergy through exchange of ideas, product displays, focused business presentations, live demonstrations and new technologies for all stakeholders under one roof. As a one stop shop forum, Biz Bridge showcased the prospects and opportunities in several verticals and sectors in Eastern India.

TIL's association with defense started way back in sixties as a large supplier of mobile cranes to Indian Army. Over the years this association extended to IAF, Navy, Ordnance Factories, Shipbuilding, DRDO etc. TIL today is a regular industrial partner to India's defense sector. To highlight this accomplishment, TIL associated with the event by showcasing its range of defense related products through successful branding and imagery. Alongside, we also highlighted the new business tie-ups i.e., Hyster and Astec as well as our existing product line.

Satish K Bhatnagar - President Material Handling Solutions Division was also the chairperson for Defense Conference organized by CII having the theme Defense - Industry partnership and the emerging landscapes .

All in all, the event generated good response and helped TIL enhance its brand value amongst the target audience.



S K Bhatnagar chairing the Defense Session

TIL organizes Customer Meet to showcase Astec Double Barrel Technology

The new business division of MHS recently held a Customer Seminar cum Meet in Hyderabad to showcase and promote the different features and benefits of Astec Double Barrel Hot Mix Continuous Plants of different configurations and types. It was also an occasion to have a soft launch of the Astec Double Barrel Hot Mix Technology.

The Meet saw participation from over 16 companies representing all the major contractors in Hyderabad. The Welcome Speech by MHS president S K Bhatnagar was followed by various presentations and interactions such as - overview of ASTEC Group of companies, introduction to Double Barrel Technology, success stories and case studies from Europe, Asia and China. NHAI and Government regulations on construction technology and methodology to be used for NHAI Projects were also discussed.

Steven Claude, Vice President - International Sales of Astec Inc., apart from giving overview of Astec and its group companies, delivered the key presentation on evolution of Hot Mix Technology and Double Barrel Hot Mix Plant. He also gave a brief presentation on Warm Mix Technology - a global trend that is gaining fast acceptance in USA.

TIL's initiative to bring in new technology was truly appreciated by all attending the Meet with customers acknowledging the Double Barrel Technology and its benefits. It was also an ideal forum to exchange feedback on ways to improve product support, delivery time and cost competitiveness. The Hyderabad Meet served as a great opportunity to understand the customers better - a critical success factor to drive superior Customer Service.

Hyderabad Customer Meet in progress



Steven Claude addressing the audience



TIL to market Potain Tower Cranes

On March 7th this year, MHS division of TIL achieved another milestone by signing a Distributorship Agreement with Potain India Pvt Ltd, a part of Manitowoc Group for Sales and Service of Tower crane range covering the territory of Eastern and Northern India.

Senior officials of Manitowoc, Glen Tellock - President & CEO, Manitowoc Inc, Eric Etchart - President, Manitowoc cranes, Gilles Martin - Vice President, MCG, Asia and Raman Joshi - Vice President, Manitowoc cranes India were present to grace the occasion. From TIL the event was represented by Sumit Mazumder, Vice Chairman and Managing Director and S K Bhatnagar, President-MHS division along with other senior officials.

Potain is a global leader in Tower cranes, with more than 100,000 cranes sold and installed. The company produces over 60 models from its manufacturing plants in France, Portugal, China and India. Potain range extends from 1.0 ton to 160 ton for varied applications including construction sites, dam building projects, power stations, ship building yards and bridge building projects. Currently Potain offers three families of Tower cranes. Smaller cranes are Self-erecting and range from 1.0 ton to 8 ton capacity. Higher and bigger are the Top-slewing cranes, varying from 8 ton to 64 ton capacity. There are also the large custom designed special application cranes with capacity up to 160 ton. Potain India plant focuses on cranes from 5 ton to 16 ton capacity that are in demand with Indian construction industry.

TIL has been associated with Manitowoc Lattice Boom Crawler cranes and Grove Hydraulic Mobile cranes over decades and now with Tower cranes in its portfolio, TIL further strengthens its product offerings as well as its enduring partnership with Manitowoc.

This new agreement reaffirms that TIL is better geared up to optimize the market opportunities and reach its next level of growth.



Sealing the deal - Raman Joshi and S K Bhatnagar



Potain and TIL officials at the Signing Ceremony



A visit to the Kamarhatty factory

Training on Pinaka N-135 Crane

At TIL we know that business demands more than just quality products. That's why we offer the additional resources like trainings and capability development that add value to our Customers' operation and contribute to their success.

Recently the MHS division successfully executed an order for 40 Nos. Pinaka N-135 cranes. The order was placed by M/s. Bharat Earth Movers Limited for deployment at Indian Army Rocket Regiment for missile handling located at Talbet & Nashirabad.

The Customer Support Team visited the aforesaid locations to impart operational training to 60 Army personnel.



Training in progress

Customer Service to IOCL

MHS procured another training order in March 2010, from Indian Oil Corporation Ltd. (IOCL), Guwahati Refinery to impart service training on GMK 4080 crane.

The training was carried out in two parts - practical training on the machine at the refinery site and another part involving theory and practices conducted at our Kamarhatty factory. The training was given by S B Dutta and Arnab Pal of our MHS Customer Support and was attended by a large number of participants from the Operation and Maintenance department of IOCL. This kind of training will go a long way in reinforcing TIL's superior Customer service.



AIP- the new DNA of MHS

TIL embarked on the journey of Accelerated Improvement Program (AIP), last November with an aim to achieve 25% reduction in manufacturing cost. After the successful launch, four full time members under the able guidance of Core Committee, Project Champion and Project Sponsor are currently working towards achieving this aggressive target.



The entire exercise is broken down into three waves viz. Wave-I comprising of Fabrication and Machining areas, Wave-II comprising of Assembly area and Wave-III comprising of Test Bed and Paint Shop. With a bottom up approach, a total of 55 members have participated in this process. Among the 66 ideas generated in Wave-I, a total of 45 have already been implemented and the remaining 21 are under implementation. Similarly for Wave-II, 69 of the 125 ideas generated and for Wave-III, 10 out of 69 ideas have been implemented. As on date a projected saving of Rupees 1 crore 72 lakhs has been made from the ideas generated from all of Wave-I, II and III. Continuous efforts are also being made to invite more innovative ideas so as to achieve the target at the earliest. Initiatives to reduce the Material Cost and Throughput improvement are also taken up to meet the overall targets.

The positive results clearly indicate that AIP is all set to build better competitive edge for MHS and further enhance organizational effectiveness.

RT 880 commissioned at Numaligarh Refinery Limited (NRL)

TIL's Rough Terrain Crane model RT 880 was recently commissioned at Numaligarh Refinery Limited (a Bharat Petroleum Corporation Limited subsidiary) in Numaligarh, Golaghat, Assam.

NRL has been using TIL Rough Terrain Crane model Husky 640M since the inception of the refinery in 1995. After using the crane for 15 long years, which is still operational, NRL has procured model RT 880 for its plant expansion and modernization projects.

This indeed is a clear indication of the reliability of our cranes among the users. The enduring relationship between NRL and TIL is a testimony towards our organizational motto: We make our customers more profitable.



Commissioning of RT 880 at NRL

SKILL in TIL

Swapan Kunda of MHS Division, Kamarhatty secured 2nd position in 22nd Work Skill Competition organized by CII (Eastern Region) in WELDER Category (above 22 Years).

The Confederation of Indian Industry (CII) has been conducting National Work Skills Competition since 1989 to encourage workers in the engineering industry in India - by recognising excellence in skills and creating awareness among workers for skill augmentation.

The competition was held in December 2009 and Swapan Kunda - participating on behalf of TIL achieved this feat despite stiff competition from highly skilled welders of M/s GRSE, TATA STEEL, BHILAI STEEL PLANT and TELCON to name a few.

With this success Kunda is now qualified to contest in all India competition to be organized by CII.

Salut Swapan Kunda !! We wish you all the best.



Proud winner

TIL at IME 2010

With the objective of showcasing TIL leadership in the mining segment, the Construction and Mining Solutions (CMS) division of TIL participated in the International Mining Exploration, Mineral Processing and Machinery Exhibition (IME) in January 2010 at the Netaji Indoor Stadium, Kolkata.

The exhibition showcased mineral and mining technologies, machinery and equipment, mineral processing procedures, latest technology and their innovative applications, R & D, logistics, communication, safety and health aspects of the mining and allied Industry. The exhibition which saw a great footfall, offered unparalleled business opportunities for the mining and minerals industry.

Our stall was inaugurated by Sri Prakash Jaiswal, Minister of State (Independent Charge) Ministry of Coal and Statistics & Programme Implementation - Govt. of India along with some major customers like ECL, BCCL, Tata Steel, SAIL, NALCO and others. There was a great display of CAT models like 14M-MG, 990H WTL, 789C OHT through effective visual branding. A simulator was also set in the stall for demo purpose. Alongside the 4 day exhibition, there was a three day Asia Mining Conference attended by many senior officials from TIL such as G V R Murthy, President of CAT Business, Alok Kumar Tripathi, Debojit Bhattacharjee, Arun Grover. Hugo Chang, Ding Almazan and other senior officials from Caterpillar also attended the exhibition and seminar.

The stall co-branded with Caterpillar and GMMCO was awarded the best stall in Equipment Manufacture - International Sector.



The stall at a glance



Inauguration of stall by Sri Prakash Jaiswal



Customer interaction at the stall



Alok Kumar Tripathi - TIL receiving the award for the best stall in Equipment Manufacture - International Sector



Demo on Simulator

Strengthening Customer Connect Customer Meet at Jammu

We value our customers the most and in order to serve them better we initiated a Customer Care Meet in Jammu. Organized in December 2009, the meet was attended by over 50 contractors of Jammu and Srinagar. The response was very good with customers appreciating the initiative taken by TIL. An important achievement for us on the same day was the handing over of one number 424B Backhoe Loader to Pawan Sharma - an esteemed customer.

On this occasion, A H Kewalramani, Vice President - SBU (North) and Subir Bhattacharjee, Advisor shared the initiatives taken by TIL to improve Customer Support in Jammu and other locations, and also emphasized on our commitment to enhance Customer Experience through differentiated and innovative services. Sanjeev Malhotra, Industry Manager (BCP) Caterpillar India Pvt Ltd informed everyone present in the Meet about Caterpillar's future plans for India.

The Meet was highly interactive in nature with customers sharing their views on further enhancing Customer Service. The Meet truly facilitated free exchange of feedback between customers and TIL management, which would go a long way in establishing TIL as a TOTAL SOLUTIONS PROVIDER.



A H Kewalramani addressing the customers



Subir Bhattacharjee addressing the customers



Deepak Jolly speaking at the Meet



Subir Bhattacharjee handing over a 424B Backhoe Loader to Pawan Sharma



Interaction with customers during the Meet

Towards Enhancing Customer Experience Customer Meet & Launch of K Series Motor Grader

Snapshots from the Meet

We always believe that effective customer Interface is critical to creating a superior Customer Experience. Our numerous Meets and Road Shows bear testimony to this very conviction of ours.

We recently organized a Customer Meet in New Delhi on March 2010. Besides the objective of getting first hand customer interactions and updating them on our business initiatives, the Meet also acted as a suitable platform to launch CAT K Series Motor Grader.

The occasion coincided with the visit of William Roberts, Caterpillar Asia Pacific Large Contractor Industry Manager and Dan Gove, Regional Product Manager, Caterpillar (Medium Tractors, Wheel Loaders and Motor Graders) to India. The Meet was also attended by senior Caterpillar officials like R Muralidhara Reddy, Director-Large Contractor, India, Gurman Reen, Territory Manager, India-North, Greg Mumford, Industry Manager-Asia Region and S Jaychandra, Manager (Major Accts-India). TIL was represented by G V R Murthy, President - Caterpillar Business, A H Kewalramani, Vice President - SBU (North) and Manoj Garg, AVP-Mining, along with other key officials from Sales & Product Support.

The Meet saw encouraging participation from customers who graced the event and provided excellent opportunity for us as well as Caterpillar for face to face interactions and exchange of views.

The event was also used as a platform for the launch of CAT K Series Motor Grader. Speaking on the occasion, William Roberts said, - The launch of K Series Grader is a part of Caterpillar policy of continuously upgrading the product and enhancing customer value. Built for productivity, reliability, efficiency and versatility, the K Series Motor Grader is one machine, customers can rely on to shape tomorrow's world .

Emphasizing on the performance aspect - A H Kewalramani from TIL said that, - with the K Series Grader the best has just got better with increased productivity and better fuel efficiency. Coupled with it, a choice of work tools and attachments increase the versatility of the machine regardless of terrains or applications . Customers were also shown various audio and video presentations highlighting the product features, production facilities and applications.



Kudos to PSS-Petro group

Our Petro Group recently bagged a prestigious order for supply, erection, commissioning of 2 X G3516 (2 x 1400kwe) Gas Gensets at ONGC, Agartala. This is the first camp power project ordered by ONGC based on Gas Gensets on an all India basis. The expected start-up date of the plant is slated to be December 2010. This is a green field project where all installation inclusive of civil and comprehensive O & M for 5 years is under TIL. The plant will provide power to the ONGC complex which includes their offices, housing, dispensary and allied services.



Okhla Branch wins Service Contract

Indian Railway Catering and Tourism Corporation Ltd. (IRCTC) has installed a Caterpillar 600kVA DG set in their Internet Ticketing Center in New Delhi. This generator serves as a back up power in case of emergencies to keep the center up and running and to ensure that the facility never faces un-planned outages.



Our Okhla branch, which provides the After Sales Support for this DG set, had many interactive meetings with the customers, identified the needs and offered a comprehensive solution package. The complete basket of offerings included - attending to site within 2 hours of Customer Call on 24 X 7 basis, scheduled maintenance and minimum downtime of the DG set.

TIL engineers were successful in proving their commitment to support IRCTC and in return were rewarded with a One Year Comprehensive Annual Maintenance Contract for this 600 kVA DG set from IRCTC. This is yet another success of PSS Product Support in demonstrating Customer Support excellence.

Well done !! Ranchi Branch

Our Ranchi branch recently took Customer Support to new heights with their response and delivery of services.

M/s. A.K. Transport and Calcutta Industrial Supply Corporation own a fleet of Caterpillar machines deployed at their various construction projects. Recently they expanded their mining business and purchased Wirtgen Surface Miners powered by Caterpillar 3412E engines. The engines have clocked over 17,000 hrs without any major breakdown. This consistent performance of the engines powering the Wirtgen equipment helped our customers to complete their projects on time - a true testimonial to our commitment towards making our customers more profitable. The reliability and durability of CAT engines coupled with the quality and speed of performance of our Customer Support team - Ranchi branch earned great appreciation from the customers.



While thanking our Ranchi branch for the excellent service, M/s. A.K. Transport wrote - We have recommended your company to others because of our satisfaction with your service and Caterpillar products .

Congratulations, Ranchi Branch for putting in your best to secure such Customer Loyalty!

TIL Participates in Dealer Service Training Focus Group(DSTFG) Meeting

To bring about the synergy between China and rest of Asia in terms of Service Training needs with a unified vision and mission, a program was recently organized by K B Chua - Manager, Technical Training Solutions, Caterpillar. Andrew Mason-Jefferies - Product Support and Sales Operations Manager, after the inauguration, shared with the participants Caterpillar's focus into emerging markets and how Customer Loyalty is deemed the most critical success factor in attaining the leadership position and PINS growth. He also spoke about the development of people, facilities and focused training on products and new models. This was followed by an address from M J Chan, TTS Manager of APM Product Support. TIL was represented by G. Sivaramakrishnan - Head, Center of Excellence and Saibal Mitra - 6 Sigma Master Black Belt who presented TIL's endeavors on Service Business growth and our emphasis on Customer Loyalty.

Other selected dealers also shared information on their successful training programs. Caterpillar presented their plans on Reman-Singapore facility, Marine and Mining product support and training needs.

The capability building initiatives taken by Caterpillar for 2010 included development programs in TCDP (Technicians Career Development Program), DLMS (Dealer Learning Management System), LCAT (Learning Capability Assessment Tool), CIAP(Caterpillar Instructor Accreditation Program) and Parts Reusability. When implemented effectively, these will benefit us in improving the training infrastructure, training aides, enhancing trainer capability, and ultimately developing a team of product support experts committed to promote Service as Business and create Customer Loyalty. Caterpillar is also working to convert DLMS and create a Performance Center with enhanced capabilities like customer campus, collaboration tools, LMS link to other dealers and OEMs.

The meeting concluded successfully with identified areas of opportunities to develop focused training programs.



Participants at the Dealer Service Training Focus Group(DSTFG) Meeting

TIL as faculty at IILM

Institute for Integrated Learning in Management (IILM), Greater Noida, recently organized a Management Development Program on 6 Sigma: Concepts and Applications in Kolkata. This was a 3 day program where TIL was invited to share experience of its journey to encode 6 Sigma in business operations. The program was attended by companies like ACC, Andrew Yule, and Hindustan National Glass among others.

G. Sivaramakrishnan - Head, Center of Excellence, Biswajit Mukherjee - 6 Sigma Deployment Champion and Saibal Mitra - 6 Sigma Master Black Belt were present as faculty. The session opened with an introduction on TIL and its profile with special emphasis on the role of 6 Sigma as an enabler for driving profitable growth. Mr. Sivaramakrishnan addressed the participants with his interactive session, explaining the need for 6 Sigma to generate business solutions in a competitive market and emerge as the leader, creating profitable growth and greater Customer Loyalty.

This was followed by presentations and sessions on TIL activities in executing 6 Sigma projects by Biswajit Mukherjee and Saibal Mitra. Our 6 Sigma project - Speedier Service Support was presented to the participants which helped to explain the various phases of the DMAIC methodology and the project deliverable in each phase. Caterpillar Production System [CPS] and its correlation with 6 Sigma was also explained.

The event generated enthusiastic response from the participants and was well appreciated by IILM management.



G. Sivaramakrishnan & Biswajit Mukherjee addressing the participants



G. Sivaramakrishnan interacting with the audience



6 Sigma presentation in progress



Biswajit Mukherjee explaining 6 Sigma Roadmap

New Business Association

As a part of our new business initiative and enhancing customer focus, we have recently tied-up with SEM, SITECH and Claycrete.

SEM

To establish market leadership in the Small and Medium Wheel Loader segment that promises a huge opportunity in India, we established a Marketing Distributorship Agreement with SEM for its range of Wheel Loaders [SWL & MWL]. The tie-up would enable us to offer machines with superior performance at a competitive price. Product Support will be the key differentiator in this nascent but fast growing segment.

SEM, founded in 1958, has over the years innovated and implemented a number of new technologies to its products - focusing on four major Customer Value Propositions - Reliability, Durability, Product Performance and Operator Comfort. After the successful release of the new 600 series Wheel Loaders in September 2007, SEM has been positioned at the forefront of the Wheel Loader industry with its proven world class R&D process in design, testing and production. These machines are efficient and multi-purpose and are used to handle bulk materials in mineral yards, construction yards, roads and ports. The SEM business will be run independently as a separate division of TIPL [the wholly owned subsidiary of TIL effective 1st April, 2010] with its own Sales & Service team. This is yet another example of TIL's continued commitment to partner India's infrastructure build and enhance Customer Value.



SITECH

An important requisite for customers today is job site productivity by optimizing fuel and maintenance costs for their machines ensuring maximum equipment health, fleet utilization and logistics. In short, the need of the day is to integrate Machine Monitoring with Site Management - possible through technological convergence which in turn enhances equipment productivity.

Our tie-up this year with SITECH is to provide Total Site Solutions to customers and improve productivity and lower costs on the customer construction sites. SITECH, the distribution arm of Trimble, is the brand name for the dealer distribution channel for products and services for the aftermarket. Trimble has the primary responsibility for managing the SITECH dealer relationship.

The new partnership with SITECH ushers in a comprehensive, reliable and rugged construction technology system that will enable our customers to better manage the worksite and their fleet. This is done with a complete portfolio of Connected Site Solutions, Site Positioning Systems, Construction Asset Management Services, Construction Software and powerful Wireless and Internet-based infrastructure that allow customers to make decisions in real time. These innovative solutions improve productivity at all stages of the construction workflow; maximizing return on investment. SITECH will also operate under TIPL [the wholly owned subsidiary of TIL effective 1st April, 2010].

CLAYCRETE

With this association, TIL (and TIPL - the wholly owned subsidiary of TIL effective 1st April, 2010) is all set to market the Claycrete products that offer innovative road building solutions. A dedicated team with Claycrete experts will run this business centrally from our headquarter in Kolkata leveraging the existing and new customer networks.

Claycrete is a unique process that combines project management and proprietary chemicals to transform native soils containing clay and/or limestone into pavement-like roads, site pads or solid base for paved roads. The result is weather-resistant, long-lasting and environment-friendly roads. As the process uses in-situ soils, it is fast and simple. Claycrete solution is also cost-effective and provides permanent alternative to traditional paving by combining engineering and road building expertise. This innovative road building solution is mixed with clay-based materials to create sub-bases, grades, pavements, running surfaces etc. The packaged solution comprises of one part engineering expertise, one part science and one part soil mixing methodology and is executed through the sequential steps when a project is initiated. Using Claycrete also permanently transforms problematic on-site soils into safe, strong, all-weather pavements and reduces equipment wear as well as improves HSE conditions.

With regard to service from in-depth site evaluation to routine maintenance, our dedicated and expert service personnel will extend the support to our customers and their sites to ensure that the Claycrete methodology is followed, adjust the implementation approach based on local conditions, and supervise the actual mechanical construction process.

We are now poised to offer complete packaged solutions to our existing Mining and Petroleum (Oil & Gas) customers in their respective operating sites translating into improved machine life, better maintenance, safety and the profitability of customer s business.

48 HOURS OF RAIN.

SITE: Ouenza Steel Mine
LOCATION: Algeria
WEATHER EXTREMES: Cold, snow, rain, drought
ENVIRONMENT: Mountainous
PROBLEMS: Mud, dust, ruts, rocks, washboard



CLAYCRETE TREATED **UNTREATED**

The image block contains a comparison of road surfaces. On the left, a white pickup truck is parked on a dark, smooth, and stable-looking surface labeled 'CLAYCRETE TREATED'. On the right, the same white pickup truck is shown driving through a deep, muddy, and rutted path labeled 'UNTREATED'. The background shows a rocky, mountainous landscape under a cloudy sky. Text at the top left reads '48 HOURS OF RAIN.' and text at the top right lists site details: 'SITE: Ouenza Steel Mine', 'LOCATION: Algeria', 'WEATHER EXTREMES: Cold, snow, rain, drought', 'ENVIRONMENT: Mountainous', and 'PROBLEMS: Mud, dust, ruts, rocks, washboard'.

A Giant Step: TIL Realigns to Enhance Business Excellence

Business is all about customers and at TIL we constantly strive to be more customer centric and drive sustained progress. Amongst the many initiatives we took in the past one year, the decision to realign our Caterpillar business in order to have a more dynamic customer- driven organization is another example of our endeavors in this regard.

Under this realignment strategy, TIL has formed Tractors India Private Limited [TIPL] to operate as a wholly owned subsidiary of TIL, effective 1st April, 2010. TIPL will be accounting for the entire Caterpillar Dealership business of Construction, Mining and Power Systems. To bring about laser focus in the business operations and personalized service to customers, the new realigned structure of TIPL is now spread across four Territories -

¥ TIPL East-Comprising of West Bengal, Bihar, North-Eastern States, Bhutan with headquarter in Kolkata

¥ TIPL South East-Comprising of Orissa and Jharkhand and headquartered in Bhubaneswar

¥ TIPL North-Comprising of Punjab, Haryana, Himachal Pradesh, Jammu & Kashmir, Rajasthan with headquarter in Udaipur

¥ TIPL North Central-Comprising of NCR, Uttar Pradesh and Uttaranchal having headquarter in Sahibabad

Besides the core purpose of creating a sharper focus and better value differentiators to serve customers better; this move will also enable us to expand the Material Handling business horizons further, focus more on CSAs and MARCs under Cat business and to emerge as a company that is more agile, more customer centric and committed to being a true Total Solutions Provider.

On 18th March, 2010, TIL created a milestone by signing the Sales and Service Agreements with Caterpillar in presence of Mr. James W Owens, Chairman & CEO, Caterpillar Inc. Under this agreement the entire Caterpillar business of CMS and PSS was transferred to TIPL. Mr. Rob Charter, APDS Vice President and Mr. Walt Bradbury, Asia Region Manager, signed the agreements for Caterpillar while Mr. Sumit Mazumder, Vice Chairman and MD — TIL, signed on behalf of TIPL. Mr. Mazumder now will also hold the responsibility as Chairman and Managing Director of the newly formed TIPL-the wholly owned subsidiary of TIL.

Mr. G V R Murthy — President and Jt. Managing Director of the newly formed TIPL along with the four territorial heads - Alok Kumar Tripathi [TIPL East], Debojit Bhattacharjee [TIPL South East], Manoj Garg [TIPL North] and AH Kewalramani [TIPL North Central] presented strategies and plans to expand footprints and capabilities to achieve market leadership in India. Mr. Owens and the Caterpillar team expressed great satisfaction regarding the plans presented by the dealer management team and reposed full support and trust in the success of this great initiative. The signing ceremony was also graced by Mr. Kevin Thieneman, India/Asean Country Manager along with Mr. Ed Melicor - Manager Distribution Services, Mr. Don Chenevert of Legal Services, Mr. EC Manohar Asia Region Strategy Manager as well as the Bangalore Distribution representative team.

The occasion was made more memorable when on the same evening TIL Chairman Avijit Mazumdar was felicitated by James Owens for his outstanding contribution, loyalty and partnership with Caterpillar for over 50 years. It was indeed a historic and a giant step for TIL - one that will be cherished forever.



L-R : Ed Melicor, Kevin Thieneman, Alok Kumar Tripathi, G V R Murthy, Rob Charter, Avijit Mazumdar, James W Owens, Sumit Mazumder, Debojit Bhattacharjee, A H Kewalramani, Manoj Garg and Walt Bradbury at the signing ceremony

Snapshots of the Milestone occasion



Chairman's Felicitation

Some cherished moments together...



CMS & PSS Zone

Annual Function

Tractors India Employees Recreation Club organized its 40th Annual Function in January 2010. This is one event that bears true testimony to the spirit of togetherness TIL so passionately nurtures.

The cultural evening saw multifaceted talents and enthusiasm of team TIL translating into superb performances. In the words of the Club President, Alope Banerjee - This is a very special occasion for me for being able to carry forward the legacy of TIL Recreation Club for forty years .

Presided over by our Chairman Avijit Mazumdar, the event was graced by Mrs Pia Mazumdar as chief guest, and attended by many senior officials and employees of TIL.

Like every year, the welcome address and felicitation were followed by award ceremony for TIL service holders completing 25 years of service and for meritorious students of TIL s extended family.

The evening progressed with Raghav Chaottpadhaya creating a great musical experience with his enthralling performance. Main attraction of the evening, however was the comedy called - Tulkalam . Directed by Sattya Priya Sarkar and produced by Tractors India Employees Recreation Club, the play was performed by members of team TIL. Refreshing and hilarious, the play stole everyone s heart. Best Actor, Best Supporting Actor and Best Actor in a Side Role Awards went to Partha Pratim Chakraborty, Kushal Majumder and Haradhan Paul respectively.

Besides the great performances and the excellent show, the evening yet again showed how we strive to make an ordinary workplace - extraordinary. We bring you some photographs to remember the event.



Kolkata Marathon

TIL participated in the FUN RUN section of Kolkata Marathon 2010 which was organized by CII in February this year. The atmosphere was charged with excitement and our team TIL ran a good distance braving the sun. The participants who did TIL proud were: Shanta Ghosh, Aparna Guha, Shraddha Saraf, Sanghita Dutta Gupta, Ranju Sengupta, Partha Pratim Chakraborty, Haradhan Paul, Kushal Majumder, Anirban Ghosh, Indranil Dutta, Manish Kumar, Jyotirmoy Ghosh, Dilip Sahoo, Kishor Dey, Sudipta Mukherjee.

We bring you some snap shots to remember the fun-filled day.





Annual Sports

Organized by Tractors India Employees Recreation Club, the Annual Sports was celebrated in January this year. Actively participated by TIL employees and their families, the event saw great enthusiasm with excitement running high amongst those present.

The events ranged from the standard ones like the 50 mtr and 100 mtr race, balancing the spoon, orange race and musical chair to more unusual and innovative ones like basket golf and mud pot breaking.

A fancy dress competition was the highlight of the day and the proud winners were Partha Chakraborty [1st], Prosenjit Chakraborty [2nd] and Kalyan Das [3rd].

The event ended with the prize distribution. It was truly a memorable experience that goes a long way towards strengthening the bond we all share as team TIL.

The pictures here paint a thousand words.



Kidz Karnival

On Sunday, 10th January, 2010 the Sparkle team organized a fun and frolic filled event for the children of TIL - Kamarhatty employees. The factory donned a joyful look with multi-colored flags, balloons, flowers and live model of Charlie Chaplin. Inaugurated by S K Bhatnagar, President - MHS Division, the carnival presented a number of shows. The theme dance Shishu Mon - performed by the children was followed by Fancy Dress and Musical Chair in which the children participated with great enthusiasm and joy. The highlight of the event was a magic show by Kaushik Biswas. The happy ending saw the prize distribution ceremony and a vote of thanks to all who played a significant role in making the program a grand success.



Winners - Fancy Dress

1st Prize : Sapta Ghoroi, son of Shyamal Kr. Ghoroi, Engineering

2nd Prize : Pradipta Majumder, son of Prabir Majumder, Fabrication Shop

3rd Prize: Prisha Ghosh, daughter of Piyali Ghosh, Personnel and Administration

Winners of Musical Chair

Age Group 5 - 8 years : Parijat Niyogi, son of Pinaki Niyogi, Head - Manufacturing

Age Group 8 - 12 years : Pradipta Majumder, son of Prabir Majumder, Fabrication Shop

We look forward to many more of such sparkling events in the future!



TIL Celebrating Women s Day

The ladies of TIL Taratolla celebrated Women s Day on 8th March in a unique way. Renowned gynecologist Dr. Dipanwita Hazari, was invited to speak on Managing Health for achieving work -life balance . The topic ranged from various health and nutrition issues concerning working women, and the importance of keeping fit while at work. The session was an interactive



one with Dr Hazari throwing some beauty tips as well. The session concluded with light refreshments and gifts for participants.

Long Live Women and Women s Day!



How to give performance feedback

Feedback is the lifeblood of performance in the workplace. According to research, providing feedback is an effective way to motivate people to learn, to perform on job and also to increase the effectiveness of goal setting.

Feedback on performance is essential for improving as well as sustaining performance. The way feedback is delivered, however, can have tremendous impact on its receptivity. By giving people feedback, we let them know exactly where they stand. This gives them a better understanding of their job and the organization's goals. It also eliminates confusion, frustration, and work-stress. Feedback is so important that it can have a profound positive effect on job satisfaction and reduce attrition.

Because of the importance of feedback in the workplace, the process is likely to have some psychological and emotional effects on the people involved in the feedback. A balance is to be maintained between giving too little and too much feedback. An individual will not learn if too little feedback is given. However, too much or overly detailed feedback causes frustration, slowing down the learning process.

The supervisor must have the following fundamental beliefs, if he / she is to get any positive outcome from the performance review:

- ¥ Every individual wants to give his / her best
- ¥ Every individual has the potential to learn and grow
- ¥ Individuals want to contribute and be a part of the larger vision
- ¥ Developing others is also my personal growth



Performance reviews are most productive when they are truly collaborative, when both people prepare ahead of time and when there have been several other discussions about performance throughout the year.

Strategy for Conducting Review & Feedback

- ¥ To prepare for a focused discussion
- ¥ To begin the session by putting the employee at ease
- ¥ To set expectations for the discussions
- ¥ To invite the other person to share his or her self-assessment
- ¥ To offer perspective on the other person's performance
- ¥ To determine next steps jointly
- ¥ To conclude with the core points of your message

Feedback is constructive when it is given with the goal of encouraging and reinforcing positive behavior. For feedback to be effective, it needs to be given even when individuals do things properly, not just when they make mistakes. Giving and receiving clear and constructive feedback requires courage and skill, and is essential to building good relationships with and motivating peak performance from your team.

The key is consistency. Giving employee feedback must happen on a regular basis if you want it to be effective. In addition to giving annual performance reviews, you can also have weekly or monthly meetings, lunches, or informal chat sessions.

Common Phrases for Feedback

Phrases that show acceptance	Phrases that show confidence
<p>I like the way you handled that .</p> <p>I like the way you tackle a problem .</p> <p>I am glad you are pleased with it .</p> <p>Since you are not satisfied, what do you think you can do so that you will be pleased?</p> <p>It looks as if you enjoyed that .</p> <p>How do you feel about it?</p>	<p>Because of what I know about you, I am sure you will do fine .</p> <p>You ll make it!</p> <p>I have confidence in your judgement .</p> <p>That s a tough one and I am sure you will work it out .</p>
Phrases that focus on contributions and appreciation	Phrases that recognize effort and improvement
<p>Thank you, that helped a lot .</p> <p>It was thoughtful of you to...</p> <p>Thanks, I really appreciate..., it makes my job that much easier .</p> <p>I need your help on...</p> <p>I really enjoyed today. Thank you .</p>	<p>You have skill in... Would you consider showing others how to...</p> <p>It looks as if you really worked hard on that .</p> <p>From your results, you must have spent a lot of time thinking that through .</p> <p>I see that you are moving right along with your project .</p> <p>You may not have reached the goal you set for yourself, but look how far you have come. (Be specific as you identify how).</p>

How to receive performance feedback

Receiving employee feedback on a regular basis is just as important. Receiving regular feedback allows individuals to track progress on the job and fine tune their goals.

It is helpful when people ask their supervisor and others in their sphere of influence for feedback on a more frequent basis. Feedback should provide more than just a critique of the quality and quantity of work or how well someone interacts with others. A comprehensive feedback will be on things such as verbal and non-verbal style, how others perceive their communication and presentation skills, or how well they manage projects. Performance review presents an opportunity to people for receiving performance feedback from supervisors. Positive feedback can make us feel good about our achievements which, in turn, may increase our motivation, promote effective teamwork and shape further performances. In contrast, negative feedback may result in defensiveness and unhelpful behaviour, while non-specific feedback does not allow an individual to recognize the areas that he or she needs to develop.

For a successful performance review, Preparation is the key. Preparation on all aspects i.e. Past, Present and Future is necessary for effective appraisal discussion.

A good preparation involves organizing notes, files, correspondence and creating a short document that lays out:

- ¥ Work done over the past year, emphasizing your achievements with regard to Goal Form
- ¥ Specific skills, knowledge or perspectives gained in accomplishing results
- ¥ The tools, training, and access to people that will help reach goals effectively
- ¥ Strengths and areas of improvement
- ¥ Any feedback on communication processes, scheduling etc

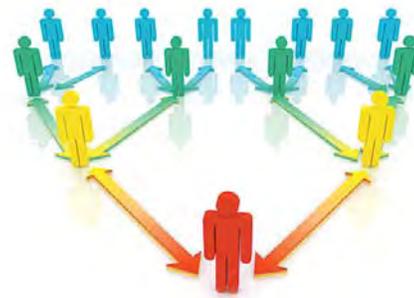
One needs to look at some basic points regarding the approach to receiving feedback, especially in case of performance reviews.

Common Mistakes in Receiving Feedback

- ¥ Staying in the fortress you created
- ¥ Blocking feedback or denying the validity of the feedback data
- ¥ Defending oneself strongly or avoid admitting fault
- ¥ Belittle other s knowledges or competencies
- ¥ Doubting the motives of the person giving feedback
- ¥ Making excuses for performance or behaviour

The skills for receiving feedback

- ¥ To ask for feedback on ongoing basis and not wait for appraisal
- ¥ To take initiative and not wait for superior to call
- ¥ To listen carefully without defending or justifying
- ¥ To seek clarification or specific examples of facts if required
- ¥ To acknowledge agreement where appropriate and make note of questions
- ¥ To record notes on areas you wish to explore further or with which you disagree
- ¥ To take some time to think about what you hear - then decide how to respond
- ¥ To offer a different view if it is constructive
- ¥ To avoid defensive behaviour or over-reaction
- ¥ To offer a summary of what you hear
- ¥ To determine the way forward collaboratively after processing what has been discussed
- ¥ To follow up for more feedback and to track progress



Reacting to Negative Feedback

- ¥ Apologizing when appropriate
- ¥ Allowing the other person to finish giving his/her opinion before saying anything
- ¥ When the feedback is vague, probing for more specific feedback
- ¥ Not going on the defensive or taking it personally
- ¥ Moving the conversation on to how the issue can be addressed/ resolved/improved
- ¥ Asking for support, further guidance and/or training if required
- ¥ Deciding further action
- ¥ Keeping the superior updated in future and closing the loop

A person who has a good practice in this skill will frequently solicit feedback from supervisors and colleagues as a way to learn from mistakes and to make changes.

★ ★ ★
Felicitating meritorious students of TIL's
extended family for their outstanding results
in various Board exams



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

25 Years Service Award

goes to



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D/o Bisheshwar Prasad Yadav
CMS Stores



SIBASISH BHATTACHARJEE
S/o Siddhartha Bhattacharjee
Corporate Accounts



RIYA MANNA
D/o Ratan Manna
CMS Service

Congratulations



Aindrila Nag

Aindrila Nag: D/O Subrata Nag of CMS Division studying in Vivekananda Mission School secured 3rd place in relay race at the annual school sports in December 2009.



Indira Chakraborty

Indira Chakraborty: D/O Souren Chakraborty of CMS Machine Sales studying in class seven of Bidya Bharati Girls High School secured outstanding marks in the annual examination of the year.

May success shine on you always!!

Moment

It was a wonderful morning in the monsoon,
I saw the reflection of cloud on the Lake
Nature was waiting for a boon;
And the Rain made everything awake.

Raindrops are falling on everything I could see.
On the light green leaves of the tree,
On a nearby hut, chapel, the lake and on me.
Drops of water were falling on everything and made them free.

Sound of raindrops on the water is melodious
Whispering in my ear and made me tranquil.
Nature looked white and mysterious.
Wind and rain made the leaves dance at will.

What I saw and heard was like a rhyme,
An unprecedented joy it brought!
Solace I got for some time
From brooding with my unmanageable thought.

Aniruddha Choudhury

CMS & PSS Accounts-Taratolla



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

Hypertension - The Silent Killer

As you might already know, the human body is comprised of a network of tiny tubes and vessels that function as the transporters of blood. They are branched out throughout the system, almost akin to a network of roads.



When the blood travels through these vessels, it applies pressure along their walls and gives rise to what we commonly call blood pressure. When this blood pressure that is exerted along the walls of these vessels remains elevated for an extended period of time, it gives rise to Hypertension or high blood pressure. When this happens, the heart needs to work harder which results in damage to the blood vessels that supply blood to the heart, brain, kidneys, and even the eyes.

Faulty diet, lack of exercise and excessive stress in today's modern world make many of us prone to high blood pressure (Hypertension).

How much do you really know about Hypertension?

Want to find out how much you really know about hypertension? Take this quick quiz and find out:

1. Which is an unchangeable risk factor for high blood pressure?

- A. High salt in diet B. High alcohol intake C. Poor physical activity D. Age

2. Which diet plan has been proposed to possibly help decrease high blood pressure?

- A. KATE diet plan B. MIKE diet plan C. DASH diet plan D. PROP diet plan

3. High blood pressure over a long period of time can cause problems in which parts of the body?

- A. Heart B. Kidneys C. Eyes D. All of the above

4. Stiffness of the blood vessels due to high blood pressure is called?

- A. Arteriosclerosis B. Pulmonary edema C. Dementia D. Stroke

5. The instrument used to measure blood pressure is called

- A. Stadiometer B. Infantometer C. Sphygmomanometer D. None of these

6. The problem occurring in the brain as a result of high blood pressure is called

- A. Steatohepatitis B. Lupus nephritis C. Stroke D. Retinitis

7. Which blood pressure reading appears to be ideal to you?

- A. 140/90 mmHg B. 130/90 mmHg C. 120/80 mm HG D. 200/120 mmHg

8. Which does not appear a method for control of high blood pressure?

- A. Reduce salt in the diet B. Increase fruits in the diet C. Decrease physical activity D. Stopping to smoke

9. Symptoms of high blood pressure include

- A. Chest pain B. Headache C. Bleeding from the nose D. All of the above

10. Systolic blood pressure is pressure of the blood in the blood vessels when

- A. Heart relaxes B. Heart contracts C. Both when heart contracts and relaxes D. None of these



Answers: 1. (D) Age 2. (C) DASH diet plan 3. (D) All of the above 4. (A) Arteriosclerosis 5. (C) Sphygmomanometer 6. (C) Stroke 7. (C) 120/80 mm HG 8. (C) Decrease physical activity 9. (D) All of the above 10. (B) Heart contracts

Ever Wonder!



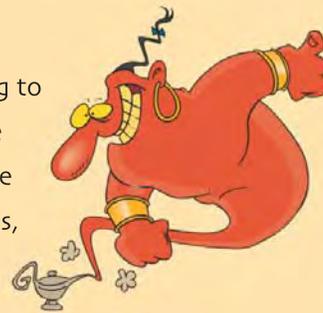
- ☉ If nothing ever sticks to TEFLON, how do they make TEFLON stick to the pan?
- ☉ Why do we drive on parkways and park on driveways?
- ☉ Why is it that when you transport something by car, it's called a shipment, but when you transport something by ship, it's called cargo?
- ☉ Why is it called a TV "set" when you only get one?
- ☉ Why does your nose run and your feet smell?
- ☉ Why does an alarm clock "go off" when it begins ringing?
- ☉ Why does "cleave" mean both split apart and stick together?
- ☉ Why is it called a "building" when it is already built?



- ☉ Why does flammable and inflammable mean the same thing?
- ☉ How can someone "draw a blank"?
- ☉ Shouldn't there be a shorter word for "monosyllabic"?
- ☉ Why is the word "abbreviate" so long?
- ☉ What is another word for "thesaurus"?

Corporate Lesson

The sales rep, a administration clerk and the manager are walking to lunch when they find an antique oil lamp. They rub it and a Genie comes out. The Genie says, 'I'll give each of you just one wish.' 'Me first! Me first!' says the admin. clerk. 'I want to be in the Bahamas, driving a speedboat, without a care in the world.' Poof! She's gone. 'Me next! Me next!' says the sales rep. 'I want to be in



Hawaii, relaxing on the beach with my personal masseuse, an endless supply of Pina Coladas and the love of my life.' Poof! He's gone. 'OK, you're up,' the Genie says to the manager. The manager says, 'I want those two back in the office after lunch.'
Moral of the story : Always let your boss have the first say.



The World of TIL... is just a click away.

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