

# TIL TALK

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OUR NEWS VIEWS & EVENTS

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## Message from Vice Chairman & Managing Director

Dear Reader,

Welcome to this issue of TILTalk. This is a special issue and comes with more volume and value for a good read.

The year that has gone by faced its ups and downs. Despite the scams and inflation, India is emerging as a powerful player in the world business arena. As per PWC and other reports, the Indian economy will register the second fastest growth between now and 2050 and emerge as the second biggest economy in the world by the middle of this century. Infrastructure being the key growth enabler, the road ahead is one that is paved with opportunities.



We published our nine months financial results ended December 2010, and although the infrastructure space showed certain signs of slow down in the road and highways sector and delays in mining contract finalization, TIL and TIPL have shown a healthy growth. Also the formation of TIPL last year, India Acceleration Program and our forays into the new business avenues are preparing us well to leverage opportunities and achieve our expected growth in the coming years. We are focused on our priorities as we continue to pursue our objectives and emerge as preferred

partner to all our customers.

The different articles highlighted here narrate news and stories that signify one thing- TIL's dynamic state of being. It's constantly evolving and creating meaningful examples of driving integrated excellence.

One such example is the leadership program ASCENT. This is an integrated Leadership Development Program devised by us to help our people develop into future leaders. Launched last year this program is a great enabler in taking the organization to higher orbit of growth.

Besides ASCENT, there are stories on various customer trainings - another way to demonstrate our efforts at enhancing customer experience.

The Construction World Award conferred on us for the third time also speaks volumes about our culture of excellence. We were awarded the second fastest growing construction equipment company.

The events section continues with many activities reflecting our various efforts to engage our employees. The CSR work featured here is always an ongoing process with TIL doing its bit towards touching lives and making a difference.

The aim of TILTalk will always be to create value and keep our colleagues and customers updated about the latest in TIL.

Enjoy the issue and do share your feedback.

Sumit Mazumder

Vice Chairman & Managing Director

# TIL TALK

## Performance Redefined

### Launch of TMS-10

The wait is finally over! TIL has added another star in its comprehensive portfolio of Truck Mounted cranes-TMS-10. This is the smallest Truck crane available in Indian market. Designed for longer reach with a high capacity boom, superior ergonomics, this product is extremely user-friendly and delivers high productivity. The maximum capacity of the crane is 10 MT @ 3 meter radius. The crane is available with features such as:

- Long Boom (19 meter boom + 6 meter jib)
- LMI (Load Moment Indicator)
- High Road Mobility
- Powerful Engine (118 HP @ 2500 rpm)
- 360 Degree Slew
- 3 Stage Telescopic Boom
- ARAI Certified



*TMS-10 Demo in progress at Rajarhat*

As part of the launching program and to create adequate visibility, TIL organized Road Shows in West Bengal, covering areas like B.T.Road, Khiderpore, Rajarhat-New Town, Haldia, Siliguri, Asansol, Rampurhat and Durgapur. The Road Shows generated very good response from prospective buyers.





## Strengthening Customer Loyalty

### TIL supplies RT 880 to Adhunik Power Plant

Adhunik Power & Natural Resources Limited (APNRL) recently chose TIL Rough Terrain crane - model RT 880 for their coal based thermal power plant near Jamshedpur. The requirement was to have a reliable and efficient crane that would support the entire erection work in optimum time and with no breakdown.

TIL's offer was evaluated in terms of product design, quality, delivery and after sales support. The superior product offerings coupled with continuous efforts of our MHS sales team helped TIL in securing the prestigious order from APNRL. We kept up to our commitment on express delivery and the crane was supplied to the customer much earlier than the stipulated delivery schedule. After our engineers commissioned the machine, it was put into rigorous operation and performed optimally. The superior product quality and durability was appreciated by APNRL and they expressed their full satisfaction with TIL service team along with the announcement of further orders.

This is a true example of creating customer loyalty through our products and services enabling our customers to derive maximum return on their investments.



*Commissioning of RT 880 at APNRL's Power Plant, Jamshedpur*



*RT 880 in operation at the plant*



# TIL TALK

## Transforming Adversity into Advantage

### TMS750B MKII - A better price value equation from TIL

'When the going gets tough, the tough gets going' - our MHS division recently witnessed a true example of this adage. Very often, challenges in the market spur companies to come up with new ways of marketing existing products. TIL is known for providing quality products to customers and our competitive edge lies in our continuous endeavor towards innovating and offering superior technologies, product upgradation and service enhancement. TIL envisioned the challenges that would be posed by the advent of low priced truck cranes being imported from China and took a strategic step towards product enhancement and superior price-value equation offering. We expanded the range of our truck mounted cranes making them available from 10 tonne to 75 tonne models and also experimented with new technologies with our R & D team to compete with the lower priced truck crane providers in the market without compromising on the quality. With our focused and aggressive marketing policy, well-supported by quality product and superior product support, we succeeded in recapturing our market share in the 40T Truck Crane segment with our TMS750B MKII and getting orders worth over Rs. 30 crores last year.

One example of an old business relation being re-strengthened due to this was Sitaram Energy & Logistics Limited who has been one of our distinguished customers for over two decades. They reinforced their trust in TIL by placing orders for our truck mounted cranes worth more than Rs. 8 crores choosing us over Chinese models mainly because of our product reliability and superior customer support offerings.

With the infrastructure market growing at a steady rate in India, our MHS division is all geared up to drive integrated excellence and maintain our position far ahead of the competition with our new and upgraded products and superior product support - offering customers 'end to end solutions'.





## TIL Shares Expertise CII Defence Seminar

CII - Defence Linkage 2010 was organized in Kolkata in December last year to provide a platform for showcasing various opportunities for the industry to partner with Defence sector. Senior officials from the Government Defence Bodies and from the industry attended this conference and deliberated on creating a sustainable Defence-Industry Partnership towards a stronger and more secure India. S K Bhatnagar, President

and Director - MHS, was invited to speak at the seminar. In his speech during the session - 'Opportunities with Defence Bodies & Industry Case Studies in doing business with Defence', he expressed the need for active participation from private sector industries in defence acquisition, thus reducing the defence related imports. He urged the industry to get into defence production seriously, on a sustained basis, which would call for significant technology and quality related investments.

Other officials from the Ordnance factory, Indian Army discussed at length the opportunities for partnership that they are offering to the private industry.

The seminar concluded with everyone in agreement over harnessing and consolidating the technological capabilities that the country has been able to acquire and develop over a period of time, for the best use of the nation.



*S K Bhatnagar sharing his thoughts in the conference*

## Forging a New Relation

### TIL-JSW

HYSTER forklifts are renowned worldwide for their high speed and easy operation, excellent reliability and state-of-the-art operator's cabin, 'Vista Cab'. TIL has been successfully marketing HYSTER forklifts and offering various solutions along with these products. Our efforts recently fetched us a prestigious order from JSW, a premier steel manufacturing company. We supplied them two 40 tonne capacity forklifts - H40.00XM-12 - equipped with coil rams.

JSW added these machines to their fleet with an aim to increase machine and plant efficiency. These forklifts were manufactured at the HYSTER plant at NIJMEGEN (Netherlands) and our service engineers commissioned them successfully at the JSW plant in Vijaynagar.



*Hyster Forklift at the JSW Plant, Vijaynagar*

With these HYSTER forklifts, the customer readily experienced an increase in the speed of operation and the benefits experienced were greatly appreciated by JSW. The MHS marketing team is confident that HYSTER machines coupled with TIL's unmatched customer support will help forge an enduring bond with JSW.



*Hyster Forklift in action*

# TIL TALK

## Lifting More. Leading the Way

### TIL cranes travel to Myanmar

Recently MHS Northern Region bagged an order from RITES Ltd., New Delhi for six numbers of RT 630C and five numbers of RT 760 Rough Terrain Mobile cranes. These cranes are to be supplied for the development of Railways network in Myanmar. The first lot of RT 630C has already been delivered and successfully commissioned. The balance cranes are slated to be supplied by March 2011.



## Enhancing TIL Learning Curve

### Sales training program for Manitowoc All Terrain cranes

A sales training program was conducted by Manitowoc All Terrain Crane Product Group for our sales team in September last year at Kolkata. The training was conducted by Manitowoc officials, Neil Hollingshead - Global Product Director (AT & RT Cranes) and Li Fook Seng - Regional Product Marketing Manager (Crawler & Mobile Cranes). The program was attended by MHS sales team across India.

The Manitowoc team covered major details of the world market scenario of mobile cranes along with highlights on the general characteristics of All Terrain cranes. The Manitowoc team also explained the unique features and benefits of Grove All Terrain cranes in order to equip our sales team with necessary product knowledge and enabling them to offer best solutions to the customers. Information about new products that Manitowoc plans to market in India were also shared with our sales personnel.

Such continuous initiatives to upgrade the knowledge of our sales team would help them to move ahead and offer solutions that make our customers more profitable.



*Sales Training Program in progress*



## Enhancing Customer Experience

### Customer training initiatives

Customer training initiatives to enable our customers operate the cranes more safely and efficiently have always been an important objective of our MHS training department. The Technical Training Department - MHS recently conducted two important training sessions for TIL customers.

The first one was conducted with Tala Hydroelectric Project in Bhutan. Operators and technicians of RT 890E were briefed on the safety issues in relation to cranes, operating techniques and how to maintain the fleet for maximum productivity and availability. The classroom training sessions were coupled with 'on the machine' training thus allowing the participants to experience practical learning on the product. A total of 15 participants who attended the program truly recognized this skill development initiative from TIL and appreciated the quality of the training delivered.

The second customer training was conducted with South Eastern Coalfields (SECL) - Gevra, Chhattisgarh by our MHS training department. The subject of the training was 'Basic Hydraulics & Electrical' where the participants learnt the Hydraulics and Electrical fundamentals and their application in crane systems. The 22 engineers and management staff of SECL showed a keen interest with active participation during the entire training program. They were very enthusiastic to find out how the knowledge in Hydraulics and Electricals would help them to diagnose and troubleshoot on-field problems. TIL training faculties also conducted hands-on training for the cranes available at site thus highlighting the cause and effect of system malfunction and ways to rectify them.

As we go forward introducing new products, exploring new markets and broaden customer base, such skill development initiatives through customer training will help our partners optimize the true value of TIL machines and our superior product support capabilities.



Classroom training in progress at Tala Hydroelectric Project, Bhutan



'Hands-on training' of RT-890E, Bhutan



Classroom training in progress at South Eastern Coalfields-Gevara, Chhattisgarh



On-field troubleshooting session, Chhattisgarh

# TIL TALK

## Rich Lavin Visit & India Acceleration Program Review

In January 2011, Rich Lavin - Group President Caterpillar visited TIPL with Rob Charter - Vice President Asia Pacific Distribution Services (APDS), Paul J Clark - Director Core Industries, Walt Bradbury - Regional Manager - Singapore - Asia Region, Kevin Thieneman - Managing Director - OPS, Asia Pacific Operations (APO) - India/Indonesia/ASEAN, Ed Melicor - District Manager, India, Caterpillar Commercial and other senior members of Caterpillar India.

The focus of the visit was to review the progress of TIPL in relation to India Acceleration Program that was launched a year back. TIL took this significant step to restructure its Caterpillar business into four Territorial Dealerships under TIPL - a 100% subsidiary of TIL, with the sole objective of getting closer to the customers and offering them faster and better service.

The Caterpillar team reviewed the India Acceleration Program (IAP) along with Sumit Mazumder - Chairman and Managing Director - TIPL and G V R Murthy - Joint Managing Director - TIPL. The COOs of the four territories presented their up to date achievements in relation to the Business Glide path that was set up during the launch of India Acceleration Program. Besides the preparedness demonstrated by the four territory COOs, the review also showcased TIPL's commitment to execute the acceleration plans effectively.

The Caterpillar management team congratulated TIPL on its great efforts and appreciated the fact that TIPL is well poised for future growth and dynamic leadership.



R-L (First Row) - Alok Banerjee, Paul J Clark, Walt Bradbury, Rob Charter, Sumit Mazumder, Rich Lavin, Kevin Thieneman, GVR Murthy and Ed Melicor  
R-L (Second Row) - E Nandagopal, Suresh Kumar, EC Manohar, Nishant Y, Sanjay Parwal, Alok Tripathi, Tee Yip Ngiam, V Chandrasekharan, Manoj Gerg, G Sivaramakrishnan, Arunava Ghosh Dastidar, Pankaj Dara, A H Kewalramani, Subir Bhattacharyya, Shilpa Chakraborty and Tumpa Roy



## IMME 2010

The tenth International Mining & Machinery Exhibition - IMME 2010, organized by the Confederation of Indian Industry (CII) in association with the Ministry of Mines, the Ministry of Coal, and Coal India Ltd, was held in Kolkata last November. Since its inception, IMME has been working towards the objective of reducing wastage through better and more efficient methods of mining with advanced technology and equipment. Exhibits on display covered excavators, mining trucks, compressors, drills and many other mining equipment and machinery.

Caterpillar with TIPL & GMMCO participated in this major event displaying some of its world-class mining machines. The new Caterpillar 773E OHT was inaugurated during the event, by Shri P S Bhattacharyya - Chairman, Coal India Limited. Representatives from other customers like Tata Steel, ECL, BCCL, UCIL also visited our stall and appreciated the products and visual display.

Senior officials from Caterpillar who visited the show included Ding Almazan - Territory Mining Manager, Hayden Jones - Product Specialist, Mining Support Division among others. Sumit Mazmuder - Chairman & Managing Director, TIPL & GVR Murthy - Joint Managing Director, TIPL also graced the event along with other senior managers and sales team of TIPL.

IMME 2010 provided an ideal platform for Caterpillar and TIPL to showcase some of their world class mining machines and product support capabilities. Our committed and dedicated members made a real difference by communicating effectively to customers - our integrated solutions suitable for their business needs.



IMME 2010 at a glance



**TIPL Zone  
(CMS & PSS)**

# TIL TALK

## Leveraging Business Opportunities

### Overcoming challenges through TIPL-CDI (Certified Dealer Instructor)

TIPL always believes that a trained and certified operator is an asset to the organization. A machine operator's skills and capabilities play a key role in the performance and productivity of the machine. This was yet again proved to be true at a recent event.

Border Road Organization (BRO) in India is committed towards the development and maintenance of the operational Road Infrastructure in the border areas, contributing to the socio-economic development of the Border States. For carrying out the role, BRO has been purchasing various construction equipment including Dozers primarily from one of our competitors.

TIPL in its relentless efforts at leveraging the business opportunities presented by BRO, especially in Track Type Tractor (TTT) category with Caterpillar models D5/D6, convinced the Directorate and its officials to use and assess the performance of CAT D5K TTT. A team of DGBR officials with TIPL sales team and Operator Trainer carried out the field trial with a CAT D5K TTT for 192 hours at National Highway (NH 58) project at Musapani, Uttarakhand at an altitude of 14000 ft. (4300 mts).

Rakesh Verma who was trained and certified as a CDI last year was deputed as the Operator Trainer for the job. He remained undaunted and maneuvered CAT D5K across all the difficult terrains that are common to DGBR operations. With his expertise, he was able to operate the equipment successfully during the entire period of operation and was also able to demonstrate the superior fuel efficiency of the D5K TTT. The confidence and skill of the CDI was instrumental in overcoming customer objections. The officials were fully satisfied with the operation and performance of the equipment and approved TIPL to offer this model of TTT

for their future requirements.

Very soon, TIPL will demonstrate the performance of a CAT D6R to BRO officials with the help of our CDI. Another sure shot way of reinforcing the great difference CDIs make towards enhancing our business success.



Team of DGBR officials along with TIPL sales team at NH 58 project, Uttarakhand



Rakesh Verma receiving his CDI certification from GVR Murthy



## Adding Value

### TIPL trains ONGC engineers for the new 3512B Engines

Oil and Natural Gas Corporation Limited (ONGC) has been using Caterpillar engines to power their petroleum rigs for quite a long time. Earlier ONGC signed an Obsolescence Contract with Caterpillar India, TIPL and GMMCO to phase out the old CAT engines and replace them with new CAT 3512B Diesel Engines. The supply commenced in phases and now there are 46 numbers of 3512B engines in various rig sites of ONGC in TIPL dealership territory. With these new engines in operation which have an advanced Fuel Injection System and Electronic Controls, Caterpillar and TIPL also felt the training needs for ONGC engineers, so that new 3512B engines are operated and maintained effectively at ONGC sites following the OEM recommendations and can deliver uninterrupted power to the ONGC rigs.

TIPL petroleum team was in regular contact with ONGC School of Maintenance Practices, Baroda to discuss the training details on CAT 3512B Diesel Engines. A total of 45 engineers from various ONGC offices in East and North India are to be trained on these engines by the TIPL Training Department.

So far, TIPL conducted two of such training programs in 2010. The 5 day training program was conducted by Amitava Gupta, Manager - Technical Training, TIPL where he discussed the features and benefits of 3512B engines, the recommended maintenance practices and troubleshooting procedures. Special sessions were conducted on the ONGC-PCR (Power Control Relay) system and the system interface between the engine and the rig control. Participants were also taken for a site visit where they experienced fault diagnosis and troubleshooting using Caterpillar Electronic Technician (ET) tool.

The post training learning assessments were conducted with each participant and the feedback received was very encouraging. Officials from ONGC - School of Maintenance Practices, Baroda were present during



*G Sivaramakrishnan welcoming the ONGC Engineers in the training session*



*G Sivaramakrishnan along with ONGC Engineers and TIPL training team*

both the training sessions and commended TIPL Training Department for successfully conducting the trainings. ONGC also expressed a keen interest to continue with more of such regular trainings for their engineers by TIPL.

**TIPL ZONE  
(CMS & PSS)**

# TIL TALK

## Initiatives to be closer to the Customer 'Sambandh'

Our marketing initiatives are focused on being closer to our customers. The retail segment is a potential area which aids in improving our participation rate and market share. Along with the objective of increasing our footprints in the market with new branches and offices last year, TIPL also conducted a series of marketing programs to increase our visibility and product promotions. In the Building and Construction Products (BCP) segment, the key to increase our Sales to User (STU) numbers is to work closely with the financiers in order to offer lucrative financial and commercial packages to our customers for the product. With this objective, TIPL joined hands with Tata Capital in an event called 'Sambandh' at Bhubaneswar last year, to promote our 424B Backhoe Loader (BHL) and Hindustan 2021Z-Bar Wheel Loader with flexible financial offerings. It was a joint initiative between Tata Capital and the leading manufacturers in the BCP industry, which experienced great customer footfalls. A tailor-made commercial package was offered to the customers which generated great interest in our products during the event.



## Mega Monsoon Offer

TIPL also launched a 424B BHL 'Monsoon Offer' last year where we packaged the commercial offer with flexible financing options for our customers. We collaborated with various NBFCs to offer the best interest rates and subventions. This 'Monsoon Offer' was carried out across all TIPL territories and helped our sales team to clinch quite a number of deals. Our customers also appreciated this effort and requested more of such flexible offers in the near future.

## Road Shows & Demos

We organized Road Shows and Customer Demos with 424B BHL in several potential markets of our territories. Koderma in Jharkhand, Jaipur & Kota in Rajasthan, Rampurhat and Krishnanagar in West Bengal were some of the places where the demos and shows were held. Our BHL operators explained to the customers - the operating efficiencies of the product highlighting the unmatched productivity and low fuel consumption that would make our customers more profitable. The sales team and operators demonstrated the product USPs and benefits to the interested customers. The Road Shows got encouraging response with TIPL planning more of such initiatives in the future.





## Reaching Out

### Customer meet & machine handing over ceremony

In our continuous pursuit to deliver the best solutions to our customers and make them more profitable, we organized a Customer Meet in New Delhi. Besides a large turnout of customers, the program was also attended by senior officials from Caterpillar such as Paul J Clark - Director Core Industries, Bill Roberts - Industry Region Manager, Asia Pacific Large Contractor, Walt Bradbury - Regional Manager - Singapore, Asia Region and Muralidhara Reddy - Director Large Contractor, India among others. From TIPL, Sumit Mazumder



GVR Murthy addressing the Meet

- Chairman and Managing Director, G V R Murthy - Joint Managing Director and COOs from four territories along with other members of our sales team were present to make the event a grand success.



Key Handing Ceremony in presence of CAT & TIPL officials

Presentations from Caterpillar and TIPL talked about the initiatives in terms of enhancing Caterpillar manufacturing facilities in India, increasing customer touch points through new branches, strengthening the field service team and workshop facilities all aimed at delivering superior products and services eventually translating into customer loyalty.

In a bid to recognize our customers who recently bought our machines, senior officials from TIPL handed over replica of keys and other mementos to them during the evening. The Meet created a mix of positive response and interaction from customers. This in turn will go a long way in making us a preferred partner in customers' business success.

### Key Handing Ceremony - TIPL Koderma

TIPL Koderma branch located in the Jharkhand district organized a 'Key Handing Ceremony' for one of its discerning customers. As a part of this ceremony the key of a new 424B BHL was officially handed over to Mr. Md. Anwar Ansari. The ceremony took place in a prominent market area where the new machine was displayed. Good branding alongside the machine enhanced the display and visibility of our product to the potential customers as well as onlookers.

After the formal inauguration and ribbon cutting ceremony, the machine was officially handed over to Md. Anwar Ansari by Jayant Sahay of TIPL South East. This was followed by a brief training session to the customer with the help of our operator and sales team on the machine operation and maintenance.

The whole program was a unique experience to the customer and evoked enough interest in other prospective buyers to check out our 424B BHL. This also translated into significant number of leads for the machine in that region.



TIPL Koderma Team with the customer

## **Strengthening Customer Connect Customer Meet on C175**

In order to reinforce the launch of CAT C175 Diesel Generator and create visibility, our PSS sales team along with Caterpillar officials organized a customer meet in Delhi in December last year. Caterpillar personnel through their presentations explained to the customers attending the meet - the various technical features and benefits of the product, the unmatched reliability and the worldwide acceptance of C175 Diesel Generator

as a trusted source of power across all industries and applications. Well-suited for diverse power applications and delivering clean and reliable power, the key C175 benefits include - performance, lower installed costs, lower operating and maintenance costs, improved serviceability, proven reliability and durability, systems integration and lower emissions with ACERT technology.

TIPL team also ensured the availability of qualified engineers to attend to any complaints round the clock and off-the-shelf availability of spare parts.

The meet ended with customer interactions and queries which were addressed by the officials from Caterpillar and TIPL. The overall feedback was encouraging with customers looking forward to more of such value-enhancing customer meets from TIPL.



*Caterpillar and TIPL officials at the C175 Customer Meet*

## **CAT Care Program - Kundli**

Power Systems product support team from TIPL Okhla successfully organized a CAT Care-Customer Support Program in Kundli, near Delhi last year. It started with a Free Health Check Up for the Caterpillar DG sets in that area. Our team of Product Support engineers and managers visited various customers, checked the performance of their DG sets, rectified any faults on the spot, and recommended repairs and maintenance jobs that would enhance the availability and the productivity of the DG sets. During the entire activity, a positive interactive session took place between the customers and our team members.

As a part of the program, Sibananda Gupta, DGM - Product Support, TIPL also shared with the customers, TIPL's service operations, product support excellence and our focus on customer loyalty. This was followed by the training session by Amitava Gupta, Manager - Technical Training, TIPL on the basics of engines, maintenance and basic troubleshooting. This also brought out the Critical Customer Requirements (CCRs) which were successfully addressed by our product support team. Such programs allow us to listen to the 'Voice of Customer' and improve our product support deliverables and customer focused solutions.



*Sibananda Gupta addressing the customers*



## TIPL Launches SEM 658B Wheel Loader

TIPL, the wholly owned subsidiary of TIL Limited entered into a marketing distributorship agreement with SEM [formerly the Shandong Engineering and Machinery Company-China] for its range of wheel loaders in TIPL territories of North and East India. In 2005, SEM was acquired by Caterpillar and today it is a 100% subsidiary of Caterpillar. TIPL's tie up with SEM also stems from the objective of expanding TIPL's product portfolio, deepening market penetration and offering superior solutions to a wider cross-section of customers. In September last year, the SEM Wheel Loader was launched in Delhi - North India amidst a gala show. The launch was



Marco Ferrara and GVR Murthy at SEM launch, Delhi



R Shankar Narayanan at SEM launch, Bhubaneswar

- SEM and R Shankar Narayanan - Asia Pacific Territory Manager, SEM inaugurated the launch.

The launch of SEM Wheel Loader is slated to not only augment TIPL's product and service portfolio, it would also enable TIPL to offer more attractive 'price - value' equation to the small and medium wheel loader customers bringing them more cost effective machines coupled with superior product support as the key differentiator.

inaugurated by Marco Ferrara - Export Manager SEM and GVR Murthy - Joint MD of TIPL. The Technical and Product Support Team of SEM - China was also present during the launch along with the CAT District Team represented by Ramalingam Shankar Narayanan.

The response from the customers was very positive. On the day of the launch itself, two machines were booked by a valued customer from Punjab, reinforcing the enduring relation and trust that the company shares with its partners.

The second launch of SEM 658B Wheel Loader was held in Bhubaneswar, East India, amidst a large gathering of customers and key financiers. Arun Grover, Business Head



SEM 658B Wheel Loader at the launch

# TIL TALK

## TIPL Opens New Office for SEM and SITECH Division

The first office for SEM and SITECH was formally inaugurated in Gurgaon, North India by Walt Bradbury - Regional Manager - Singapore, Asia Region, Caterpillar Inc and Ed B Melicor - District Manager, India in September last year. The occasion was also



*Ed Melicor, GVR Murthy and Arun Grover sharing a light moment*

graced by GVR Murthy - Joint Managing Director of TIPL. The SEM and SITECH teams were introduced to them,



*Walt Bradbury inaugurating the office*

followed by presentations on business plans by Arun Grover, Business Head - SEM. The other SEM / SITECH offices are located in Bhubaneswar and Kolkata.

## SEM Award Story

The CMS division of TIPL entered into a strategic business alliance with SEM - China to market their Wheel Loaders in North and East India. We launched this product in the North and East and showcased the features and benefits of the Wheel Loader to our customer base. Following the launch, the marketing

support division along with our sales team conducted a series of promotional activities to introduce the equipment in our territories.

Demonstrations and road shows were conducted at strategic locations along with customer meets and product seminars.

Our efforts to showcase this new product and the business model to successfully market it were recognized by SEM management at the recently concluded worldwide SEM Dealer Conference in China. Among 50 dealers across the globe, TIPL received the award for Excellence in Customer Focus. Paul D Blackburn - General Manager, SEM handed over the award to Arun Grover - Business Head - SEM, commending our initiatives towards customer focus.

The award will surely boost the spirits of our sales and marketing team and motivate them to scale new heights in terms of customer focus in the SEM Wheel Loader product segment.



*Arun Grover receiving award from Paul Blackburn*





# Introducing

**SEM 658B Z Bar Loader -**

**The Smart Choice Wheel Loader**



To answer today's need for high performance, maximum uptime and low cost operation, SEM [Shandong Engineering & Machinery Company], a business division of TIPL brings you the 658B Z Bar Loader. This medium sized Wheel Loader is ideal for a wide range of jobs, offers enhanced productivity, reduces owning and operating costs while maintaining world class operator comfort and durability. It's the smart choice you must experience.

## Tractors India Private Limited

### NORTH

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# TIL TALK

## Memories Revisited

Recently, Mr. Andrew Ramsay, son of Mr. Allen Ramsay, one of the founding members of our flagship company, Tractors India Limited, visited the Taratolla and Kamarhatty facilities and walked down the memory lane along with his wife Susan.

Mrs. and Mr. Avijit Mazumdar and Mr. Sumit Mazumdar warmly received the couple and they spent quality time in both the facilities to interact with senior management and other TIL members.

Mrs. and Mr. Ramsay first visited the Taratolla corporate office and later the Kamarhatty factory where they shared some memorable moments with Mr. S K Bhatnagar, Director & President - MHS.

There is a saying - "We do not remember days, we remember moments..." the moments spent with the Ramsays will etch a beautiful picture in TIL's memory.



*Mrs & Mr Avijit Mazumdar, Mrs & Mr Ramsay, Mr Sumit Mazumdar and Mr GVR Murthy at Taratolla*



*Mr S K Bhatnagar handing over the memento to Mr Andrew Ramsay at Kamarhatty*



*The Ramsays' at the Kamarhatty facility*

## TIL Wins the Construction World Award, 2010

The 8th Construction World (CW) Annual Awards ceremony held in October, organized by ASAPP media, celebrated the work of companies in the construction and allied industry. Held every year since its inception in 2003, it is the first set of awards for this industry and most widely accepted by the construction fraternity. Out of the total 35 awards presented at the event, TIL received the prestigious award for being the second fastest growing construction equipment company.

CW Annual Awards are based on the financials and profitability of companies. The winners, selected through a rigorous process involving perception mapping, are then finalized after an exhaustive survey conducted among professionals within the construction and architecture

industry. The awards have ushered utmost transparency and awareness about corporate governance, thereby building a positive general perception of the industry. This recognition is yet another achievement in TIL's journey of corporate excellence.



*Pankaj Dara from TIL receiving the CW Award*





## Annual Sports

TIL celebrated its Annual Sports Day on 30th January, 2011 at the ICI sports ground. The event was organized by the Tractors India Employees' Recreation Club. Inaugurated by our CFO Alope Banerjee, the function included a wide array of events participated by TIL members and their respective families. Competitions were categorized as per age group. The sports activities included 50 meters run, hitting the target, kicking the football. There were also spirited performances in 'go as you like', mud pot breaking, walking race and musical chair. Children of our TIL members displayed their mettle in various events like spoon race, orange

race, 50 and 100 meters races. The day ended with prize distribution ceremony and there were many deserving winners amongst TIL

members and their respective families. The enthused spirits of the participants and cheering members of the extended TIL family, truly made our Annual Sports Day, a festive affair.



Activities at a glance

### Winners :

Ronit Ghosh, Manish Mukherjee, Mayukh Mukherjee, Sujata Banerjee, Subham Banerjee, Soumalya Saha, Jit Sen, Manu Dhanuk, Aishwariya Bose, Tatini Banerjee, Saheli Paul, Rishika Das, Sharmita Chatterjee, Shanta Ghosh, Shradha Saraf, Camelia Paul, Alpina Das, Mahua Mukherjee, Snigdha Ghosh, Jayanti Saha, Mahua Das, Gaurav Paul, Rahul Sharma, Hrishikesh Dutta Barua, Samin Khari Choudhury, Subrata Das, Kalyan Das, Haradhan Paul, Partha Chakraborty, Rajesh Singh, Indranil Mukherjee, Aniruddha Choudhury, Manas Sarkar, Sekhar Bhattacharya, Debjit Banerjee, Kushal Chakraborty, Jayanta Ghosh, Amitava Gupta, Tapas Adhikari, Santanu Banerjee, Anup Bose, Alope Banerjee and Utpal Mitra.

# TIL TALK

## 41st Annual Social Function

Tractors India Employees Recreation Club celebrated its 41st Annual Social Function on 13th January, 2011 at Kala Mandir, Kolkata. The much awaited event was a great way to start off the New Year. It was an evening of fun and entertainment with recognition for outstanding services and great performances by our TIL staff members.

The function was graced by Mrs. and Mr. Avijit Mazumdar, Mr. Sumit Mazumder, Mr. Alope Banerjee, Mrs. Manju Mazumdar along with other distinguished senior TIL members. Mrs. Manju Mazumder honoured the evening as Chief Guest. In his speech, Mr. Sumit Mazumder appreciated the diligent efforts of the organizing committee and club members for successfully organizing the TIL annual social program every year.

Like previous years, the program started by felicitating TIL members for rendering 25 years of dedicated service to the organization. Merit awards were handed out to students belonging to the TIL family for excelling in board examinations. The evening also witnessed enthralling performances by the Bangla band 'Bhoomi' who belted out their chart topping numbers and entertained the audience.

The show stopper was, however, the play - 'Boudir Biye', performed by our very own TIL members. The comedy written by Sailesh Guha Niyogi and directed by Satyapriya Sarkar was hilarious and highly entertaining. Partha Pratim Chakraborty from our Accounts Department was awarded the 'Best Actor' while Kushal Mazumder - MHS Division and Biman Sarkar - IT Dept. were adjudged the 'Best Actor in a Character Role' and 'Best Actor in a Supporting Role' respectively.

Overall it was an evening of appreciation and recognition for hard work, great performances and an entertaining and joyous celebration of talent and achievement.



*Entertainment at its best*



## Continuing with our Creative Endeavour - Sit & Draw Competition

As part of our 66th Foundation Day celebrations last year, a 'Sit & Draw' competition was organized at Taratolla, Kamarhatty, Sahibabad, Agucha and West Bokaro-SEB amongst children of TIL, TIPL members as well as customers at our two project sites. We covered this in our last TILTalk; however we felt it would not be fair on our little champs if we did not showcase the winning entries to all our TILTalk readers.

The topics were –

- 'Draw As You Like' for Group A (5 - 8 Years)
- 'Monsoon', 'Helping A Handicapped' and 'My India' for Group B (9 - 12 Years)
- 'World Cup through Your Eyes', 'Global Peace' and 'Nature and You' for Group C (13 - 16 Years)



### TARATOLLA

#### GROUP-A

1st



Mayukh Mukherjee  
S/o Indranil Mukherjee - MHS

2nd



Subhadra Pal  
S/o Amlangshu Pal - MHS

3rd



Ayush Chakraborty  
S/o Shilpa Chakraborty - KRM

#### GROUP-B

1st



Asmita Chanda  
D/o Arup Ratan Chanda - MHS

2nd



Soumodweep Halder  
S/o Prodyot Halder - CMS

3rd



Diptadeep Samanta  
S/o Proloy Samanta - Corp. Accounts

#### GROUP-C

1st



Happy Dhol  
D/o Prabir Kr. Dhol - Corp. Accounts

2nd



Rishika Das  
D/o Kashinath Das - CMS

3rd



Aishwarya Bose  
D/o Anup Kumar Bose - Corp. Accounts

## TIL TALK

## SAHIBABAD

## GROUP-A

1st



Injila Khalid, D/o M.A.Khalid - PSS

2nd



Pooja Das, D/o Sanjib Das - CMS

3rd



Sandhya, D/o Vijay Singh - MHS

Special Prize



Unnati Bisth, D/o I.S.Bisth - PSS Rental

## GROUP-B

1st

Rohan Gussain  
S/o Vijay Singh - MHS

2nd

Devleena Biswas  
D/o Joydip Biswas - PSS

3rd

Sadhvi Gupta  
D/o Arvind Kumar Gupta - PSS

## GROUP-C

1st

Anupama Vijayan  
D/o K.Vijayan - CMS

2nd

Vrinda Paleri  
D/o Ajith Kumar - C&L

## AGUCHA

## GROUP-A

1st

Ayush Paliwal  
S/o Dinesh Paliwal - HZL

2nd

Prinshi  
D/o K K Sinha - HZL

3rd

Jayeeta Sarkar  
D/o Joytirmoy Sarkar - HZL

## GROUP-B

1st

Manvi Shekhawat  
D/o L.S.Shekhawat - HZL

2nd

Prachi Gupta  
D/o M K Gupta - TIPL

3rd

Asmita Sharma  
D/o Ravindra Sharma - HZL

## GROUP-C

1st

Tanvi Shekhawat  
D/o L S Shekhawat - HZL

2nd

Noshin Khan  
S/o Shakil Khan - TIPL

3rd

Shashank Kalyank  
S/o V K Kalyank - HZL



## WEST BOKARO - SEB

### GROUP-A

1st



**Satwik Sahu**  
S/o Dr. B K Sahu - Tata Steel

2nd



**Anushka Kumar**  
D/o Neeraj Kumar - Tata Steel

3rd



**Kartikeya**  
S/o M N Rao - Tata Steel

### GROUP-B

1st



**Siddhant**  
S/o Sujit Mishra - Tata Steel

2nd



**Somesh Kumar**  
S/o Hari Om Mahto - Tata Steel

3rd



**Poonam Kumari**  
D/o S K Prasad - Tata Steel

### GROUP-C

1st



**Jyoti Bara**  
D/o J O Bara - Tata Steel

2nd



**Shiddhant Jain**  
S/o P K Jain - Tata Steel

3rd



**Swagata Chatterjee**  
D/o S Chatterjee - Tata Steel

## BRANCHES

### GROUP-A

1st



**Rahul Thakur**  
S/o Mukesh Thakur - TIPL, Patna

2nd



**Upasana Mukherjee**  
D/o Swapan Mukherjee - TIPL, Asansol

3rd



**Arun Kumar**  
S/o P S Sharma - TIPL, Dhanbad

### GROUP-B

1st



**Joitree Mukherjee**  
D/o Joydev Mukherjee - TIPL, Asansol

2nd



**Saloni Arora**  
D/o Rajesh Arora - TIPL, Udaipur

3rd



**Anubhav Mukherjee**  
S/o Swapan Mukherjee - TIPL, Asansol

### GROUP-C

1st



**Dushyant Sharma**  
S/o Subhash Sharma - TIPL, Udaipur

2nd



**Rahul Kumar**  
S/o N K Mondal - TIPL, Dhanbad

3rd



**Komal Kaur**  
D/o Mohan Singh - TIPL, Dhanbad

# TIL TALK



Abhijit Chatterjee  
IT



Biswajit Mukherjee  
Business Process - COE Central



Deepak K Jolly  
Construction - North Central - CMS



V.R.Ganesh  
Product Support - North Central - CMS



Tata Rao Buddala  
CRC - South East - CMS



Subir Kumar Datta  
SEB MARC Project - South East - CMS



Subhash Sharma  
Udaipur - North - CMS



Soumitra Das  
Asansol - East - CMS



Shubhanshu Girdher  
Chandigarh - North - CMS

## ASCENT - Towards Excellence in Leadership

The 'people' factor has been identified as one of the Critical Success Factors under India Acceleration Program (IAP). The achievement of our bold goals as set in the IAP is only possible with a team of dedicated and efficient manpower led by motivated leaders. Leadership is the key to operational excellence as realized by TIPL and to groom our future leaders, the Knowledge Resource Management (KRM) division of TIL designed the ASCENT program in consultation with Caterpillar.

ASCENT is an integrated Leadership Development Program aimed at creating a wider perspective on business, increasing business skills and leadership capabilities of the functional leadership teams and focused to form a pool of future business leaders in the organization.

The ASCENT program was designed into various modules like Operating your Business, Building High Performance Teams, Leadership and Commitment, Serving your Customers, Business Operations among others. The training process started in May 2010 with identification of the development centric competencies as desired by the leaders. 18 members of TIPL management team were identified to be groomed under ASCENT. June 2010 onwards, the participants were trained on various modules as mentioned earlier through Instructor led trainings. The sessions were very much interactive with Role Plays, Business Event Interviews and Case Studies. External faculties and consultants were called in to add value, including Caterpillar HR and senior officials, who helped us during these modules.





Harpreet Singh  
Major Accounts - North Central - CMS



Jitendra Kumar Bassi  
Product Support - North - CMS



Mahalingam Chandrashekar  
Kolkata - East - CMS

Post training, each candidate was assigned a project within his work area linked to the learnings and also aligned with the competency gaps that were identified at the initial stage.

The ASCENT Leadership Program finally culminated into a momentous occasion through the Graduation Ceremony held on 11th Jan, 2011 at Delhi in presence of Rich Lavin - Group President, Caterpillar and other senior members of Caterpillar and TIPL.

Besides the address made by Shilpa Chakraborty - head KRM and GVR Murthy - Joint Managing Director, TIPL, the Graduation Ceremony also saw insightful thoughts shared by Rich Lavin, Rob Charter, Walt Bradbury, Ed Melicor and Sumit Mazumder who graced the occasion. The evening proceeded with handing over of certificates and also an interactive Q&A session between senior Caterpillar management and audience. Rich Lavin reinstated ASCENT to be a key driver to the success of India Acceleration Program and appreciated the efforts of TIPL in successfully conducting this program and developing its future leaders. Sumit Mazumder reaffirmed that the program is a great way towards creating a stronger middle management in TIPL.

The next two days were dedicated to each participant presenting his project in the program which was discussed and reviewed by the appraising group.

ASCENT program was well received by all and slated to be a continuous process. ASCENT graduates and their projects truly demonstrated that TIPL is indeed building a very capable force to take the organization into higher orbit of growth.



Manish Verma  
EP North - PSS



Mohit Kaushal  
Mining - North - CMS



Naveen Chander  
Rental & Used Equipment



Saikat Chatterjee  
Jamshedpur - South East - CMS



Punit Rekhi  
EP North Central - PSS



Prasanta Gupta  
Product Support - East - CMS

**KRM**

# TIL TALK

TIL, has always been proactive in responding to economic, environmental and social imperatives affecting our society and the community we live in because we firmly believe that *'we can do well by doing good'*. Here's a snapshot of some of our CSR initiatives over the last one year.

## Extending a Helping Hand to SOS Village

To reinforce our engagement towards good corporate citizenship, TIL extended its support to SOS Village, Kolkata. This non-profit organization's work focuses on destitute and orphaned children who require family - based child care. About ten children are grouped into a 'house' with an SOS mother and between ten and fifteen of such houses are grouped together as a 'Village' with shared facilities. Towards the end of last year, TIL took the initiative and sponsored a 'house' at SOS Village, Kolkata. TIL's contribution will be used for the upkeep and educational expenses of 10 children and their care-giver Mother for one year.



The concept of SOS Village is quite unique and heartwarming. Building up stable relationships and family bonds are the focus areas of this organization and the SOS mother takes on the role of biological parents' and becomes the primary care-giver to the children. TIL's initiative would help these special children to grow up as responsible and contributing members of the community.

## "ISWAR SANKALP" - Restoring Dignity of Mentally Challenged Homeless Women

TIL recently supported 'Iswar Sankalp' a community - based care and support program for the homeless and mentally challenged women of



the society. The organization runs this program by extending medical support and guidance to ensure sensible and sensitive services to the not-so-fortunate women of our society. We are proud to be a part



of this initiative by helping these mentally challenged women and empowering them in attaining their rightful place in the society.



## Kolkata Improvement Drive

### A CSR initiative by TIPL Rental

Cleaning up garbage is one of the primary steps to conserving and improving our local environment. With this objective in mind, renowned columnist Mudar Patherya approached TIL to join hands in an initiative to clean up the polluted Rabindra Sarobar area in Kolkata. For this, we deployed one of our 424B BHLs from our Rental fleet and a machine operator to dig up a huge pit so that the rubbish of the garden area could be dumped in. Our Rental team was involved in surveying the area, deciding on the pit dimensions and supervising the entire clean-up operation. The use of our 424B BHL speeded up the cleaning drive and the initiative and support from TIL was well appreciated by the citizens and the media of Kolkata. The job was carried out in November last year.



The Rabindra Sarobar area is now restored for city morning walkers, yoga practitioners and this clean green patch definitely adds beauty to the surroundings. This initiative will surely go a long way in enhancing TIL's goodwill and equity as well as its commitment towards the betterment of our society and environment.

TIL is happy to be a part of this clean-our-city drive and we congratulate our Rental team in their endeavor towards *touching lives and making a difference*.

## A Small Gesture Ensuring Better Hygiene Amenities

TIL has always associated itself with betterment of its surrounding community.

Recently, TIL funded the reconstruction of washroom facilities of Arya Parishad Vidyalaya, a school for economically challenged girls of our society, at Garden Reach area.

The school lacked a proper washroom and our efforts helped them in remodeling the existing one, thereby providing the girl students a decent and hygienic facility at school.

## A Christmas Party with a Difference

A Christmas Party was organized at the Palladian Lounge, Kolkata in December last year for the deprived street children by one of the centers of 'Towards Life Foundation' (TLF) - Eastern Institute for Integrated Learning in Management. TIL supported the program by contributing hampers containing coloring books, crayon boxes and food packets which made these children feel 'cared for' on this special day of the year. The event also witnessed celebrity danseuse Alokanda Roy spending quality time with the children.



# TIL TALK

*"I slept and dreamt that life was joy. I awoke and saw that life was service.  
I acted and behold, service was joy."*

- Rabindranath Tagore

**25  
Years  
SERVICE  
AWARD**



**Harisadhan Chowdhury**  
Secretarial Department



**Anjan Chatterjee**  
MHS-Stores

**Congratulations !**

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

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



**Aishwarya Bose**  
D/o Anup Bose  
Corp. Accounts, TIL



**Happy Dhol**  
D/o Prabr. Dhol  
Corp. Accounts, TIL



**Suvojit Mukherjee**  
S/o Biswajit Mukherjee  
Training & 6 Sigma - COE, TIPL



**Arijit Das**  
S/o Dharendra Nath Das  
MHS - Works



**Manas Ranjan Mishra**  
S/o Goleak Behari Mishra  
MHS - Stores



**Akash Pratim Bose**  
S/o Partha Pratim Bose  
PSS - Parts



**Subham Chatterjee**  
S/o Samar Chatterjee  
TIPL - SITECH



## Way to go!

**Shrijita Banerjee**, daughter of Debjit Banerjee, PSS Service, was awarded **1st position in an elocution competition** for the age group of 5 - 6 years, organized by Nikhil Banga Nabo Barsha Utsav held at Netaji Indoor Stadium. She was felicitated by our honorable Governor Shri. M K Narayanan at Mahajati Sadan.



**Monu Dhanuk**, daughter of Prem and Sunita Dhanuk was awarded **2nd place at Group - B 100 meters race** organized by the Annual Sports / Cultural Programme Committee of Fatepur Hindi Nagari Pracharak Vidyalaya, Kolkata.



*Congratulations for your stunning performances!*

*"Sit in reverie and watch the changing color of the waves  
that break upon the idle seashore of the mind."*

- Henry Wadsworth Longfellow



*holiday home at*  
**DIGHA**

**Hotel Sea Hawk, Digha**

(Two rooms with attached balcony on  
the second floor reserved for TIL)

*For Booking please contact:*

Mr. Partha Pratim Chakraborty & Mr. Kushal Chakraborty

**Tractors India Employees' Recreation Club**

TIL Limited, 1, Taratolia Road, Garden Reach, Kolkata-700024

Phone: 033-2469 3732 - 36, 6633 2000

*Make your holidays  
enjoyable and comfortable.*

# TIL TALK

## Bring Healthy Back

Whether it's a constant dull ache, a band of excruciating pain or a sudden twinge; one thing is for sure - back pain makes you feel miserable. With the stressed out lifestyle most of us lead these days, more and more people across the globe are suffering from this ailment.

There are some basic preventive measures you can take to keep your back healthy and in good shape.

### Common Causes of Back Pain:

- Sleeping in an uncomfortable bed • Incorrect sleeping posture • Incorrect sitting posture • Lifting heavy objects • Obesity • Back injury • Osteoarthritis • Rheumatism • Lack of exercise • Infections like spinal abscess and urinary tract infections • Bulging discs • Osteoporosis

## Easy and Effective Solutions to Your Back Problems

**Maintain a Healthy Weight:** Being overweight is one of the common causes of back strain. When the spine is burdened with excess weight, it can lead to muscle weakness and poor flexibility, which in turn can lead to injury. So losing weight can help you with that nagging back pain.

**Get Adequate Sleep:** During sleep, our body repairs its sore muscles and inflamed joints. Sleeping on one's side and on a firm surface is recommended to prevent curvature of the spine. You may put a pillow under your knees or under your lower back while sleeping for added comfort and spine protection.

**Massage Therapy:** Massage therapy improves blood circulation and induces muscle relaxation, which immensely helps in curbing back pain.

**Quit Smoking:** People who smoke have less oxygen in their spinal tissues, which can impede the normal healing process and prolong pain.

**Calcium and Vitamin D:** Calcium and Vitamin D supplements increase bone strength and prevent osteoporosis, which is important to a healthy and stable back.

**Refrain from pulling heavy objects and always use the push technique.** Also try to bend at the knees and tighten your stomach muscles when you are lifting objects.

**Keep your system hydrated enough** and de-stress yourself as much as possible to encourage good body mechanics.

**Balanced Posture:** You may think that slouching when sitting or standing is relaxing your muscles. Good posture, which involves standing and sitting in a balanced and neutral position, is the best way to avoid straining your spine.



### While in office or at work -

- Try to sit up straight and avoid hunching in your chair.
- Make sure that the height of your chair is well adjusted according to the height of your desktop so that the computer screen is placed slightly below the eye level.
- Do not stay up in one position, whether sitting or standing for long; rather get up from your chair and take small breaks to walk around and stretch your muscles.



## Proper Exercise Regimen:

A daily routine of yoga and muscle stretches will keep your body rejuvenated all day. Simple workouts like brisk walking, jogging, swimming; any form of cardio activities would do wonders in keeping you active and your muscles flexible.

Using these tried and tested means can help you get rid of the agony of your back pain and allow you to have a healthy back.

### Exercise Treatment for Back Pain

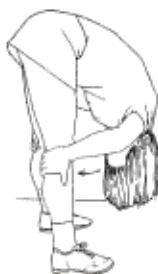
#### 1) Knee Pull

Lie flat on your back and grasp one knee with interlaced fingers. Keeping your back flat, pull your knee toward your chest and hold for 20 seconds. Switch to the other knee and repeat the stretch.



#### 2) Forehead to knee stretch

Lower and forehead between your knee while standing. Go as far as you can go, and then grasp behind your knees and try to go a little farther. Hold for 10 to 15 seconds. Start with three repetitions and then increase gradually by one every other day until you reach 12 repetitions.



#### 3) Hurdler stretch (standing)

While standing, put one foot on a chair in front of you. Now bend your forehead forward and try to touch it to your knee. Use the same number of repetitions as for the forehead to knee stretch. Repeat with the other leg.



#### 4) Pelvic Tilt

While lying on your back with knees bent and feet flat on the floor, relax the back muscles and tighten your abdominal and buttock muscles to press your back flat against the floor. This will tilt your pelvis forward. Once you have a totally flat back, do the same number of repetitions as for the forehead to knee stretch.



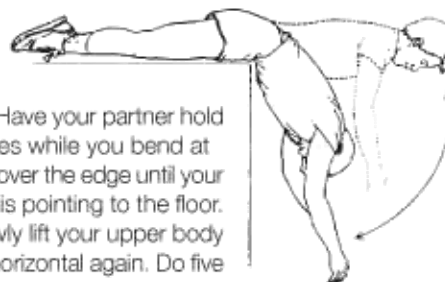
#### 5) Abdominal Curl

Lie on your back, knees bent and feet flat on the floor, with your hands clasped behind your head. Slowly curl your shoulder blades up off the floor, leaving your back on the floor. Hold for five seconds and slowly lower your head and shoulders. Start with five repetitions, increasing the number by five as the curls get easier.



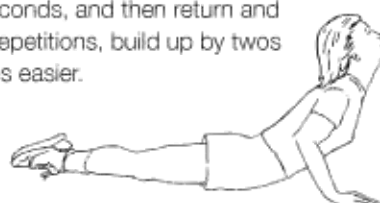
#### 6) Reverse Sit-up

This sit-up should not be started until later in the program. This involves working with a partner who will have to hold your legs down. Lie facedown on the edge of a table, with only your legs and hips on the table. Hold the legs of the table for support. Have your partner hold your ankles while you bend at the waist over the edge until your forehead is pointing to the floor. Then slowly lift your upper body until it is horizontal again. Do five repetitions and add two at a time as this becomes easier.



#### 7) Back extension

Lie on your stomach. Raise your head and shoulders. Hold for 10 seconds, and then return and relax. Do five repetitions, build up by twos and it becomes easier.













**REVIVE™**  
take charge of your life

# TIL TALK



**you may or may not have known**



-  Apples and not caffeine are more effective at waking you up in the morning.
-  The strongest muscle in the body is the tongue.
-  Women blink nearly twice as much as men.
-  People say 'Bless You' when you sneeze, because when you sneeze, your heart stops for a millisecond.
-  Butterflies taste with their feet.
-  Elephants are the only animals that can't jump.
-  TYPEWRITER is the longest word that can be made using the letters only on one row of the keyboard.
-  Every time you lick a stamp, you're consuming 1/10 of a calorie.
-  Honey is the only food that doesn't spoil.
-  An Octopus has three hearts.



## Corporate Humor

A software engineer, hardware engineer and departmental manager were on their way to a meeting in Switzerland. They were driving down a steep mountain road when suddenly the brakes failed. The car got out of control, bouncing off guardrails until it miraculously landed to a scraping halt along the mountainside. The passengers of the car were unhurt, but they had a problem. They were stuck halfway down the mountain in a car with no brakes.

'I know,' said the departmental manager. 'Let's have a meeting, propose a Vision, formulate a Mission Statement, define some Goals, and through a process of continuous improvement, find a solution to the Critical Problems and we'll be on our way.'

'No,' said the hardware engineer. 'I've got my Swiss knife with me. I can strip down the car's braking system, isolate the fault, fix it, and we'll be on our way.'

'Wait,' said the software engineer. 'Before we do anything, shouldn't we push the car back to the top of the mountain and see if it happens again?'

Moral of the story: Some domain experts are risky in other domains. Pun Intended!

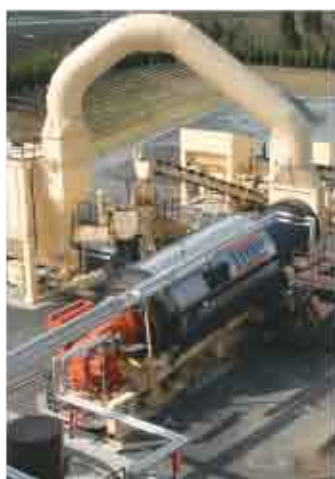


## DOUBLE BARREL HOT MIX PLANT



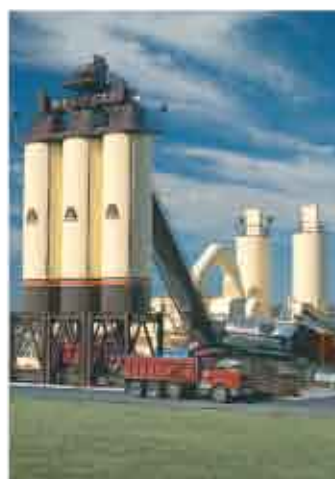
### Designed for Your Profitability

The "Double Barrel" comes with the latest in hot mix technology as well as with other great Astec features that are simply world class. You can now get a complete line of innovative portable, re-locatable and stationary hot mix asphalt plants.



- 3 times Gold Medal winner in Roads and Bridges Contractor's Choice awards
- Approved by NHAI
- 100% Portable Plants-setting standards for portability with setup in less than 48 hours
- Use of RAP (Reclaimed Asphalt Pavement) up to 50%
- New Generation Hot Mix Storage Silos—store mix for 4 days without loss of mix quality
- Unmatched product support from TIL

**Count on TIL -  
Your Total Solutions Provider**



# Performance Redefined

## TMS 10

Capacity 10 Tonne

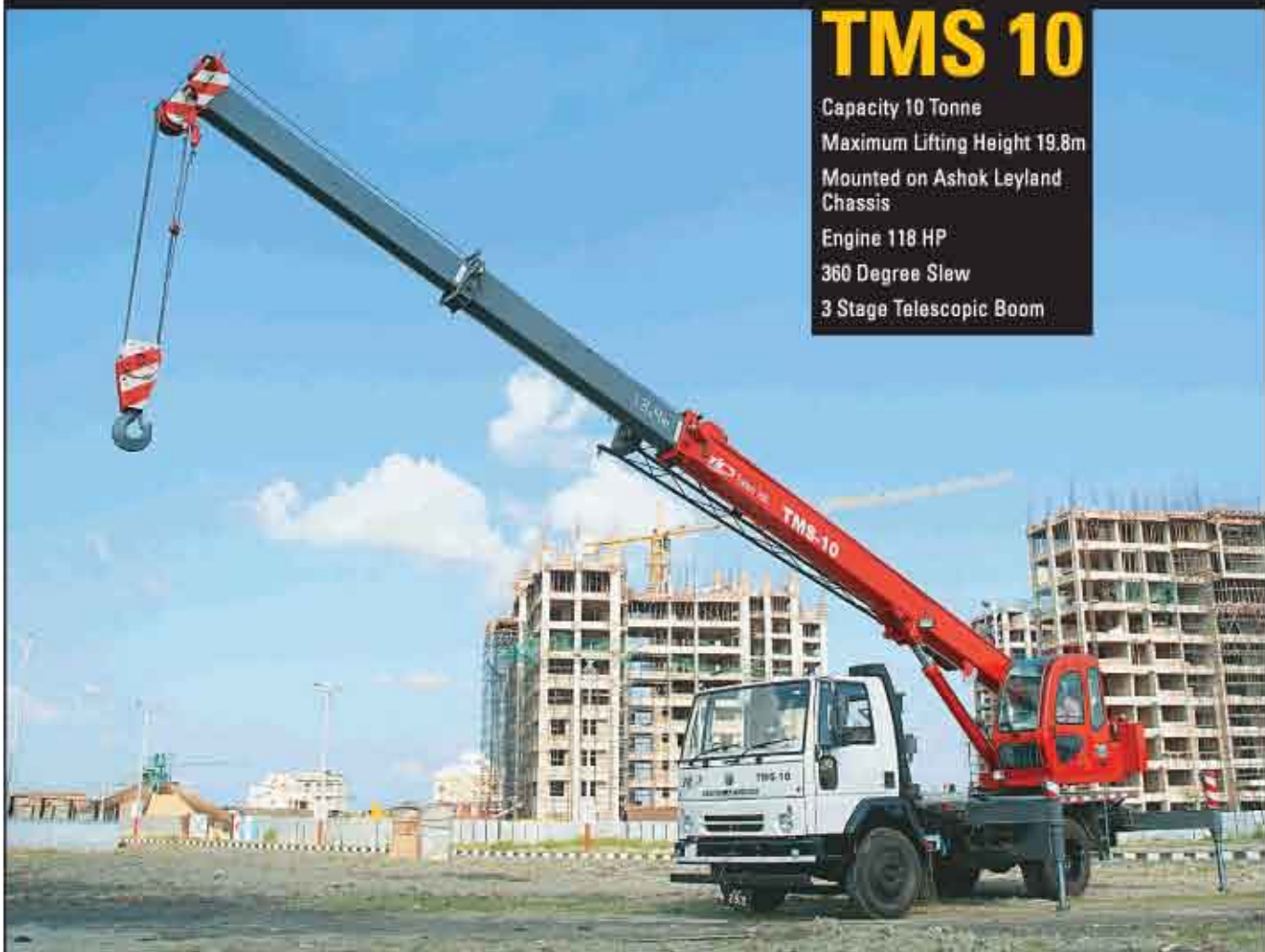
Maximum Lifting Height 19.8m

Mounted on Ashok Leyland  
Chassis

Engine 118 HP

360 Degree Slew

3 Stage Telescopic Boom



TIL now adds another star in its comprehensive portfolio of Truck Mounted Cranes - TMS-10. Designed for longer reach with a high capacity boom, superior ergonomics, TMS-10 is extremely user-friendly, delivering high productivity.

With over six decades of domain expertise and partnership with world leader-Grove, a part of Manitowoc group, TIL is committed to providing best value propositions to customers with its range of superior products and unmatched customer support.

**Count on TIL - Your Total Solutions Provider**

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**TIL** Tractors India