



TIL TALK

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OUR NEWS VIEWS & EVENTS



What's inside

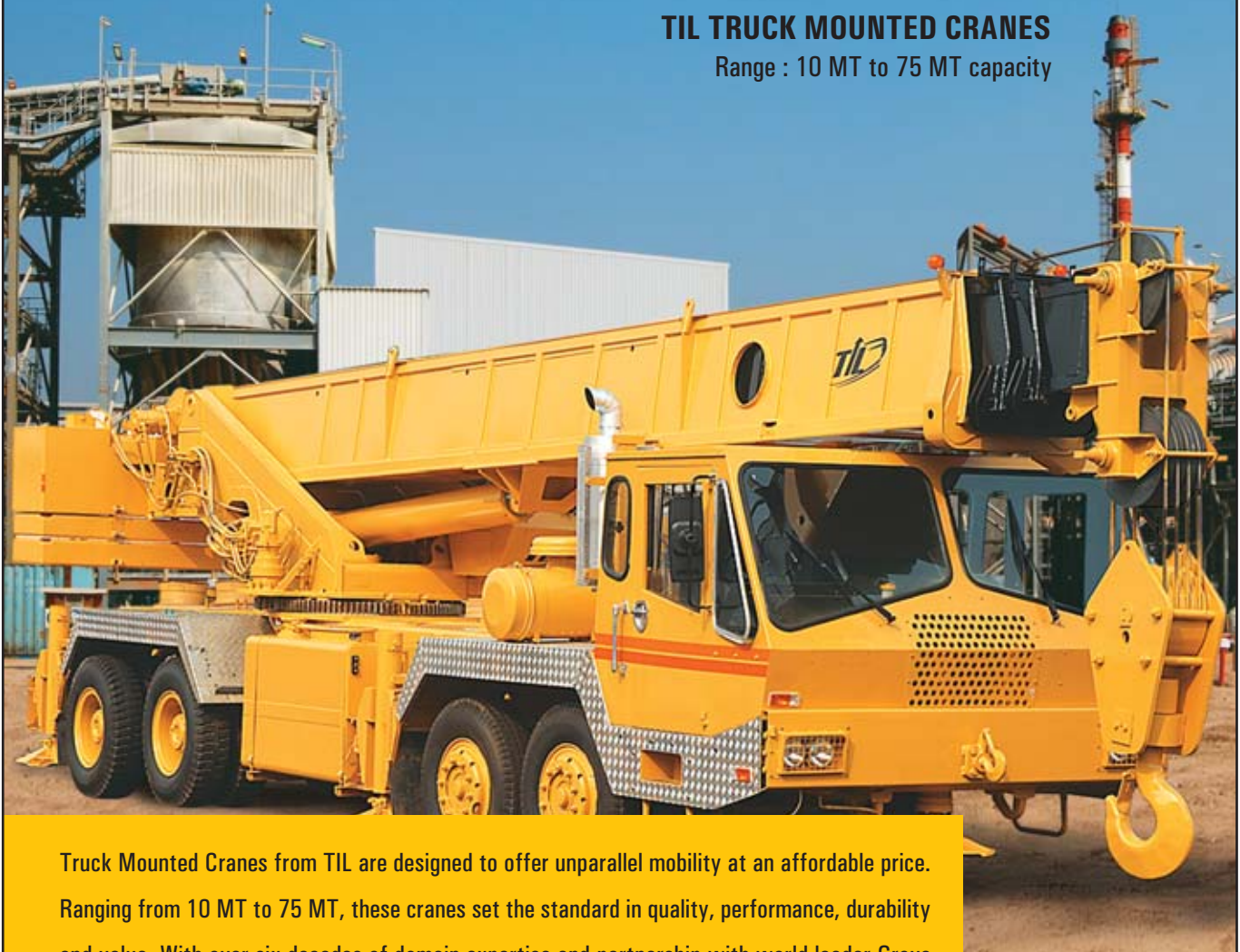
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Unrivaled Mobility. Unmatched Strength.

TIL TRUCK MOUNTED CRANES

Range : 10 MT to 75 MT capacity



Truck Mounted Cranes from TIL are designed to offer unparalleled mobility at an affordable price. Ranging from 10 MT to 75 MT, these cranes set the standard in quality, performance, durability and value. With over six decades of domain expertise and partnership with world leader Grove - a part of Manitowoc group, TIL brings its customers best value proposition and unmatched product support.

TIL Tractors India

TECHNOLOGY INNOVATION LEADERSHIP

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Message from Vice Chairman & Managing Director

Dear Reader,

Welcome to the latest issue of TIL TALK.

2010-11 has been a significant year for India with a mix of ups and downs.

Amidst the impediments like inflation, scams, political violence in pockets, India won the World Cup after 28 years, witnessed a growing consciousness amongst the civil citizens to fight against corruption, the historic 'red end' in West Bengal after 34 long years and of course the steady march towards a high growth trajectory. India is now one of the nations shaping the world economy, and today brand India is associated with core values like innovation, dynamism and adaptability - propelling her to meet the challenges, and continue on her growth momentum.



Our Finance Minister in his budget presentation announced that Indian economy is expected to grow at 9 per cent with outside band of (+/-) 0.25 per cent in 2011-12. A report by the Asian Development Bank (ADB) also projects that India and six other major economies in Asia will be driving the region's growth. The infrastructure space in which TIL operates; the growth drivers for 2012 will be the rising demands in domestic markets coupled with rapid urbanization. In other words, the road ahead for TIL is paved with opportunities.

It has been a significant year for TIL, too. We took steps aimed at creating long-term value for our stakeholders. Among the significant events and initiatives we took - the launch of indigenously built 75 MT Truck Mounted crane, new collaborations and new facility expansion, focus on Rental & Used Equipment (RUE) to enhance coverage are some worth mentioning. We also laid special emphasis on investing in people and capability development initiatives which will enable TIL to capitalize on new opportunities and become a more cohesive and customer-centric organization.

Quite a few of these initiatives we adopted and which are expected to pay dividends in the long run are covered in this issue of TIL Talk. The first 75 MT Truck Mounted crane story demonstrates the design and manufacturing prowess TIL has always been so proud of. In our Equipment & Project Solutions (EPS) vertical we have entered into a dealership agreement with Mitsui Miike Machinery Co. Ltd [a part of Mitsui group] for their Road Header business in India. Besides augmenting our coverage, this tie-up is sure to maximize the potential emerging out of roads and mining segment in India.

In the Construction, Mining and Power Systems (CMS & PSS) business, our Petroleum Product Support team won the 'Platinum' honor from Caterpillar, signifying unflagging zest of our people to aim high and achieve higher. In another feat of success, recently three of our TIPL instructors were awarded the first Accredited Instructors' Certificate in Asia Pacific operations under Caterpillar Instructor Accreditation Program (CIAP). This is a commendable achievement for TIPL in strengthening its value stream and enhancing customer loyalty. In line with our continuous learning and improvement endeavors, we also inaugurated our first Technician Development and Assessment Center in Asansol, West Bengal.

We have dedicated a remembrance section for Debojit - a valuable member and a pillar of our TIL Family, who passed away recently. He will be remembered for his unrelenting and optimistic spirit, as well as his passion towards the mining business. He will forever remain a source of inspiration to all of us.

The regular sections of news, views and events continue - reflecting team TIL's spirit and commitment that form the cornerstone of our success.

Enjoy the issue.

A handwritten signature in black ink, appearing to read 'Sumit Mazumder'.

Sumit Mazumder

Vice Chairman & Managing Director

A Benchmark in Manufacturing Prowess

TMS 875 - The First Indigenously Designed 75 MT Truck Mounted Crane

In its endeavor to enhance capacity in Truck Mounted crane category and offer customers a wider range, and better value propositions, TIL launched the 75 MT capacity Truck Mounted crane model - TMS 875 in the Indian market.

TIL's first indigenously designed 75 MT Truck Mounted crane model is a high performance product that comes with impressive features like four section trapezoidal full power boom, 165 litre fuel tank capacity, 50 km/hr road speed, superior ergonomics aimed for continuous long hauls, operator comfort and high productivity. The complete crane operation is also control led by "Programmable Logic Control" unit for easy operation and troubleshooting.

The project took off last year and in a brief span of 90 days, the efficient and dynamic team of engineers from Design, ME, Fabrication, Assembly, SCM and QA completed the project and a formal launch was carried out at the Bauma Conexpo show in Mumbai which received favorable response as well as many customer enquiries.

The introduction of TMS 875 further strengthens TIL's fuel-efficient, rugged and comfortable product assortment in the TMS range. This is the highest capacity Truck Mounted crane available in the Indian market.

This truly demonstrates the exemplary efforts of the Material Handling Solutions (MHS) Kamarhatty team for upholding TIL's commitment to innovation, technology and leadership.

TMS 875 comes with the following benefits:

- Synchronization ensures even distribution of load in the boom sections
- Better service facility
- Higher mobility
- Efficient hoist unit
- Operator comfort
- Higher productivity



Exhibiting Competence in Technology Innovation and Leadership bC India 2011

The Bauma Conexpo (bC India) tradeshow, held in February 2011 at the Bandra Kurla Complex, Mumbai witnessed a fine display of manufacturing prowess by TIL. In its aim to respond to the needs of the burgeoning infrastructure market and catering to customers' demands, TIL has been successfully offering an extensive range of high technology equipment and end to end solutions thereby reinforcing its position as a Total Solutions Provider. With an objective to gain a wider brand exposure as well as showcase its new product range, the Material Handling Solutions (MHS) division of TIL along with the newly formed vertical Equipment & Project Solutions (EPS) participated at the bC India show in Mumbai.

The bC India 2011 trade fair held for the first time in India at MMRDA Grounds, Bandra Kurla Complex, was

jointly organized by Messe Muenchen International and Association of Equipment Manufacturers (AEM). The international fair witnessed an overwhelming participation of over 500 exhibitors from 30 different countries, showcasing their extensive range of products and services, latest state-of-the-art technology and a wide range of superior services for all sectors of the construction industry. From TIL, Mr. Sumit Mazumder-Vice Chairman and Managing Director, Mr. Satish Bhatnagar - Director and President, MHS and Mr. R. Nandagopal - Vice President, EPS graced the event along with other senior officials.

Spread across a sprawling area of over 1000 sq.mtrs of outdoor space at stall 205, TIL exhibited its versatile product portfolio.

The premier industrial fair also became the launch pad



TIL stall at bC India





for some of our machines. Mr. Satish Bhatnagar unveiled the TMS 10 and TMS 875 models in the Truck Mounted crane range. The EPS division displayed the new product range in Crushing & Screening Solutions like Telesmith 44SBS Cone Crusher and AMS 2618VM Screening Solution.

Products displayed at the stall included:

- TMS 10
- TMS 875
- TMS 750B MKII
- Husky 620
- RT 630C
- RT 740B
- Telesmith 44SBS Cone Crusher
- AMS 2618VM High Frequency Screen

The stall was aptly decked with eye-catching branding imagery displayed at various vantage points of the stall. The four day event witnessed large footfalls and encouraging response from many potential customers and new prospects evincing great interest in our products and services. A good number of leads were generated which show promise of translating into significant business results in the future.

The bC India show helped us to gauge voice of customer by obtaining feedback through direct interaction with a large number of customers on our new products, latest models, technological innovations and service deliverables, which is instrumental in providing a holistic customer experience; the focal point of TIL's brand mantra.

The pictures depict our stall, different products on display, senior management - Mr. Sumit Mazumder, Mr. Satish Bhatnagar, Mr. R. Nandagopal, Mr. Joydev Bose, Mr. Pinaki Niyogy, Mr. R. Ramarajan, Mr. Sumit Biswas and Mr. Ramesh Thiagarajan interacting with customers and senior officials from Hyster, Astec and Manitowoc along with team TIL at the bC India 2011.

Strategic Tie-up for Road Headers

Mitsui Miike Machinery Co. Ltd. (MMMCL) Joins Hands with TIL

The Equipment & Project Solutions (EPS) division of TIL has entered into a dealership agreement with MMMCL, a part of Mitsui Group, for the sales and after-sales service support of their Road Headers in India. This strategic agreement will complement the existing offering of construction equipment solutions by TIL to the customers.



Sealing the Relationship: Mr. Sumit Mazumder with Mr. Yukitomo Hirakawa



Mr. Masamichi Shikasho with Mr. Alope Banerjee during the agreement signing

The agreement was signed by Mr. Yukitomo Hirakawa - President, MMMCL and Mr. Sumit Mazumder - Vice Chairman and Managing Director, TIL Ltd. in March 2011. Also present during the occasion were Mr. Masamichi Shikasho - General Manager, Overseas Division, MMMCL, Mr. Alope Banerjee - CFO and Mr. R. Nandagopal - Vice President, EPS from TIL Ltd.

With the government stepping up investment in infrastructure projects related to road construction,

railways, hydroelectric power, irrigation for sustainable growth, this agreement will help TIL offer the Road Header for specialized application like tunnel excavation in these infrastructure projects. In its continuous quest for associating with the best, it was but natural for TIL to look at MMMCL - world's leading manufacturer of Road Headers, known for their high quality and efficient performance. The applications are wide ranging that include rail-roads, roads, mining, waterworks, sewerage systems etc. For MMMCL, TIL made an ideal partner with its broad portfolio and vast network across the country.

MMMCL has 11 models of Road Header ranging from 40 KW to 350 KW cutting motor power in both dozer type as well as gathering type versions. At present, six of such units are successfully working at the biggest hydroelectric project in India - the Subansiri Dam in Assam.

This dealership agreement is a significant step at expanding and synergizing our existing product portfolio, and is anticipated to be a successful and mutually beneficial relationship for both TIL and MMMCL.



SLB300 Road Header on display

The Relation Continues...

Mitsui Miike Machinery Trains EPS Team on Road Header Techniques

As a part of the TIL and MMMCL dealership agreement for sales and service of Road Headers in India, a Product Training Program was organized at Taratolla and at the customer project site in Assam with focus on various aspects of Road Headers including an understanding of the application. The classroom training held in Taratolla was conducted by senior MMMCL officials such as Mr. Shigeki Wakamatsu - Engineering Manager, Construction Machinery, Mr. Nobuyuki Ohyushi - DGM, Overseas Sales Division and Mr. Masamichi Shikasho - General Manager, Overseas Division. The program was attended by the EPS team including Mr. R. Nandagopal - Vice President, EPS. The classroom session through presentations imparted an overview of the company and the product's various applications, used worldwide.

The classroom training was followed by an on-site training, conducted at the location of Subansiri Dam in Assam. Lower Subansiri Dam is a 2,000 MW under-construction hydroelectric power project of National Hydroelectric Power Corporation (NHPC limited). Most part of the tunnel work of this project is being carried out by Mitsui Miike Road Header Model SLB 300S.



Classroom training in progress

The five day on-site training covered various details of the service aspects of the Road Headers including an awareness program on basic maintenance and safety features. The product knowledge and hands-on training coupled with marketing initiatives and suitable value propositions will help the marketing team to penetrate the competitive market and meet customer expectations, effectively. TIL has always been focused on enhancing the capabilities of its people and honing their skills to gain competitive edge and achieve excellence in all spheres of being a 'World-Class Service Organization'.



Training hard on-site at Subansiri Dam, Assam

EPS Moves Ahead

First Rental Agreement for Double Barrel Hot Mix Plant

The rental agreement signed between TIL and BSCPL Infrastructure Limited based in Hyderabad sets a pioneering example - the installation of the first ASTEC Double Barrel Hot Mix Asphalt plant in India. The vision of Mr. B. Seenaiiah - Managing Director, BSCPL Infrastructure Limited combined with the persistent efforts of the Equipment & Project Solutions (EPS) team translated this business goal into a reality. For EPS this

signifies the beginning of a path breaking journey in the road construction technology sector.

This contract is for a period of 18 months during which 20% Reclaimed Asphalt Pavement (RAP) will be used. The 200TPH plant would be deployed at the Simhapuri Expressway project - a six-laning project between Nellore and Chilakaluripeta, and is likely to be the first plant in India to use Reclaimed Asphalt Pavement in the Central Hot Mix plant.

This contract also sees the culmination of the various efforts put in by the EPS team that included seeking approvals from MOSRTH and NHAI for the use of Continuous Drum Mix Plant "Double Barrel" technology, customer seminars to advocate the use of RAP, and the superior technology of the Double Barrel Plant. The team involved also sought guidance from leading institutions like IIT Kanpur and IIT Chennai.

This installation will change the approach to road construction in India giving TIL the first-mover advantage.



Mr. R. Nandagopal with Mr. B. Seenaiiah during the agreement signing

Optimizing Market Opportunities

TIL Presents Potain Range at Builders' Meet in Kolkata

In line with our objective of bringing new age products to our customers, TIL - the distribution partner of Potain (a part of Manitowoc Crane Group) made presentations on Potain Tower crane range to a select group of Real Estate contractors in Kolkata. The event was organized by the Builders' Association of India (BAI), Eastern Centre, Kolkata and provided an opportunity for TIL to gain better footing and create adequate brand awareness to the Tower crane user section.

The TIL marketing team introduced the Potain Tower cranes to the audience and explained the technical superiority and benefits of using this world-class product for various lifting needs. This was followed by an interactive session between the participants and the

TIL team. The interactive session garnered positive feedback from the BAI members who acknowledged the need to go for Tower cranes, that provide operational flexibility and power to suit all building and construction projects.



From L to R - Mr. Siddhartha Bose, Mr. Ramesh Thiagarajan and Mr. Sumit Datta at BAI Meet

Safety First!

TIL Trains GAIL India Operators on Safe Crane Operation

Construction and manufacturing companies today place greater emphasis on safety standards of crane operation by both operators and workers to avoid accidents and loss of life.

The Material Handling Solutions (MHS) Technical Training department received a training order from GAIL India Limited, PATA, UP, to impart customer training on safe crane operation. The program was inaugurated by Mr. Ajay Tripathi - DGM, Mechanical, GAIL India Ltd., who stressed on the importance of operator awareness concerning safety provisions for handling cranes and insisted that all operators adhere to the safety guidelines. The training covered both classroom and practical sessions for operators and maintenance team. The practical session focused on demonstrating safe operation techniques for crane operators.



Inaugural session by Mr. Ajay Tripathi - DGM, Mechanical, GAIL India Ltd.



GAIL India officials during the classroom training



Practical training under way



MHS Technical Training team felicitating participants on the closing day

The Training team comprised Mr. Suresh Nagaraja - Training Manager and Mr. Rahul Sharma from TIL. The closing session was presided over by GAIL India officials - Mr. Inder Prakash - Senior Manager, Mechanical, and Mr. Anil Nair - Training Coordinator.

Satisfied with the quality of the training, the customer requested the MHS Technical Training team to arrange more of such sessions on a regular basis. Refresher sessions would allow operators to revisit their knowledge on crane operation and relevant safety issues, thus enabling them to achieve higher standards of performance.

Such training programs not only empower the customer with the desired awareness and knowledge of the equipment but also go a long way in reinforcing TIL's continued commitment to exceed customer expectations and provide superior customer services.

Enhancing Brand Value

Caterpillar Participates in bC India 2011 with TIPL

Besides, the Material Handling Solutions (MHS) and Equipment & Project Solutions (EPS) divisions of TIL participating in bC India 2011, the event also saw Caterpillar taking part with TIPL and the other dealer GMMCO.

The exhibition provided a good platform to showcase and promote the latest machines and technology solutions from Caterpillar and the theme of the show was "Generations Ahead". In Caterpillar's vast 1428 sq.mtrs of exhibition area, the machines on display included Hydraulic Excavator (320D, 329D), Off-Highway Truck (773E), Motor Grader with AccuGrade Grade Control (120K), Wheel Loader (950H), Backhoe Loader (424B), Compactor (D5K, CB24), Vibratory Soil Compactor (CS533E), Genset (C32) and Allied Products like Allmand Lighting Towers. Significant business leads were generated at the event.

Distinguished officials from Caterpillar such as Mr. Kevin Thieneman - Managing Director, OPS - Asia Pacific Operations (APO), India/Indonesia/ASEAN, Mr. Ed Melicor - District Manager, IND - Bangalore District, Mr. E C Manohar - Distribution

Strategy Manager, Asia Region and other senior members of the Caterpillar team visited the show. Mr. Sumit Mazumder - Chairman and Managing Director, TIPL and Mr. G V R Murthy - Joint Managaing Director, TIPL also

graced the event along with other senior managers and marketing team of TIPL.

The show witnessed a good footfall and the visitors appreciated the wide range of exhibits at the stall.



Caterpillar stall at a glance

The bC India show provided a great platform for displaying the Caterpillar range to a wider segment of its target audience and leveraging the combined brand values of Caterpillar and TIPL.

Scaling Greater Heights

TIPL Climbs upto 17th Position in Worldwide Dealers Rank for CAT Oil Sales

TIPL made a significant progress by making it to the top 20 Dealers worldwide for the sale of CAT lubricants for machines and engines to its customers. This was achieved because of the proactive initiatives and relentless efforts taken by the TIPL Product Support team.

TIPL moved up to 17th rank from its earlier 32nd rank worldwide CAT Oil Sales - signifying a great accomplishment. Since last year, the team adopted aggressive marketing and promotional activities along with other value propositions to achieve this significant growth. The effort is all the more commendable



Exxon Officials' visit to TIPL Sahibabad

considering large multinationals like Shell, Total, Castrol, and Indian Oil are all competing for this business. With this achievement, TIPL has certainly exhibited its



Mobil Executive Management felicitating TIPL team

commitment towards growing the Dealer Customer Acceptance Level (DCAL) and augmenting customer loyalty through excellence and increased sales.

The Product Support team is now aiming to reach the top 10 spots in the worldwide CAT Dealership for lubricant sale in the next 2 years. This undoubtedly demonstrates a true manifestation of the adage that "hard work and diligent efforts, sooner or later, always bear fruitful results."

Operational Excellence

First Annual Maintenance Contract in Marine Application

TIPL Power Systems Solutions (PSS) Product Support team secured its first Annual Maintenance Contract in Marine application for 12 nos. of Caterpillar Engines from TM Harbor Services Private Limited (a Tata Group Company). The customer has three Tug ships operating at Dhamra Port in Orissa. These Tug ships are powered

by Caterpillar Engines of various models and horse power. Satisfied with the quality service and prompt solutions provided by the PSS engineers, the customer signed the Annual Maintenance Contract with TIPL. The contract includes round-the-clock service support which will facilitate seamless operation of the engines ensuring superior performance and higher productivity. Our proactive support including attending breakdown on high seas and timely supply of spare parts encouraged the customer to go for this maintenance contract.

Post service, the customer is happy with the performance of the Engines and expressed appreciation for the maintenance management provided by the PSS Product Support team.



Tug ship 'Baitarini' at Dhamra Port, Orissa



TIPL PSS Product Support team

Hat-trick and a Bonus

TIPL South East Secures Major Orders for Caterpillar Mining Machines

Four major mining orders were secured recently by the TIPL South East Mining team.

The Construction & Mining Solutions (CMS) team received a prestigious order from Bharat Coking Coal Limited (BCCL), Dhanbad for supply of 33 nos. of CAT 773D Rear Dumper along with 7 year Maintenance & Repair Contract (MARC). The dumpers are being supplied under the Equipment Upgradation Program in BCCL and will be deployed at various sites near Dhanbad, Jharkhand.

Another scoring feat is from Bhubaneswari Coal Mining Ltd. (BCML) - a part of Aditya Birla Group, for supply of 27 nos. of CAT 777D Rear Dumper and 8 nos. of CAT D9R Track-Type Tractor along with 10 year MARC Contract. The equipment will be deployed in Bhubaneswari Coal Block, Orissa allocated to BCML by Mahanadi Coalfields Limited.

The third success is an order from SAIL- RMD for supply of 7 nos. of CAT 777D Rear Dumper. The equipment to be deployed at Kiriburu, Meghahataburu, Gua and Bolani Iron Ore Mines in Jharkhand and Orissa will be under TIPL supervision contract with guaranteed availability for 4 years.

The bonus win is the prestigious order from Kaypee Enterprises - a part of the KJS Ahluwalia Group for supply of 4 nos. of CAT 773E Dumper and 1 no. of CAT 120K Motor Grader. The team is gearing up for express delivery. This order also marks TIPL's entry into the Private Iron Ore Mining Sector in Barbil, Orissa.

These consecutive orders are culmination of the focused and committed efforts put in by the TIPL South East Mining team under the leadership of late Debojit Bhattacharjee. The dedication, hard work and perseverance of the team have been instrumental in realizing these prestigious orders.

Partnering Tata Steel at Every Step

Commissioning of Mega Corp Water Tank at SEB

TIPL SEB team delivered and commissioned the fourth Water Sprinkler to the West Bokaro division of Tata Steel Ltd for its SEB mines. This order marked the latest addition in the SEB fleet of Heavy Earth Moving Machinery (HEMM). The Water Sprinkler was configured on a 13000 US Gallon water tank mounted on 773D Chassis. The Water Tank and spraying mechanism have been manufactured and supplied by Megacorp, USA. The machine is covered under Maintenance & Repair Contract (MARC). The TIPL engineers executed the tasks of configuration and commissioning successfully.

CAT 988H Wheel Loader Commissioned at FRS

TIPL West Bokaro division (FRS) successfully carried out the commissioning and demonstration of 2 nos. of 988H Loaders in Jharkhand. To mark the occasion, an inauguration ceremony was organized which was

attended by distinguished officials from Tata Steel and TIPL. Mr. A.K.Ojha - General Manager, Tata Steel, West Bokaro inaugurated the loader with Mr. Jayant Sahay - DGM, TIPL. The demonstration of the equipment highlighted the essential features and functional benefits of the machine which were commended by the Tata Steel officials present at the occasion.



Mr. A.K.Ojha inaugurating the CAT 988H Wheel Loader

Partnering Tata Steel at Every Step

Customer Speak

In this issue, we are privileged to bring you the thoughts on an enduring relationship of over two decades - as shared by Mr. A. K. Ojha - General Manager, Tata Steel, West Bokaro.



Mr. A. K. Ojha
General Manager
Tata Steel, West Bokaro

In 1976 when Tata Steel went for open cast mining in coal, we saw Caterpillar machines being used in Northern Coalfields Limited (NCL) and giving very satisfactory performance. This urged us to depute our expert team to their Bina Project to observe the 'performance-worthiness' of these machines. Satisfied with the result, Tata Steel purchased 2 nos. of CAT machines in 1988. I must mention here that at that time TIL was perceived to be more of a crane and utility vehicle manufacturer. However this did not deter us, instead with our confidence that the Caterpillar equipment would deliver the desired performance, we replaced 64 BEML LW35 Rear Dumpers with CAT machines. We were quite impressed with the interface with TIL, their professional approach, and a keen interest to forge the relation and establish the performance of CAT and HM equipment in India.

We were also eager to see that good equipment and good technology were available in mining industry. For any customer complaint there was Mr. Adhikari from TIL who was always available to attend to and solve problems. TIL with all its technical backup from Caterpillar was well equipped for any kind of troubleshooting. This further strengthened our confidence in TIL and slowly the maturity index with respect to business and service of equipment that TIL marketed went up considerably. We worked out long-term contracts around 1991-92 with TIL eventually making them our partners. First, the contract was in terms of depot management of spares parts and inventory which was handled by us earlier. And subsequently we went in for supervision of maintenance function for the service facilities, for which the maturity level also went up in 1999-2000.

Around this time we thought to initiate a benchmark in terms of mining productivity at South East block and we wanted to increase the equipment capacity. Due to coal demand and higher coal rates in the global market; productivity and availability were key issues. So we went in search for equipment that would offer life time worth, maximum productivity and minimum downtime. Our deciding factors for procurement were capex, owning and operation cost and lifecycle cost. In the procurement bid many organizations came forward but TIL scored very well over others and we got into MARC for the first time - where capex was ours and the maintenance contract, inventory of spare, manpower for maintenance was TIL's. Another important driving factor was that TIL with its relation and association with HM and Caterpillar was far more equipped in its competencies to offer what we needed. This was in 2003-2004.

TIL was always quick and prompt in learning and correcting the process to provide 'targeted performance'. I would like to mention here that senior officials of TIL such as Mr. Subir Bhattacharyya and Mr. G. Sivaramakrishnan were actively involved in taking suitable measures to identify problems and take corrective actions causing a marked improvement.

The other deliverables expected from TIL were extensive support to Tata Steel-SEB, with a customer-driven approach that included providing skilled manpower for maintenance of equipment and making them available to the partner customer for productive use. Thus it needed an approach of an *organization within an organization* to deliver performance at benchmark level and TIL fitted the bill perfectly. Not only this, TIL also actively participated in Tata Steel's CSR initiatives around the area - demonstrating a true essence of the partnership.

In this long journey spanning over two decades, there were many memorable moments and my experience of TIL will always be that of a pragmatic organization with the ability to understand the strategic needs of the mining industry and willing to explore new opportunities. Besides, having an exemplary leadership at the top with endeavors aimed at contributing to a growing society, TIL has very well focused on building long-term, professional yet personalized relationships with its customers.

The association Tata Steel has with TIL, I believe, would continue in the future also. Like Tata Steel, TIL also believes in improving the value chain that goes beyond machine and maintenance.

**Committed to
your success,
today &
everyday.**

When you do business with TIPL, you get more than quality products and services. Rugged and reliable, the equipment are designed to deliver superior performance, long life and low operating costs. Our world class product support and maintenance management solutions guarantee a profitable partnership.

Count on TIPL -
Your Total Solutions Provider



Tractors India Private Limited (TIPL)

Toll Free Numbers: Service: 1800 345 3355, Sales: 1800 345 3356
www.tiplindia.in

TIPL Tractors India

CAT

Best Practice in Service Capability

'Platinum' Win by Petroleum Product Support Team

TIPL's Petroleum Product Support team was recently awarded the prestigious 'Platinum Rating' from the Global Petroleum Service Assessment (GPSA), launched by Caterpillar Global Petroleum worldwide. The GPSA consists of 69 standards by which Global Petroleum assesses the service capability of the dealership. The objective is to create awareness amongst dealers regarding their strengths and weaknesses and accordingly formulate action plans for filling up gaps and enhance service processes.

The Caterpillar Global Petroleum Asia Pacific Team comprising Mr. Barnabas Tan - Territory Manager, Product Support and Mr. Sourav Mitra - Territory Manager, Product Support visited TIPL and an assessment was

carried out with TIPL's Petroleum Product Support team. Our Component Rebuild Center (CRC) Asansol was also a part of the assessment.

Post assessment, the TIPL Petroleum Product Support team was accredited with the highest grade 'Platinum'. Areas of improvement were identified and time lines were set for this ongoing process. Customer Surveys

including valuable feedback on TIPL's service delivery would also form a part of the assessment program.

The achievement further motivates the team to live up to this 'Platinum' symbol of prestige which in turn will enable them to demonstrate service excellence and make TIPL a 'World-Class Service Organization'.



Caterpillar Global Petroleum Asia Pacific team with TIPL Petroleum Product Support team at CRC Asansol

Expanding Footprints

New Branch in Durgapur

In congruence with TIPL's focus on market expansion, a new branch was recently opened in Durgapur. Dignitaries including Mr. Walt Bradbury - Regional Manager, SGP Asia Region - Caterpillar Asia Pte Ltd., Mr. Ed Melicor - District Manager, IND - Bangalore District and Mr. E C Manohar - Distribution Strategy Manager - Asia Region, accompanied by Mr. G V R Murthy - Joint Managing Director, TIPL, Mr. G. Sivaramakrishnan - Advisor, COE & Mining, TIPL and Mr. Alok Tripathi - COO, TIPL East graced the inaugural function.

Caterpillar officials commended the overall facility, and stated that the opening of the new branch at Durgapur stands as a testimony to TIPL's focused efforts on market expansion and wished the team all the success for future business. Speaking on the occasion,



Caterpillar officials with team TIPL in front of the new office

Mr. G V R Murthy and Mr. Alok Tripathi also expressed their confidence in the team capability, and were buoyant about the new branch generating significant business for the diverse range of Caterpillar equipment in the region.

A Bond Spanning Two Decades

TIPL RUE Team Powers Kishanganga Project at Jammu & Kashmir

Hindustan Construction Co. Ltd. (HCC), one of the largest construction companies in India, has been associated with TIL for about two decades now. HCC has always reposed its trust in us for powering their project sites and relies on Caterpillar diesel power to ensure compliance to stringent project timelines.

TIPL Rental & Used Equipment (RUE) team deployed 5 nos. of 500 kVA and 7 nos. of 320 kVA DG sets with Synchronization Panel on rental basis to HCC for their prestigious Kishanganga Project in Jammu & Kashmir for a period of 3 years.

The Project is spread over a stretch of around 100 km, wherein Dam & Headwork is located in the Gurez Valley, very close to Line of Control (LOC) and the Power House is located in the Bandipora district. Our DG sets are

currently operating in the Gurez Valley and Bandipora job sites.

Despite the extreme weather conditions at the project site, the DG sets are providing uninterrupted power supply and supporting round-the-clock construction operation.

This is yet another example of TIPL's commitment to help the customer avail seamless operation 24x7 and experience our service excellence.

The Kishanganga Hydroelectric Project is a 330 MW Engineering, Procurement and Construction (EPC) Contract. This is the first EPC Contract in India being awarded by National Hydroelectric Power Corporation Ltd. (NHPC) to HCC.



CAT DG sets operating in extreme climate

Another First

Maiden Order for Allied Products

TIPL CAT Rental & Used Equipment (RUE) team secured the first order from Great Eastern Energy Corporation for supply of 5 nos. of Allmand Lighting Towers. The order represents a significant breakthrough for the RUE team.

The Allied Products with its Allmand Lighting Towers - powered by Caterpillar Diesel Engine were launched in mid 2010. Suitable positioning and promotion of the



TIPL RUE team with Allmand officials

product were planned and executed by Mr. Arnab Konar of RUE team Kolkata, along with extensive trials and demonstrations carried out at customer job sites in Asansol, Dhanbad, Noamundi, West Bokaro, Joda and NCR in partnership with Allmand. The concerted efforts and perseverance of the RUE team paid off well resulting in this maiden order. With this breakthrough, the thrust of the CAT RUE team is now on securing further orders which will facilitate better market penetration as well as on introducing more Allied Products in the market to provide customers a much wider range of equipment and tools besides regular Caterpillar equipment.



Scoring High

TIPL East Wins the Single Largest Order of 424B Backhoe Loader

The Construction & Mining Solutions (CMS) division of TIPL East bagged a major order from Simplex Infrastructures Limited for purchase of 17 nos. of CAT

424B Backhoe Loader. This is by far the single largest order of 424B for TIPL and the credit goes to the focused and committed efforts of the CMS team towards providing superior product support facilities and maintaining excellent relationship with the distinguished customer.



Along with the 424B Backhoe Loader, there are orders for 5 nos. of D6G Dozers and 3 nos. of Motor Graders, with more in the pipeline. The team is gearing up for express delivery of the equipment.

A great testimony of Customer Trust and Confidence in TIPL's customer-driven approach.

Towards Continuous Development

TIPL Instructors Bag the Accredited Caterpillar Instructor Honor

"Excellent firms don't believe in excellence - only in constant improvement and constant change" - Tom Peters

True to the above adage, TIPL has always followed a culture of continuous improvement and commits itself towards enhancing superior customer experience.

Recently, three of TIPL instructors - Mr. Sudip Goswami, Mr. Amitava Gupta and Mr. Animesh Deb Roy were awarded the First Accredited Instructors' Certificate in Asia Pacific Operations under Caterpillar Instructor Accreditation Program (CIAP). This is a great achievement for TIPL in strengthening its value stream. The award ceremony was held in May 2011 at New Delhi, where the three instructors were conferred the certificates and plaques by senior officials of Caterpillar - Mr. Stu Levenick - Group President, Customer Dealer Support, Caterpillar Inc. and Mr. Walt Bradbury - Regional Manager, SGP - Asia Region, Caterpillar Asia Pte Ltd.



TIPL Training team with Mr. Stu Levenick (second from left) and Mr. Walt Bradbury (extreme right)

With this certification, they have become Accredited Caterpillar Instructors, which is a prestigious honor for any Caterpillar dealer as these instructors are part of a select few, worldwide to achieve such distinction. They are also the first accredited instructors in Asia Pacific operations to be certified under Caterpillar Instructor Accreditation Program (CIAP).



TIPL instructors with the Caterpillar Training team

Since its launch in May 2010, CIAP followed a rigorous process facilitating competency based learning programs and the three TIPL instructors were trained by Caterpillar faculty on the various learning techniques, practical assessment methodologies and other skills essential for the accreditation.

This achievement is the result of TIPL's continuous efforts at enhancing the service capabilities of its workforce, which in turn helps in optimizing customers' business profitability.

Quest for Continuous Development

ABC Curriculum Inaugurated at Asansol

TIPL recognizes the value of training and capability development and the impact it has on improving performance.

As a part of its diverse training programs and learning activities, TIPL inaugurated its first Technician Development and Assessment Center in Asansol, in May 2011. Mr. Walt Bradbury - Regional Manager, SGP Asia Region - Caterpillar Asia Pte Ltd., Mr. Ed Melicor - District Manager IND - Bangalore District and Mr. E C Manohar - Distribution Strategy Manager, Asia Region graced the occasion along with Mr. G V R Murthy - Joint Managing Director, TIPL, Mr. G. Sivaramakrishnan - Advisor, COE & Mining, TIPL, Mr. Alok Tripathi - COO, TIPL East and other officials from TIPL.

The center is a fully integrated training facility with well-equipped classrooms, hydraulics, electrical and electronics labs complete with simulators and workstations where the trainees will undergo theoretical and on-the-iron trainings. Equipment, engines and components available in the workstations with all standard and special tools for the students will help them learn and practice disassembly and assembly procedures following Caterpillar guidelines. Training modules are based on the Caterpillar Accelerated Basics Classes (ABC) curriculum by TIPL Training instructors.

On successful completion of the curriculum the participants will be deployed to workshop and field jobs,

and then will be selected to graduate into Technician Career Development Program (TCDP) Level-II and as well as higher level.

The first Learning Center launched under TIPL will enable us to address the training needs more effectively providing our sales and service professionals with the desired product and industry knowledge to sell the right solutions and make our customers more profitable.



Technician Development & Assessment Center, Asansol



Ribbon cutting ceremony by Mr. Walt Bradbury



Mr. Walt Bradbury addressing the gathering



Mr. Walt Bradbury and Mr. Ed Melicor with Team TIPL

Empowering Customers

Customer Training Initiatives by the Technical Training Department

Indian Oil Corporation Limited (IOCL) has been using Caterpillar Engines and Diesel Generators for their various applications such as power supply in their bottling plants, crude pumping in their pumping stations, fire pumps and diesel electric locomotives in the refineries. For developing the skills of the IOCL engineers and maintenance crew, the TIPL Technical Training department recently organized technical training sessions for IOCL engineers.

TIPL training managers - Mr. Amitava Gupta and Mr. Animesh Deb Roy imparted training to IOCL engineers on "Applied Failure Analysis" for Caterpillar Diesel Engines. The course was tailor-made for IOCL engineers, with focus on topics like metallurgy of engine parts, principles of fractures and wear, and the significance of failure analysis in diagnosing the root causes of malfunction. The training would help the IOCL engineers to enhance the various aspects of maintenance management and arrest any malfunctions which would translate into improvement in engine performance and better efficiency.

Another training was conducted on "Maintenance and Troubleshooting" at the IOCL site of Barauni Kanpur Pipeline station in Allahabad. A total of 11 participants from various IOCL pumping stations attended the training.

Since the session was scheduled during an engine overhaul, it helped the participants to get practical experience adding great value to their maintenance and troubleshooting skills.

Complimenting on the competency of the trainers and quality of the training materials, Mr. A. S. Saha - Senior Operations Manager, IOCL - BKPL and Mr. Jayanta Sengupta - Chief Manager, Training and Development,



Mr. Amitava Gupta with IOCL participants at Barauni Kanpur Pipeline Station, Allahabad

IOCL - ERPL expressed their appreciation for the training programs which added true value and demonstrated TIPL's superior service capabilities.

With this program, IOCL officials expressed their interest of having more of such customer trainings from TIPL in the future.



Mr. Biswajit Mukherjee, Mr. Amitava Gupta, Dr. Debasish Mukherjee and Mr. Animesh Deb Roy with IOCL participants

Strengthening Customer Connect

Varanasi Customer Meet

TIPL strongly believes that customer satisfaction is directly related to the success of any business. To this end, TIPL regularly takes up initiatives to interface with customers and derive Voice of Customer (VOC) for improving its product and service capabilities.



Mr. Subir Bhattacharyya with Mr. Robert Drooglever



From extreme left - Mr. A. H. Kewalramani, Mr. Deepak K Jolly and Mr. Robert Drooglever felicitating a customer

A Customer Meet was held some time back in Varanasi which was attended by over 60 contractors from Varanasi and places in and around Mirzapur and Sonebhadra. The response was very encouraging with customers appreciating the initiatives taken by Caterpillar and TIPL. Impressed by the overall arrangements, some customers even decided to finalize their requirement at the Meet itself.

On this occasion, Mr. A H Kewalramani, COO, TIPL North Central made presentations on the available product line of Caterpillar and shared the various initiatives undertaken by TIPL in Uttar Pradesh and Varanasi. Mr. Subir Bhattacharyya - Advisor, TIPL further

emphasized TIPL's commitment to provide superior customer support services.

During the Meet, customers were awarded certificates and maintenance kit for "The Best Maintenance Practices". The highest buyer of CAT 424B Backhoe Loader in Uttar Pradesh was also felicitated at the Meet. The

interactive session was met with great enthusiasm and participation from the customers facilitating greater exchange of feedback between customers and officials on several fronts.

This form of effective interaction helps TIPL in providing superior customer experiences at every step of the partnership.

Enhancing Service Quality

Ranchi Customer Meet

The Construction & Mining Solutions (CMS) division of TIPL organized another Customer Meet at Ranchi in April 2011 to discuss and deliberate on issues concerning Scheduled Oil Sampling (SOS), Contamination Control & Condition Monitoring.

Some of the esteemed customers who attended the Meet included officials from CISC, G R Infra, Rungta Project, Replay & Co. and Hindalco.

Demonstrations of particles in a fuel sample and method of detecting water in a lube oil sample were carried out for the customers. There was also a Q & A session



Dr. Debasish Mukherjee imparting training to the customers

which answered concerns of enhancement of component life and adoption of best operating practices on site.

More of such programs would help us add value to our customers' business profitability.

Achieving a Breakthrough

SITECH India North & East Secures its First Major Order

SITECH India North & East was formed with a view to bring about improvement in productivity and realize the full potential of construction workflow thus maximizing customers' return on investment. Since its launch, the TIPL - SITECH team, sought aggressive marketing strategies to promote this cutting edge technology to its target customers.

Recently, the SITECH East team received its first order from World Machinery Solutions (WMS) - the Indian arm of Vermeer Corporation USA. WMS is one of the biggest suppliers of Vermeer Corporation USA. The order is for supply of a Trimble 2D Laser based Grade Control System (GCS 900) with an automatic control of slope and elevation that would help the customer to maintain accuracy in grading of the road and other earth surfaces built by Surface Excavation Machine of Vermeer.

The new system is to be configured on Vermeer's Terrain Leveler Surface Excavation Machine and the delivery would take place at the customer's open cast mine project site located in Talcher, Orissa.

The Trimble Grade Control System comes with impressive features and benefits and is ideal for various bulk earthmoving applications. Its system capabilities help the operator to keep tighter control over safety issues, work faster, more consistently, and with less rework.

This order marks the entry of SITECH India North & East into a highly promising and emerging Machine Control market in India, which is likely to pick up with more customers becoming aware of this innovative solution and using the positioning technology at each stage of the construction process.

Creating Customer Delight

Voice of Customer - SEM 658B Z - Bar Loader

Being a customer-centric organization, TIPL emphasizes on knowing the customer and his requirements for offering the best solution to serve his needs, and also ensuring that the customer is happy with the entire process of service delivery. In this issue, we bring you the feedback of 2 customers using SEM 658B Z - Bar Loader. Their feedback would enable us to offer better solutions to our customers.



Mr. Dhruv Singh Kanwar was the first customer to purchase 2 nos. of SEM 658B Z - Bar Loader for his business operation in Nangal, Punjab. He voiced his appreciation in the following testimonial:

I was very impressed to hear about the product and its features even before the official launch. The product certainly looks good with a powerful engine and promises to be reliable, versatile, productive as well as cost-effective. Given the fact that I have many new projects in hand and with the overall future of the business looking buoyant, I took a decision to buy the first 2 nos. of SEM 658B Z - Bar

Loader. I have been using the machines for a while now and I am very pleased with the commissioning and post commissioning services provided by the TIPL-SEM team.

I would, without a doubt recommend the equipment to the growing industry segment, as I am confident that it has the potential of making a difference to the users.



Mr. Manas Mangaraj, the Managing Director of Mangaraj Minerals Pvt. Ltd (MMPL) recently added the SEM 658B Z - Bar Loader in his existing fleet of equipment. He was pleased with its performance, fuel-economy and the after-sales product support services. In his words, *the manner and quality of Product Support extended, truly demonstrates SEM's commitment to serve its Customers. We are confident that TIPL shall continue to maintain the quality of Product Support, which shall be helpful in augmenting the sales of SEM loaders. In view of the Quality, Productivity, Fuel Efficiency and Product*

Support, we intend to purchase more loaders of SEM and create a fleet, giving us better product performance and adding profitability to the business.

Marketing Initiatives

HDFC Bank Grameen Loan Mahotsav

TIPL joined hands with HDFC Bank Ltd in an event called HDFC Bank Grameen Loan Mahotsav at North Guwahati, Assam to demonstrate and promote our CB24 E Compactor and 424B Backhoe Loader (BHL) to the prospective buyers. The one day program organized by HDFC Bank Ltd. to extend their infrastructural loans in rural areas witnessed active participation from leading construction equipment manufacturers. Mr. Subir Bhattacharyya - Advisor, TIPL and Mr. Amit Bansal - Country Manager, BCP India, Caterpillar were present at the event along with other senior officials of



Mr. Subir Bhattacharyya (extreme left) with TIPL, Caterpillar and HDFC Bank officials

HDFC Bank. The TIPL stall experienced good customer footfalls and the demonstration of the machines generated great interest amongst visitors and prospective buyers.

TNPL News

Cementing a Powerful Bond

TNPL Powers Nepal Cement Industry

Tractors Nepal Private Limited (TNPL) - the 100% subsidiary of TIL Limited has been proactively working towards providing the comprehensive range of Caterpillar products and offering innovative and differentiated solutions to customers in Nepal across different industries.

The cement industry in Nepal relies on TNPL for their power solution needs. Owing to a significant gap in the demand-supply equilibrium of Nepal's power requirement, the TNPL team after conducting an in-depth application study with the customer and other equipment suppliers of the cement plants, came up with the most efficient and cost-effective solution to keep the cement industry running smoothly and round-the-clock thus meeting the critical power generation requirements.

The total package of our solutions included - consultancy, system design and engineering, project management, supply of DG sets and all critical sub-systems including automation and finally the commissioning and integration of the whole operation

along with customized after-sales support.

The total power generation capacity of this project is 20 MVA. Similar agreements with other cement plants in Nepal have also been formed for power solutions with total generation capacity of 10 MVA.

Our entire gamut of offering is focused towards ensuring uninterrupted power supply thereby gaining customer confidence in our capability as Total Solutions Provider.



CAT DG sets operating in Nepal

Friendly Cricket Match between TIPL FRS & SEB Team

Recently two round of friendly cricket matches were played between our TIPL branch teams of West Bokaro, FRS and West Bokaro, SEB. Both the branch teams played with great enthusiasm. The FRS team led by Mr. Uttam Sinha won the first match by 4 wickets and Mr. Kamlesh Pandey was declared the 'Man of the Match'.

The SEB team headed by Mr. Kameshwar Rao won the second match by 12 runs and Mr. Zahid Hussain was declared the Man of the Match.



Jubilant Moment: West Bokaro FRS and SEB teams

TIPL SEB Carom Tournament

A Carom Tournament was organized by the TIPL SEB team in March 2011. The participants were divided into 8 groups. All the members of the West Bokaro - SEB team participated at the tournament which concluded

in the second week of April 2011. Mr. Rajesh Singh and Mr. Surajit Sarkar came out as winners of the tournament while Mr. Sandeep Mondal and Mr. Nirbhay Singh were declared runners-up of the event.

Annual Social Function – Kamarhatty Works

The Annual Social Organizing Committee of Material Handling Solutions (MHS) division of TIL Limited celebrated its Annual Social Function in a grand gathering at Sukanta Sadan, Barrackpore. Besides felicitating meritorious students of TIL family for their outstanding academic results, prizes were also handed over to Mr. Sankar Chand Dey - Assembly Dept., Mr. Protam Moitra - Fabrication Dept. and Mr. Radha Ballav Roy - Assembly Dept. for maintaining record attendance. The Accelerated

Integrated Program (AIP) Excellence awardees included Mr. Tapan Kumar - Fitter, Mr. Jayanta Kumar Ghosh - Hyd. Pneumatic Fitter and Mr. Ravi Naha - Hyd. Pneumatic Fitter, Assembly Dept., Mr. Siddique Hossain - Fabricator cum Welder and Mr. Ashim Kumar Adhikari - Multi Machine Operator, Fabrication Dept.

The annual function was a harmonious blend of music and dance performances coupled with recognition for hard work, talent and achievement.



Glimpses of the cultural evening

CONGRATULATIONS

The Journey....The Life

Life is nothing but Journey....
Begins with Birth....ends by Death

Life is nothing but Journey filled with....
Different stages....different objects
Different goals....different runs
Different thoughts....different actions
Different feelings....different opinions
Different gains....different loses

Life is nothing but Journey....have control
on the path of Journey....
By taking control of actions....emotions
By taking control of loving....supporting
By taking control of doing betterment for
others
By taking control of living for better....for
family and society
By taking control of leaving....with better
leadership and vision

Life is nothing but Journey....not counts by
the living years....counts with parental
character of One for All and All for All.

*The above lines are excerpts from the poem
"The Journey" written by Mr. Dhananjay Dasini -
Product Support, TIPL Barbil, in memory of late
Debojit Bhattacharjee.*



Kohal Das, son of Mr. Chira Ranjan Das – EPS topped the Phd Admission test 2011 for the Department of Biochemistry at Indian Institute of Science, Bangalore. He will be pursuing his reasearch in the field of Cancer Genetics.



Roneet Ghosh, son of Mr. Jayanta Ghosh, MHS – CS, ER, is a student of fourth standard of Shree Bharati School. He received distinction for his outstanding performance at the 13th National Science Olympiad competition, held last year.



Somdipto Chakraborty, son of Mr. Sandip Chakraborty, MHS Kamarhatty, is a student of first standard in Nava Nalanda School. He secured 96 per cent marks in his Annual Examination and was placed in the third position.



A beautiful rendition of our national bird by 10 year old budding artist - **Delna Eldo**, daughter of Mr. K V Eldo - TIPL, Center of Excellence (COE), Taratolla.



We wish the Achievers all the Success for their future!

“Integrity is doing the right thing even if nobody is watching”

Honesty and Integrity belong to all of us. These are not conditional words. It does not blow in the wind or change with the weather. It's your inner image, and if you look in there and see a man who won't cheat, then you know he never will.

We are proud to bring you the story of Mr. Samir Ganguly who true to TIL Values, has exhibited the spirit of Integrity and Honesty.



Mr. Samir Ganguly works as a contract laborer at our Taratolla MHS workshop. Sometime back, he visited the Central Bank, Fatehpur to collect a cash of ₹ 5000/-; instead he was handed a sum of ₹ 50, 000/- owing to the oversight of the cashier.

Realizing the error, Mr. Ganguly went back to the bank to return the excess amount to the Bank Manager. His honest act was highly commended by the bank staff members.

We are proud to have a man of such fine character with us, who believes in and tries to emulate TIL values of Integrity and Honesty in his everyday life.

**Our People...
Our Inspiration**



Debojit Bhattacharjee
COO TIPL - South East
(1960 - 2011)

Debojit Bhattacharjee, Chief Operating Officer (COO) TIPL South East who had been with us for over 27 years left for his heavenly abode on 11th May 2011, at the age of 51.

Debojit joined TIL in 1983 as a young management trainee and over the years he came to be recognized as a major driving force behind the growth of the Construction and Mining division of the company. In recent years, Debojit became a key player in our organizational realignment and formation of TIPL. Besides his many glories that made us so proud of him, he was honored with the Chairman's Stellar Award in 2010 for his outstanding commitment to TIL's core values.

On behalf of TIL (includes TIPL and other subsidiaries), we express our deep sadness at the untimely demise of Debojit Bhattacharjee - our revered senior, supportive colleague, exceptional friend, and above all a great human being.



R E M E

I remember that sometime in the early eighties, Debojit came to Tractors India as a young management trainee. As years went by, he moved up in the company, my interaction with him grew more frequent.

I have always believed that in an organization it is the individual who must be the measure of things. Debojit was special - certainly to me - in the essential humaneness he brought to people. Professional caliber and humaneness is a rare mix. This is how I will remember Debojit, and personally I am deeply saddened that his passing away has cut short a life so full of promise. My heart goes out to his family, particularly his mother, his wife and his son, and I would like them to know that in this hour of bereavement, they are not alone.

Avijit Mazumdar
Chairman - TIL Ltd.

Debojit was the 'role model' for all those who worked for him. He was the most sought after 'boss' not only for graduating trainees but also for the younger group. They all believed that working with him was the best training they could aspire for.

He was blessed with an incisive mind and admirable business acumen. In all these years of working with him, Debojit never came across as a 'yes man', rather Debojit was someone who put forth his perspective of situations and offered solutions accordingly. Though he joined the company quite young, he ensured that he gave his best to every situation and steadily moved up to become a member of the top management.

During his tenure, the mining division saw unprecedented growth and success. Debojit's dedication and hard work have been exemplary. In his typical quiet manner he executed the task at hand to perfection. Debojit's behavior and attitude made him a natural leader and the deep knowledge and understanding of his role made him a formidable leader of substance.

Debojit's sudden passing away is something we will all take time to recover. He will be very dearly missed. May his soul rest in peace and I pray to God for his family to have all the strength and courage to bear this terrible loss.

Sumit Mazumder
Vice Chairman and
Managing Director - TIL Ltd.

Debojit Bhattacharjee provided leadership in the mining business by supporting and implementing Caterpillar initiatives flawlessly. We were impressed with his "can-do" attitude and his "never-say-die" passion towards the business. His attitude was infectious and his leadership qualities were exemplary. May the Almighty provide the strength to those he has left behind; his family, friends and colleagues at TIPL.

F.C.(Ding) Almazan
Territory Mining Manager
Caterpillar Asia Pte Ltd - Singapore

Sadly we lost Debojit on the way. He was a keen listener and he could well understand the problems and expectations of the customer. He brought in a different professional approach to customer interface and he could accomplish the goals of his organization and provide cost-effective solutions for the customers.

A. K. Ojha
General Manager
Tata Steel, West Bokaro

It was only last few years that I came to know Debojit, but what struck me at the very first interface was his vast industry knowledge and foresight veiled under a seemingly simple personality. What was also commendable was his compassion towards his colleagues irrespective of their ranks. He was working directly with me which gave me the chance to see his unwavering tenacity to mentor and drive his team to perform well. He was respected deeply by all, not only for his business vision but also for his empathy. His memory will forever be a treasure for me.

G V R Murthy

Joint Managing Director, TIPL

I knew Debojit for the last 15 years and as they say, "good things in life take a little longer to find" - my bonding with him became stronger as times passed. I was always amazed at his knowledge and acumen about the mining business. Often he was an inspiration to many and that included me as well. I also saw in him that special attribute a great leader should possess - the ability to love and nurture his team. His sudden demise has left a big void that would be too difficult to fill up. For the industry and TIPL, we have lost our "dada of the mining business".

Alok Tripathi

COO - TIPL East

Debojit, who was fondly known as 'Dada' had been such an integral part of TIPL that it is very difficult to acknowledge his absence from the TIPL family. The great shock of his untimely departure has left a void with all associates close to him. His calm and composed stature with his smile, and selfless dedication will always be remembered and respected with admiration. He had been a profound source of knowledge in our industry, highly respected by all with whom he had ever interacted. Debojit will be greatly missed and I would like to convey my deepest condolences to his family members.

A. H. Kewalramani

COO - TIPL North Central

More than a colleague, Debojit was a very dear friend of mine. Over the years of working together, we had many good times in the organization. He was always infused with energy and loved sharing his knowledge with others. Debojit was a man of true character blessed with great humor, and passion for life and work. His death is an immense loss to all who knew him.

Manoj Garg

COO - TIPL North

"Debojit - da" was a gem of a person. He was an inspiration to many in the organization. Despite being my boss, he was like a father-figure to me; he was someone with whom I could discuss my problems and seek advice from. I learnt from him how to work under intense pressure with utmost patience and how to deal with crisis situations. He was the one who taught me how to enjoy my work even in the tightest schedules. His memories will last forever. Whenever he went on a trip, I used to wish him a happy and safe journey and he had the habit of replying with repeated thank you's which made it all the more special. I pray to God for his soul to rest in peace.

Sutapa Dey

*Executive - Business Coordination,
TIPL South East*

I had known Debojit for the last 28 years. We joined TIPL almost at the same time. Though we did not know each other earlier, within a few months of working together, we became more of good friends than mere colleagues. He was a simple, honest and logical man with a sound knowledge on technical and commercial aspects and the innate ability to make on the spot decisions even in most demanding situations. He was like my mentor and whenever I had problems in taking decisions in my personal life also, he sorted those out and gave me the right direction. He was a gifted leader who used his capabilities meticulously. He was a humorous person and his jokes are something that I would miss terribly. His passing away is a great loss to his family as well as for all of us. I can only pray to the Almighty for his soul to rest in peace.

S.P. Mallik

*Senior Manager -
Commercial & Logistics - TIPL*



*"He who has gone, so we but cherish his memory, abides with us,
more potent, nay, more present than the living man."*

~ Antoine de Saint-Exupéry ~

In Memory of...



Listen to your Heartbeat

Prolonged stress can wreak havoc on your cardiovascular system. The human body, to keep up with the demands of the modern world, reacts in a "fight-or-flight" manner. The heart and its blood vessels are working overtime to keep up with stress levels. These are major factors in the development of heart disease as well as the risk of a 'stroke'. We bring you the following quiz to help you know the condition of your heart and take steps to make it healthier.

Heart Health Quiz

1. **A heart attack is caused by:**
 - a. Clogged coronary arteries preventing oxygen from reaching the heart
 - b. Clogged arteries preventing blood from leaving the heart
 - c. High blood pressure building up in the heart
2. **If you are under the age of 65, your risk of a heart attack is low**
 - a. True b. False
3. **Which of the following could be a sign of a heart attack?**
 - a. Sudden chest pain b. Shortness of breath c. Nausea d. Sweating
 - e. Feeling light f. All of the above
4. **All of the following are major risk factors for heart disease EXCEPT:**
 - a. High LDL (bad cholesterol) b. High blood pressure
 - c. HDL (good) cholesterol under 40 d. Moderate alcohol consumption
 - e. Cigarette smoking f. Diabetes g. Family history h. Stress
5. **Is there a relationship between stress at work and heart disease?**
 - a. Yes b. No c. Maybe, but researchers haven't been able to prove it yet
6. **In addition to maintaining a healthy body, what can you do to lower your stress levels and chances of developing a heart disease?**
 - a. Take medications that reduce stress b. Ignore the stress
 - c. Go for a proper treatment plan that makes you feel relaxed
7. **People should have their cholesterol checked:**
 - a. Every year starting at age 35 b. Every year starting at age 50
 - c. Every five years starting at age 35
8. **Which of these nutrients is most likely to lower your risk of a heart attack?**
 - a. Potassium b. Vitamin C c. Folic acid d. Vitamin E e. Calcium
9. **Which of these foods is most likely to protect your heart?**
 - a. Green tea b. Nuts c. Chocolate d. Coffee e. Soy milk
10. **If you think you are having a heart attack, you should:**
 - a. Lie down and see if you feel better
 - b. Call your doctor or your medical emergency number immediately

ANSWERS
1. (a) 2. (b) 3. (f) 4. (d) 5. (c) 6. (c) 7. (c) 8. (a) 9. (b) 10. (b)



Always keep a Medical Emergency Number at your disposal and ensure that your family is aware of it.

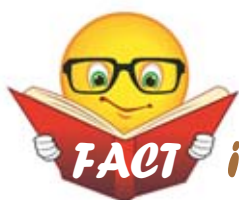
Nutrition Guide for a Healthy Heart

- Eat more vegetables, fruits, whole grains and legumes
- Eat more fish. It contains omega - 3 fatty acids, which prevent the risk of heart disease and stroke
- Eat less of saturated fats and trans fats like butter, cheese, fried foods, sweets and desserts
- Eat the right amount of protein - rich foods
- Eat more of complex carbohydrates such as whole-wheat breads, oatmeal, sweet potatoes etc. (sweet potatoes are not recommended for diabetic patients)
- Limit your intake of simple carbohydrates like soft drinks, sugar and sweets
- Do not skip your meals
- Reduce salt intake
- Exercise moderately on a regular basis
- Keep your body adequately hydrated
- Enjoy every bite of your food to feel more positive about life

Let's UNSCRAMBLE



- | | | | |
|--------------|-------|-------------|-------|
| 1. ustaug | _____ | 6. alwcr | _____ |
| 2. umanut | _____ | 7. hnneussi | _____ |
| 3. anhluc | _____ | 8. rcnoopp | _____ |
| 4. uecas | _____ | 9. cuktr | _____ |
| 5. nosautatr | _____ | 10. kerba | _____ |



FACT is Stranger than Fiction

FACT

Women have a better sense of smell than men

FACT

When glass breaks, the cracks move at speeds of up to 3,000 miles per hour

FACT

In Chinese, the KFC slogan "finger lickin' good" comes out as "eat your fingers off"

FACT

Take your height and divide by eight. That's how tall your head is!

FACT

A group of officers is called a mess

FACT

Elephants can receive and produce low frequency sounds, transmitting them over long distances to communicate with each other

FACT

The only two animals that can see behind itself without turning its head are the rabbit and the parrot

FACT

The word 'listen' contains the same letters as the word 'silent'

FACT

Names of the three wise monkeys are: Mizaru (See no evil), Mikazaru (Hear no evil), and Mazaru (Speak no evil)

FACT

There are 1,792 steps to the top of the Eiffel Tower



Funny Office Jargons

Alpha Geek: The most knowledgeable, technically proficient person in an office or work group.

Open-Collar Workers: People who work at home or telecommute.

Cobweb Site: A World Wide Web site that hasn't been updated for a long time. A dead Web page.

Trriority: The three important things your boss expects you to do at once.

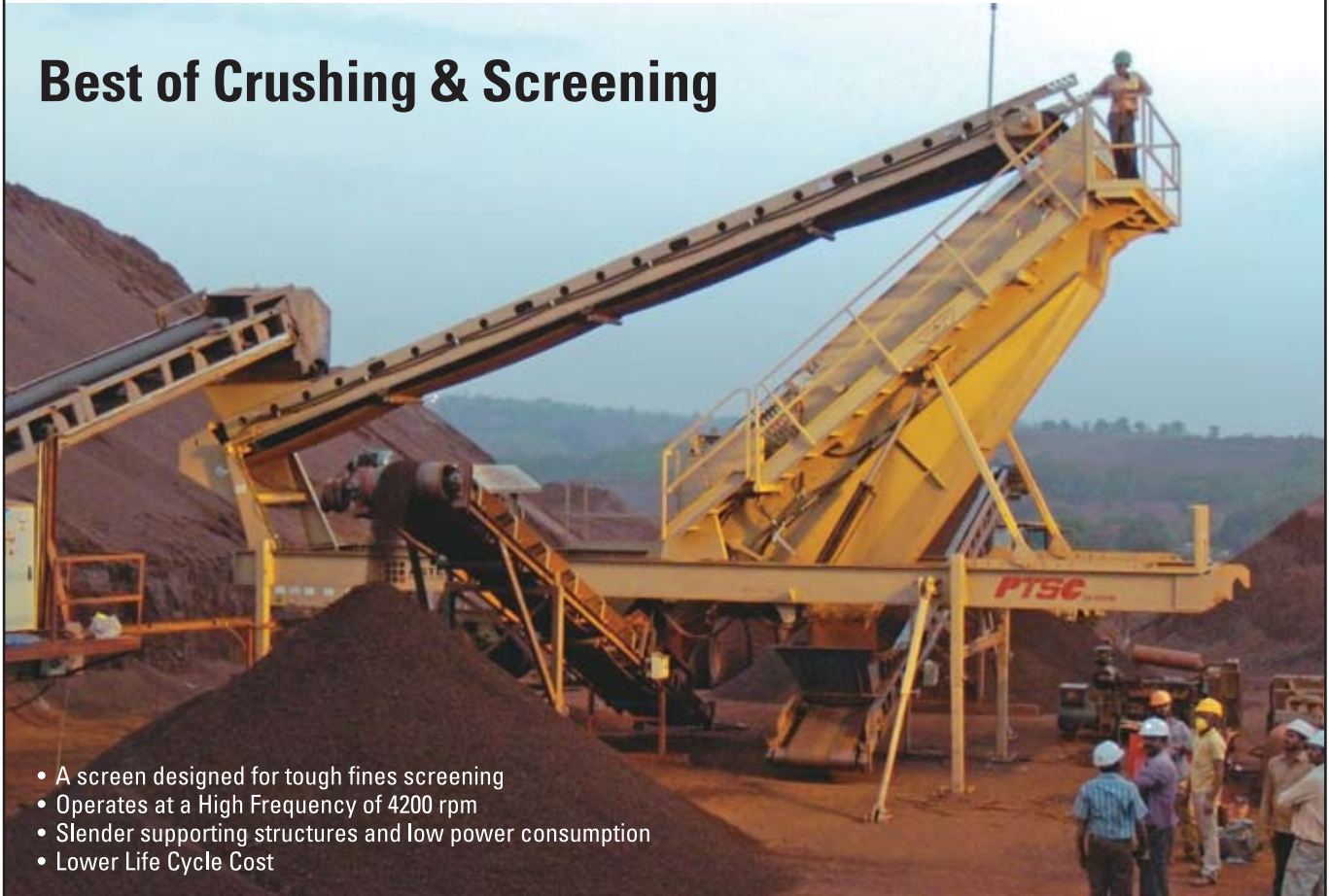


Unscramble Answers
1. august 2. autumn 3. launch 4. sauce 5. astronaut 6. crawl
7. sunshine 8. popcorn 9. truck 10. brake

TAKE-A-BREAK



Best of Crushing & Screening



- A screen designed for tough fines screening
- Operates at a High Frequency of 4200 rpm
- Slender supporting structures and low power consumption
- Lower Life Cycle Cost



- Rugged in construction for heavy duty applications
- Open from top ensures uniform liner wear
- A large 6 inch Tramp Release
- Optional Anti Spin Device to increase liner life



- Rugged in construction for heavy duty applications
- Reversible and interchangeable Jaw Plates
- Unique hydraulic toggle provides tension and release setting and avoids replacement of toggle ends
- No more Bridging and Jagging

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