

TIL TALK

Vol. 22 • Issue 2 • 2013

OUR NEWS VIEWS & EVENTS

Message from
VC & MD

3



4

Cover Story



Special News

6



7

Spotlight

15

Event



Snippet

18



CSR

17



Our People ...
Our Inspiration

20



22

Revive

Take-A-Break

23

ASTECC AGGREGATE & MINING

Crushing & Screening Solutions



Profitability Redefined

A diverse line of Crushers & Screens from Astec Aggregate & Mining brought to you by TIL.



- Tough, versatile product offerings in crushing and screening from Astec Aggregate & Mining, brought to you by TIL
- The product offerings provide innovative solutions for material handling, construction, mining, quarry, recycling and demolition industries
- Cone crushers, jaw crushers, screens, stationary and portable plants - designed to improve efficiency, profitability and safety
- Optimized ownership and operating cost over the life cycle of the equipment
- Unmatched product support from TIL

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



Somen Chatterjee : + 91 98302 69719
somen.chatterjee@tilindia.com

www.tilindia.in



Dear Reader,

Welcome to another edition of TIL Talk.

This issue of TILTalk comes at a time when the India growth story is getting derailed under the weight of rupee depreciation, rising energy costs, volatile financial conditions and policy confusion.

The manufacturing sector, mining activity contracted during the first quarter of the current fiscal and the services sector posted flat growth. Almost half of the mega infrastructure projects are facing delays. The earlier business outlook that economy has bottomed out is severely faltering. It appears that slowdown is likely to continue and India's economy will grow even more slowly this fiscal year with weak investments, inadequate reforms and uncertainty ahead of a looming election.



Added to the economic woes, India suffered one of the worst hit natural calamities in the recent times - the Uttarakhand disaster. This is a major disaster to strike our country in recent times. Full-fledged rebuilding and rehabilitating is estimated to take at least few years. In line with our belief that it is our duty as a socially responsible citizen to extend our help to the disaster-struck people, TIL has reached out to support and will continue to do so in future; touching lives and making a difference.

2012-13 also saw many initiatives and actions by us to tide over the difficult times. For our customers, we strengthened efforts at creating superior customer experience across various touch points through consistent delivery of our promise and what we stand for. It is a rough and volatile path ahead of us which we have to overcome by enhancing our competitive advantages, implementing strategic roadmaps, besides the indomitable spirit and resilience of team TIL.

In our Crushing & Screening business we accomplished much in a short span of time. The first Mobile Crushing Plant manufactured indigenously at our Kharagpur plant was sold and commissioned at the customer's site. In view of the sand mining ban in various states and growing environment concerns, Astec -TIL Crushing & Screening solutions that include High Frequency Screens are effectively addressing the emerging needs of using crushed sand in place of river sand.

This year the number of TIL Star and True Spirit awardees clearly demonstrates quality and capability of our people - who remain our asset and true founding strength.

There are other news, views and events in this issue featuring our customer service, training and events including our regular pages, all created to make your experience with TIL an enjoyable one.

Hope you will enjoy the issue. Happy Reading!

A handwritten signature in blue ink that reads "Sumit Mazumder".

Sumit Mazumder
Vice Chairman & Managing Director

Building Lives, Re-building Nation

TIL and Cat® 424B Backhoe Loader work hand in hand towards Uttarakhand Relief Initiative

In June 2013, India saw one of the worst natural disasters since the 2004 Tsunami. A cloudburst caused devastating floods and landslides in Uttarakhand. The disaster also struck parts of Himachal Pradesh, Haryana, Delhi and Uttar Pradesh in India with over 95% of the casualties occurring in Uttarakhand alone.

The calamity caused loss of valuable lives and properties. While over a lakh of people were rescued, thousands were reported dead and missing. In addition to the immense loss of precious lives and damage to property and infrastructure, the disaster also caused loss of many livelihoods.



Calamity struck Uttarakhand

As a part of TIL's commitment towards good corporate citizenship and extending support for such a tragedy, we partnered with Confederation of Indian Industry (CII) for the relief and rehabilitation of the victims.

TIL CSR team initiated an employee contribution drive across the organization and every single member of the company came forward and contributed to the cause. This was possible only because CSR is rooted in the organization's values.

Besides employee contribution, TIL Welfare Trust set up by the company also contributed to the campaign. The total amount was collected and handed over to the CII Relief fund. The money was used to provide Relief Kits for the flood-hit people. The Kits consisting of blankets, mattresses, food, medicines and tents were distributed at the relief camps located in Rudraprayag district, one of the severely damaged areas. This relief so far reached out to about 400 families spread over 60 villages in and around Rudraprayag.

Besides the financial support for the calamity-hit victims, TIL also mobilized three Cat® 424B Backhoe Loaders along with operators. These machines are deployed for road clearance and reconstruction of the affected areas - one each at Mayali, Chennaghat and Jakholi in the district of Rudraprayag. Currently the

activities are focused on 'Relief Phase'. Once this is done, Rehabilitation and Rebuilding will start. TIL is committed to the cause and will continue to provide a 'helping hand' with an aim of touching lives and making a difference.

As Mr. Sumit Mazumder, our Vice Chairman and Managing Director puts it – "This is a major disaster to strike our country in recent times. We believe it is our duty as a socially responsible citizen to extend our help to the disaster struck people, who have been devastated by the calamity. No act of kindness, no matter how small, is ever wasted."



Cat 424B at work in Uttarakhand

A Milestone Debut

Largest Mobile Crushing Plant from TIL

TIL entered the Crushing & Screening solutions business in technology partnership with Astec Inc. Besides its superior technology, features and robust design, TIL-Astec Crushing & Screening equipment deliver competitive total cost of ownership and are highly fuel efficient.

After the success of TIL-Astec High Frequency Screen and Unit Equipment in M/s Wimrock Granite Pvt. Ltd., the Equipment & Project Solutions business of TIL crossed another milestone - the first Mobile Crushing Plant was sold to Supreme Infrastructure Limited, a well-known company that executes large road projects across India. Our Plant was put into Crushing at their site in Pakur District of Jharkhand.



What made this feat extra special is the fact that TIL, under license agreement with Astec has manufactured the Plant at our own state-of-the-art Kharagpur facility and is the largest indigenously built mobile Track Plant. The Track Solution comprises model FT 2650 Primary Jaw Crusher, FT 300 Secondary Cone Crusher and FT 3620 Triple Deck Screening Plant- a combination strategically positioned to deliver the lowest cost per ton for the customer. Also ours is a 300 TPH solution which is significantly higher than 200 TPH solution, normally available in India.

Crushing & Screening equipment are located in project sites and mostly in remote locations. Pressure on production through these equipment always remains very high. Therefore superior product support and maximizing the uptime is a priority TIL team is focused on.

From being a debutant, TIL is all set in its journey to be the leader in the Crushing & Screening Solutions segment in India.



Glimpse of Crushing Plant at Pakur, Jharkhand

Built for Customers' Success - TIPL MARC Projects

It was ten years back when TIL and Tata Steel signed an agreement for the first MARC [Maintenance & Repair Contract] project in India for Cat® Off-Highway Trucks and other support equipment in West Bokaro Collieries - South Eastern Block (SEB), Jharkhand. This was a milestone in the relationship between the two organizations that flourished over time. Notably, Tata Steel-SEB site was the 7th project in the world to implement Caterpillar Maintenance & Repair (M&R) process in MARC.

Our second MARC agreement was finalized with Hindustan Zinc Limited at Agucha, near Udaipur in 2004.

Over the years TIPL successfully executed the MARCs which include Equipment Maintenance Management using 'Repair Before Failure' concept. This has been achieved through – Planning and Scheduling, Preventive Maintenance, Component Repair Management, Backlog Management and Condition Monitoring - all the way supported by Caterpillar's world class standards.

Above all, it is our dedicated team working on the MARC projects whose skills, expertise and knowledgeable advice made TIPL's recognition as a pioneer in MARC operations in India, possible.

As a testament to TIPL's service excellence, in recent years we signed a few more MARC agreements. Bharat Coking Coal Limited (BCCL) in Dhanbad and Eastern Coalfields Limited (ECL), West Bengal are Public Sector Enterprises who entrusted us with their fleet maintenance and repair through MARC agreements. Bhubaneswari Coal Mining Limited (a project of the Essel Mining group) near Talcher, Odisha also entered into a MARC agreement for their mining project. We are geared up to further increase the number of MARC projects in the coming years.

Our Kudos to MARC team members who have been involved in each of these projects and have relentlessly helped customers enhance every aspect of operation, so that customers can work faster and more efficiently than ever.



A happy moment captured during the inauguration of our new MARC site at ECL, SonpurBazari OCP.

Attuning People & Capability for Better Business Performance

Recently TIL carried out various training programs and workshops with an aim to improve productivity, develop skill sets, enhance ability to respond effectively to change.

Sales Manager Coaching Program

On 22nd July TIPL Sales Managers attended a special course on Sales Manager Coaching conducted by Rudd Kronenburg – Dean, Caterpillar University. The program focused on Sales & Sales Management Competencies, Core coaching concepts and Leadership skills as well as SEP (Sales Effectiveness Process) tools & technology. The course also touched upon key sales management metrics and ground level action plans that can be put into practice. It was a highly interactive session with experience sharing among all the participants. Overall it was a very successful program for TIPL sales managers.

The program was attended by Rajeev Kumar Bahuguna, Ravinder Talakoti, Shubhanshu Girdher, Punit Rekhi, Anurag Kakkar, Naveen Chander, Manojit Halder, Chitta Ranjan Patnayak, Biswanath Gupta, Alphonse Albert, Arvind Kumar Gupta, Avishek Mukherjee, Ajay Kumar Sharma, Manoj Patnaik, Arun Kumar Sharma, Mukesh Khurana, Paramjeet Singh, Vishal Aggarwal, Avneesh Pratap, Gurpreet Singh, Prasun Chatterjee, Santosh Kumar, Ratnesh Sharma and Sourav Gupta.

Sales Manager Certificate (SMC) Program

Last year TIPL, supported by Caterpillar carried out Sales Management Certificate (SMC) program which is a globally accredited Certification program for Sales Managers based on 13 key sales managers' competencies. Caterpillar University in collaboration with Rutgers University developed this comprehensive curriculum. From TIPL, several managers were nominated to undergo this program in 2012, that included intensive course combining e-learning, webinars and assignments spread over a period of 10 months. The final assessment was conducted and all the successful participants were certified on 22nd July 2013 by Rudd Kronenburg (Dean, Caterpillar University).

GCI Sales Workshop

In continuation with our focus on Global Construction & Infrastructure [GCI] segment, the GCI group has undertaken a major developmental initiative this year. The GCI sales people were assessed on sales competencies in the month of July and August. From this a focused developmental workshop was organized at Kolkata combining intensive soft skill and in-depth technical training. The workshop was inaugurated on 16th August by Mr. A H Kewalramani, Head-CMS, TIPL and Mr. R. Muralidhara Reddy, Industry Manager-GCI, Caterpillar. During inauguration the TIPL and Caterpillar senior management shared growth plans in GCI industry and success factors for sales people.

This was followed by a soft skills training on "Value Selling" conducted by Door Training & Consulting, India. Value selling approach is an important sales technique that relies on showcasing and building on the core value of the products and helps the sales person to establish himself as a solution provider.

There was a technical session on GCI products (320D2, HEX and overview of other GCI machines). On completion of the training the participants were assessed on the technical knowledge about GCI products with focus on 320D2 Excavator. Through this focused initiatives, TIPL has strengthened the skills of its GCI sales people and aims to utilize their proficiency to enhance PINS in the GCI market.

"Service as a Business" Workshops

Service delivery plays a critical role in building a sustainable long term business growth for the organization. TIPL launched the concept of "Customer Owner" in April 2013 with dedicated focus to improve Customer Loyalty. To further enhance service business and improve soft skills of service team TIPL launched "Service as a Business" workshops conducted by in-house faculties across all locations.

The first phase workshops commenced from 19th July with Asansol and other major branches like Sahibabad, Chandigarh, Patna and Ranchi were covered by August.

The workshops were attended by all Service personnel and Customer Owners and are scheduled to be conducted across the TIPL territory till October covering all members of our Product Support team.

This initiative is another step towards TIPL's vision of becoming the preferred service provider to customers.

Lateral Learning Program (LLP) for MHS

Getting the best out of the people requires a systematic and lateral approach to identify and develop the skills and capabilities which are necessary to achieve our organizational strategic objectives. While on the job training consolidates the specific domain knowledge but to have a holistic view of the business environment, it is necessary to have a broader perspective of the product and the industry through focused learning programs.

With this aim in mind the Lateral Learning Curriculum has been initiated for MHS (Material Handling Solutions) Manufacturing team. The program started in TIL Kamarhatty factory on 9th July, 2013. This is a 3 months program meant for frontline manufacturing people.

The program is a mix of technical and soft skill sessions aimed at enhancing product knowledge as well as soft skills of the participants for more effective interaction inside and outside the organization. Assessment is being conducted at pre-designated intervals as per the curriculum for the technical topics covered during the program. At the end of LLP, there will be a feedback session for all participants.



Glimpse of trainings & workshops



TIPL Focuses on Retail Strategy

Initiates Pilot Project In Rajasthan

India today undoubtedly poses an enormous growth potential in Construction Equipment market especially for specific customer segments that constitute a customer model that is becoming increasingly important and is a mainstay of our Retail equipment businesses.

To reap benefits of this potential segment TIPL undertook an initiative of developing Retail Strategy for Rajasthan as a 6 Sigma project supported by Caterpillar Bangalore District and BCP India team. The project was conceived considering the high market potential of Rajasthan. The primary objective of the project was to gain market share and reach second position in Rajasthan through expanding footprints, improving the capability and productivity of sales team, and serving customers better with quicker response through better availability of parts and technical support. The project team analyzed the territory at micro level and an extensive plan was put in place from May this year that included well planned marketing activities towards improving Cat® brand awareness amongst the target customer segments and lead generation, trainings to enhance skill sets of field sales force, footprint expansion through opening Retail outlets, Financier Meets to name a few.

Added to these, focus group Customer Meets, Road shows & Demo, promotional schemes, Operator Meet, Spotter appointment, Employee referral scheme etc. towards incremental and quality lead generation were also executed.

During August which is the beginning of buying season in Rajasthan, a Lucky Draw scheme was launched offering Hyundai Car, Bike, TV as prizes along with other value adds such as free warranty etc. The phase 2 of the project has now been launched with fresh set of activities for 4th Quarter and the team is dedicated to achieve the project targets and sustain the improvement.



Naveen Chander felicitating a Customer

All Set to Fly

NMHG approves TIL machines as Export Quality

A three member team from NMHG that included Mr. Peter Van der Aalst, Platform Leader-Engineering BTDC, NMHG Europe, Mr. Rajesh Wazarkar, Managing Director, NMHG India and Mr. Rahul Bhandarwar – Manager Supplier Quality, NMHG India visited TIL's Kharagpur and Kamarhatty factory in July this year.

The purpose of the visit was to audit boom weldments as well as to approve the Reachstacker demo machine for export. Joint Engineering review of low cost Reachstacker design model was also part of the agenda. The NMHG officials were accompanied by TIL senior officials.

The first prototype boom set for export to NMHG Holland along with Reachstacker demo machine were inspected by NMHG and both were acknowledged as export quality and of superior build.

NMHG also appreciated TIL team's proactive initiatives during production e.g. polishing of boom wear pad area, hose protection, NDT tests of critical weld joints. These initiatives exceeded NMHG official team's expectation and they expressed complete satisfaction at the superior quality output of the machines.

Connecting with Customers –Cat® Care Meets

Cat® Care meets are face-to-face interactions and exchange of ideas with existing and prospective customers about Cat equipment, TIPL services and solutions.

The Meets allow a high level of customer interaction; help enhance customer loyalty and customer experience. With this goal in mind, the Product Support team of Power Systems Solutions organized Cat Care Meets at Lucknow and Yamunanagar between July and August, 2013.

At these Meets, product support initiatives to provide solutions for parts and service were shared with customers. The advantages of genuine Cat parts and TIPL services were presented along with the benefits of Contamination Control and S·O·SSM that help maximize performance of Cat D G Sets.

Mr. Manjunath Chenna Nagraj – PSSR India Region, Caterpillar India and Mr. U.M. Dinesh Gupta – Business Development Manager – C&I, ExxonMobil and the members of PSS Product Support team attended the meet at Lucknow. The turnout at the both the Meets was impressive and customers appreciated the interface



Cat Care Meets in progress

which they felt would add great value to their business and foster closer and long-term business relationships.

TIPL Goes Live with SAP

Customer's expectations as well as market dynamics have increased tremendously and today customer expects efficient data and automaton process which ensure exchange of information faster and consistently across multiple systems.

TIPL in 2011 initiated project SPECTRUM to modernize and upgrade its business systems that would enhance operational prowess and provide more cost-effective solutions to our customers. The software chosen for all of its operational processes was SAP replacing the legacy system.

The Go-Live happened on 12 June 2013 at our Head Office in Kolkata and the occasion was graced by TIL Chairman, Mr Avijit Mazumdar and our CFO, Mr. Alope Banerjee along with the project team and

other employees of TIPL. Powered by SAP, TIPL's operations now get more efficient and integrated ensuring better process control. This will further lead us to prompt information exchange and improve upon our deliveries to our customers.



Caterpillar, SAP & TIPL Team members after the Go-Live

Sustained Excellence

Cat® Trucks & TIPL Service continue to deliver

45000 hours and still going strong – a true example of superior performance by Cat® 777D OHT at TIPL MARC site at Hindustan Zinc Limited (HZL) - Rampura Agucha Mines.

The MARC operation at HZL commenced on 7 July 2004 with 8 nos. Cat 777D OHTs. Subsequently 17 more trucks were added to the fleet. The mine site operates at 1 in 10 haul road gradient and the present depth of the mines is 300 mts. With high level of targeted production it was a challenge for these machines and the TIPL team at site to keep delivering as per commitment.

During the last 9 years our machines have worked day and night to support the customer and his production plans. One of our machines has covered 45000 service hours and other 7 machines are due to cross that mark. To the complete satisfaction of the customer, all these Trucks are still delivering commendable performance with 90% availability and annual run over 5000 hours.

A small function was organized at the site to commemorate the completion of 45000 hrs for the first machine.

Mr Akhilesh Joshi - CEO, HZL, Mr Sunil Duggal - Chief Operating Officer, Mr. L.S. Shekhawat - VP and Unit head, Mr. Naveen Singhal Sr VP-commercial, Mr. Kabir Ghosh - VP-

Projects and Mr. Sanajay Khatore - GM-Mines were present at the function with TIPL on-site crew.

Mr. Joshi (CEO, HZL) commended TIPL for its maintenance practices that ensure world-class machine performance and higher availability which in turn has helped HZL to reach the production targets year after year. Simply translated - an enduring relationship between TIPL and HZL.



J K Bassi with Akhilesh Joshi



Celebrating success

Honing Skills – Cat® 320D2 Launch & Workshop

Cat® 320D Hydraulic Excavator (HEX) has always been a winner in its class and a favorite among customers in India. The performance and efficiency quotients of this versatile machine were further enhanced when Caterpillar India launched the 320D Series 2 (320D2) at its Thrivallur factory in Chennai, India. The GCI product Application team of Caterpillar organized a two day product launch workshop, followed by a three day training program on GCI machines including 320D2. A total of 91 participants from Cat dealers - TIPL, GMMCO & UTE attended the program.

The participants were shown the unique features of Cat 320D2 that makes it different from competition machines of its class via combination of classroom training and machine walk-around. Faculties from external consultants helped the participants on design and delivery of the sales pitch for promoting the product in the market. Caterpillar product specialists from the various GCI product families also explained to the participants the reliability and durability of the common GCI models – TTT (Track Type Tractor), MG (Motor Grader) and HEX.

The program has been very useful for our TIPL team to hone their selling skills on 320D2

and other GCI products and will enable them to offer total solutions to the customers in the construction and infrastructure domain.



Participants at the workshop

Tough with Time

TIPL supplied 7 nos. Cat 773D/E series Off Highway Trucks to Dhansar Engineering. Since commissioning at Agucha Rampur site, these Trucks have been running at an average of 6000 hours per year. This was possible due to proactive maintenance management conducted by our service team through a Customer Support Agreement with Dhansar Engineering. On a regular basis, our technical team maintained machine health checks and through 'Repair Before Failure' we always provided high availability of the Trucks. Service has

always been carried out using genuine Cat parts and fluids and the long service life of the machines proves the strength of Cat genuine spares. The Trucks have been fully operational notwithstanding tough operating conditions and high production cycles throughout the year thus setting an example of superior performance.



Our valued customer – Mr. Dhruv Kanwar

Customer Speak

“ We are using 658B 5 Ton Wheel Loader of SEM for various applications such as road/crusher and bulk material handling. The machine has done over 10000 hours of successful running and the machine performance is very good. The after sales service provided by the service engineers is very satisfactory and always prompt. ”



SEM Wheel Loaders promise high reliability, simplicity of use and responsive customer support by TIPL. Ganga Stone Crusher located in Nangal, Punjab is first buyer for SEM Wheel Loader from TIPL. Mr. Dhruv Kanwar - owner of Ganga Stone Crusher bought SEM 658B in 2010. During that time he was looking for a medium size wheel loader that would provide utility, affordability and reliability for his stone crusher site. SEM although a new entrant in 2010 - its 5 ton class loader 'fit the bill' perfectly.

The machine consumes significantly lower fuel and has been giving Mr. Kanwar and his company hassle free running signifying higher productivity, coupled with prompt service and parts availability.

Mr. Kanwar, happy with services has already ordered a second machine for his company-G.M Constructions - Nangal. Both the machines have clocked over 10000 and 13000 hrs respectively - a significant achievement for TIPL. Mr. Kanwar is now planning for a third SEM machine once mining activities resume in Punjab.

An Everlasting Bond

Recently TIPL successfully converted the dump body of a Cat® 777D OHT operational at SEB MARC site . The Dump Truck previously used for carrying rock and overburden is now made suitable to carry coal. This was made possible with technical modifications of the dump body carried out indigenously by TIPL site engineers. The team also installed the CIODS(Caterpillar integrated object detection system) on Cat 777D that will help operators get extra safety features and avoid accidents. This endeavor by TIPL would undoubtedly enhance operating efficiency and production levels of Tata Steel SEB mines.

To mark the accomplishment, an inauguration ceremony was organized - attended by Mr. Partha Sengupta - Vice President (RM & CSI), Tata Steel with Mr. Sanjay Rajoria-GM (West Bokaro),

Mr. S.R.Thakur (Head Maintenance) Q-SE and other officials from Tata Steel.



Tata Steel Officials with Team TIPL

The Promise of Brand on Business

Brand Awareness Week

A brand is built through all the experiences it provides to a customer across all touch points. Brand is more than a logo, brand is a promise. When we understand how to live our Brand, the entire organization benefits. At Caterpillar and its dealers like TIPL, we believe each employee has a role to keep the brand strong, and deliver the brand promise. Living the brand promise helps us to understand that everything we do is an opportunity to pave the way for our customers' success and to sustain our own business growth.

To reinforce the Cat® Brand and Cat Brand Promise, Caterpillar hosted Brand Awareness event globally across 73 locations and two dealerships. As a part of this initiative TIPL also hosted its own Brand Awareness event at its Taratolla and Sahibabad office.

The objective was to educate employees on the Cat Brand Promise, importance of consistent application of brand over all touch points to make a brand strong, emphasize on the importance of the brand value and why we need to protect it through education. Understanding our role and taking pride in our work for the benefit of the customer is the culmination of Brand Awareness event.

The event was conducted by Caterpillar Certified Brand Advocate Ms. Tumpa Roy and supported by the newly signed up Brand Advocate Team. Mr. Sumit Mazumder, TIPL Chairman and Managing Director

flagged off the event and spoke on the importance of customer experience and the impact of a strong brand on business.

The two day event held a host of educative activities on Cat Brand Promise, brand guidelines, brand advocacy, carried out through interesting audio visuals, presentations, testimonials and quizzes. The quiz and trivia on Cat brand called 'Coffee and Quiz' needless to say, was an instant hit.

The event also encouraged more employees to sign up as brand advocates. Out of over 100 attendees between Kolkata and Sahibabad, a total of 20 brand advocates signed up - thus reaffirming the spirit of the Brand Awareness event.

The colleagues at TIPL attending the event felt it was a good learning experience and that it is imperative to carry out the Cat Brand Promise in whichever role they perform in their work life.

Brand advocates are individuals committed to protecting and growing brand value by utilizing tools, resources and processes to assist their business organization in making educated brand decisions.

For TIPL, hosting the Brand Awareness event is a step towards creating a superior customer experience. This event is planned to be held across all major branches of TIPL.



Brand Awareness Event Launch-Taratolla

TIL Foundation Day

On 22nd July this year TIL turned 69 - a joyous and proud occasion for successfully traversing the eventful corporate journey of seven decades. The special day was celebrated across all the locations of TIL and TIPL - pan India. It was a day of reflecting on the past - on the many milestones that we achieved, as well as to look ahead in the future.

The day was also marked to celebrate the achievements of our People who remain the true founding strength of the organization. The 'TIL Star Award' and 'TIL True Spirit Award' were handed over to the awardees during the Foundation Day celebration. The 'Satish Bhatnagar True Spirit Award' was also given to the recipients at Kamarhatty.

In line with the tradition, we also observed 22nd July as TIL Caring Day, a part of our CSR endeavor. *Read more in the following page.*



Kharagpur



Sahibabad



Taratolla



Chennai



Chandigarh



Ranchi



Patna



West Bokaro-FRS



West Bokaro -SEB



Dhanbad



Noamundi



Talcher

TIL Caring Day

A good company delivers excellent products and services but a great company strives to make the world a better place. At TIL we have made a conscious effort of integrating social responsibility as a part of our corporate culture. TIL Caring Day is one such example of our endeavor towards touching lives and making a difference.

This year on TIL Caring Day we lent our support to the specially-abled children and elders. The locations that actively came forward and participated in this noble cause were: Asansol, Bhubaneswar, Chandigarh, Chennai, Guwahati, Kamarhatty, Kharagpur, Lucknow, Mumbai, Ranchi, Sahibabad, Taratolla, Udaipur, West Bokaro-FRS, West Bokaro-SEB.

Funds generated through employees and matching company's contribution were utilized in donating computers with special attachments, printers, wheelchairs, water purified food / baby food items, school furniture, medicines, physiotherapy aids, useful provisions, sponsoring a coaching center.

Our employees also voluntarily spent quality time with the children on TIL Caring Day.

These various CSR initiatives at TIL are carried out continuously with the aim of touching lives and making a difference.



TIL Caring Day at a glance

IICP Ceremony

Mr. Sumit Mazumder, Vice Chairman and Managing Director, TIL graced the Annual Prize Ceremony of Indian Institute of Cerebral Palsy (IICP) this year. Besides giving away prizes to the children who took the extra step to win in various fields such as communication, therapy, social skills, meal time skills, attendance, stage performance, Mr. Mazumder's words of inspiration and kindness befitting the occasion added extra special touch to the ceremony.



Manitowoc Visit

A high level delegation from Manitowoc recently visited TIL's state-of-the-art facility at Kharagpur to assess the superior manufacturing capability of TIL and explore future prospects to further enhance the enduring relationship that TIL & Manitowoc already enjoy. The delegates included Mr. Eric P. Etchart - President, Manitowoc Cranes & Mr. Raman Joshi - Executive Vice President, Greater Asia Pacific Region Manitowoc Cranes who visited the facility along with TIL's senior management.



Customer Visit

Recently senior officials from Larsen & Toubro [L&T] - Infrastructure group visited TIL's Kharagpur facility. Mr. T. Ravi Kumar - Jt GM Roads & Runways, Mr. Davinder Singh - Jt GM Head P&M, Mr. N. K. Palai - Head Quarry were taken on a tour of the modern facility showcasing the manufacturing capabilities of TIL, first hand. The officials found the facility and its various aspects impressive and we are confident of forging stronger relation with this infrastructure major.



Cat[®] 320D Customer Meet

The efficient and versatile Cat[®] 320D HEX has remained a favorite choice of customers in Construction and Infrastructure industry. TIPL is focused on promoting this product in its dealership territory through various marketing activities.

A Customer Meet was organized in Odisha where major customers from the GCI segment were present to witness the TIPL and Caterpillar team explaining the unique features and benefits of Cat 320D. Some of the important customers attending the event included the General Manager of UMSL and the Director of Jagannath Corporation Private Ltd. Mr. R. Muralidhara Reddy - Industry Manager, GCI, Caterpillar and Mr. Gurman Reen - Sales Rep, Large Contractor Industry, were among those senior officials representing Caterpillar India. Mr. Dipankar Banerjee and Mr. Rajeev Bahugana of TIPL attended the meet with other senior officials.

Road Show - Cat[®] 320D2

With the renewed focus on GCI and Cat[®] 320D2, TIPL has been taking many initiatives and a road show at Kabrai, Dist. Mahoba, Uttar Pradesh was one such event. Kabrai is a crusher zone having a good potential market for excavators. To create awareness of Cat 320D and Cat 320D2 in that area, the road show demonstrated Cat 320D2 features and advantages to the crusher owners who attended the event.

In the same road show, TIPL also had a key handing ceremony and felicitated Mr. Alok Aggarwal of Agroha Granite – who purchased the machine.



Cold Storage Association

TIPL participated in a Cold Storage exhibition held at Jaypee Hotel in Agra, with the aim to generate product awareness in the specific segment.

The Cold Storage business segment in Northern parts of India regularly uses TIPL DG sets for cold storage and have reportedly been very satisfied with our products and services.

The exhibition saw good footfall and TIPL stall succeeded in getting some good leads.



TIL STAR (2012-2013)

Teamwork, Contribution, Commitment, Creativity and Problem Solving.

CONGRATULATIONS



Abhishek Singh
TIL-Taratolla



Amit Kumar Singh
TIPL- Koderma



Atish Chandra Roy
TIL-Kamarhaty



Chiranjib Paul
TIL-Kamarhaty



Gajendra Nath Sharma
TIPL-Guwahati



Hardev Singh
TIPL-Bhatinda



Jugal Kishore Pareek
TIPL-Jaipur



Koushik Chatterjee
TIPL-Jamshedpur



Mahendra Rai
TIPL-Varanasi



Mahendra Singh Tanwar
TIPL-Udaipur



Markandey Rai
TIPL-Varanasi



Prodyut Halder
TIPL-Taratolla



Projwal Ghorai
TIL-Taratolla



Ritesh Kumar Sinha
TIPL-Patna



Samit Kumar Adak
TIPL-Taratolla



Sandeesh K R
TIL-Kochi



Sandesh Sisodia
TIPL-Udaipur



Sanghita Dutta Gupta
TIL-Taratolla



Sanjib Kr. Das
TIPL-Sahibabad



Sanjoy Karmakar
TIPL-West Bokaro-SEB



Santosh Kumar
TIPL-Taratolla



Shashank Nepalia
TIPL-Sahibabad



S. Kirubakaran
TIL-Hyderabad



Somnath Chowdhury
TIL-Taratolla



Sourav Gupta
TIPL-Taratolla



Sunil Shivaji Pawar
TIL-Kochi



Susanta Kumar Patra
TIPL- Dhanbad BCCL MARC



Vipul Jayantilal Patel
TIL-Mumbai



Virendra Pratap Singh
TIPL-West Bokaro-FRS

Keep up the spirit !!!

CONGRATULATIONS

Satish Bhatnagar True Spirit Award

Outstanding Commitment and Exemplary Performance, Adherence to Safety & Quality norms and Attendance.



Debasis Kundu
TIL-Kamarhatty



Kajal Kr. Chakraborty
TIL-Kamarhatty



Sambhu Nath Patra
TIL-Kamarhatty

TIL True Spirit Award

Outstanding Commitment and exemplary performance, Adherence to Safety & Quality norms, Attendance and active participation in the developmental initiatives undertaken.



Amitava Dey
TIPL-Durgapur



Dibakar Parui
TIPL-Taratolla



Mukhtar Ali Khan
TIPL- West Bokaro-FRS



Vinod Kumar Dhanuk
TIPL-Lucknow



KUDOS !!

Akriti Singh, d/o R S Ruhela of TIPL-Lucknow, achieved 1st Position in 7th Uttar Pradesh State Roll Ball Championship where 16 teams participated at state level.



Shrijita Banerjee, d/o Debjit Banerjee of TIPL-Taratolla, securing 2nd Position in English Olympiad organized by Ma Ananda Mission at Hooghly, West Bengal.

★ WE ARE PROUD OF YOU! ★

Goodnight, sleep tight

The Healing Power of Sleep

Sleep deprivation takes a toll on your mind, body, and overall health in ways that may surprise you. Research shows that lack of sleep is linked to colds and flu, diabetes, heart disease, mental health and even obesity.

Sleep is a period when the cells are doing a lot of repairing. Here are five key health problems that research shows are worsened by lack of sleep and may be improved by getting at least seven hours of sleep a night.

1. The Sleep Link to Colds and Flu

When you're sleep deprived, you often feel "worn down" -- and that's a clue that your body is vulnerable to infection. The less sleep you get, the weaker your immune system is, leaving it less able to fight off colds, flu, and other infections. Studies have even found that with lack of sleep your immune response is suppressed, the body is slower in response to the vaccine to build up sufficient antibodies to fight off the disease.

2. The Sleep Link to Heart Disease

When you don't get enough sleep, you have an inflammatory response in your cardiovascular system -- in the blood vessels and arteries. We see the same thing in hypertension. With continued sleep deprivation chronic inflammation has been linked to things like heart attack, stroke, and diabetes.



3. The Sleep Link to Diabetes

The key underlying problem in type 2 diabetes is insulin resistance, where the body



does not make proper use of this sugar-processing hormone. When you're sleep deprived, your body almost immediately develops conditions that resemble the insulin resistance of diabetes.

4. The Sleep Link to Brain Function and Mental Health

If you're chronically sleep deprived, you may think you're still driving safely and performing

well at your job, but you're probably wrong. Studies have found that people who aren't getting enough sleep drive just as unsafely as someone who's drunk. People who are sleep deprived have very poor judgment when evaluating their own performance. The memory is also slightly degraded when you're sleep deprived, and gets worse the more deprivation you have.

5. The Sleep Link to Obesity

Several studies over the past decade point to a link between sleep deprivation and obesity -- in both adults and children. In one study, people who slept five hours per night were 73% more likely to become obese than those getting seven to nine nightly hours of sleep. In fact, one study found that lack of sleep was a bigger contributor to childhood obesity than any other factor.

Nobody knows exactly why this might be, but some research has pointed to hormonal imbalances as the culprit. For example, lack of sleep has been linked to lower levels of the hormone leptin, which reduces hunger.

The good news in all this is that you can repair the damage from inadequate sleep fairly quickly. Our body system is very quick to respond. Many of these conditions will repair themselves -- unless, of course, you get so chronically sleep deprived that you've caused permanent damage to your health.

Tips for better sleep

- Starting two to three hours before bedtime, dim the lights around the house and put aside any work, arguments, or complicated decisions. It takes time to turn off the emotional and intellectual "noise" of the day. Lowering the lights signals your brain to produce melatonin, the hormone that brings on sleep.
- When an afternoon slump hits, go for a short walk, drink a glass of cold water, or call a friend.
- Go to sleep and wake up at about the same time every day -- including weekends. This routine will put your brain and body on a healthy sleep-wake cycle.
- Gentle mind/body exercises are fine just before sleep. Yoga, tai chi, and similar routines are a perfect, sleep-inducing nightcap.
- Avoid heavy foods and big meals late in the day; they tax the digestive system and make it hard to get high-quality sleep
- Need another reason to quit smoking? Nicotine is a stimulant, just like caffeine. Smoking can keep you from falling asleep and worsen insomnia.

WORD WISE

Here are 4 word wise clues.
Look at the clue and try to guess the saying/phrase

1 **The Jack Box** (Four Words)

2 **Chip Your Shoulder** (Four Words)

3 **Cry Spilt Milk** (Four Words)

4 **Head Heels** (Three Words)



Take 1

Three engineering students were gathered together discussing the possible designers of the human body. One said, "It was a mechanical engineer. Just look at all the joints." Another said, "No, it was an electrical engineer. The nervous system has many thousands of electrical connections." The last said, "Actually it was a civil engineer. Who else would run a toxic waste pipeline through a recreational area?"

Take 2

An architect, an artist and an engineer were discussing whether it was better to spend time with the wife or a mistress. The architect said he enjoyed time with his wife, building a solid foundation for an enduring relationship. The artist said he enjoyed time with his mistress, because of the passion and mystery he found there. The engineer said, "I like both." Both? Engineer: "Yeah. If you have a wife and a mistress, they will each assume you are spending time with the other woman, and you can go to the lab and get some work done."

IMPONDERABLES

- When an agnostic dies, does he go to the "great perhaps"?
- Why is the time of day with the slowest traffic called rush hour?
- Isn't it strange that the same people who laugh at gypsy fortune tellers take economists seriously?
- If genetic scientists crossed a chicken with a zebra would they get a four-legged chicken with its own barcode?
- If practice makes perfect, and nobody's perfect, why practice?
- If all the world is a stage, where does the audience sit?
- Why do hair shampoo instructions say "Lather. Rinse. Repeat"? If you did this, would you ever be able to stop?



Answer:
1. Jack in the box is a toy in which you wind the handle to make Jack pop out of a box.
2. Chip on your shoulder To have a chip on your shoulder means you have an attitude problem.
3. Cry Over Spilt Milk To cry over spilt milk is to get upset over something that really is not important.
4. Head Over Heels A person is head over heels when they fall in love and are all excited about the other person.

EXCAVATE MORE FOR LESS.



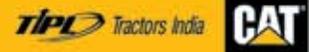
Building on the solid performance of its 320D predecessor, the new 320D Series 2 Hydraulic Excavator is an exceptionally reliable, highly productive machine that lowers operating costs through reduced fuel consumption and simplified routine maintenance. The 320D Series 2 machine features a new engine, powerful hydraulic system, durable main structures and a refined operator station. With all these features, now you can excavate more for less.

For more information, contact your local dealer or visit <http://india.cat.com/catmachines> to learn more.



Tractors India Private Limited

1, Taratolla Road, Garden Reach,
Kolkata - 700 024, India
Tel: (91-33) 6633 2000, 2469 3732-36.
Mobile: +91 98313 82062
Toll free number: 1-800-3453356
Email: biswajit.mukherjee@tiplindia.com
Website: www.tiplindia.in



© 2013 Caterpillar. All Rights Reserved. CAT, CATERPILLAR, their respective logos, "Caterpillar Yellow," the "Power Edge" trade dress as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.