

TIL TALK

Vol. 24 • Issue 1 • 2015

OUR NEWS VIEWS & EVENTS



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TIL Tractors India



Dear Reader,

Welcome to the first issue of TIL TALK in 2015.

The new fiscal year has commenced on a mixed note for the Indian economy. Industry continues to harbor optimism for impending economic recovery and future growth – fuelled largely by sustained reforms in the business space by a proactive and reformist government. The MAKE IN INDIA campaign, the coal block auctions, the promulgation of the Insurance Bill, the new Coal Bill and the amended Mining Bill are all significant developments aimed at creating an environment conducive to investment and growth.

But the positive vibes are largely clouded by persistent concerns in the form of subdued demand, inadequate investment and, of course, issues surrounding land acquisition and the proposed GST. Nevertheless, Industry continues to be hopeful of a positive outcome with regards to political concurrence on these important reforms, and a concomitant economic recovery in the course of the ongoing fiscal year.

As has been our tradition, TIL continues to respond to these mixed tidings and uneven market conditions with the same resilience and fortitude that have come to characterise our company over seven long decades. With our unshakable conviction stronger than ever before and our indomitable spirit tempered by a wisdom gained through experience, we are prepared to brave new challenges and capitalize on new opportunities.

In this issue, we share with you some of the major successes that our company has achieved in the mining sector, particularly in underground mining operations where we have set new records on our very first outing. We have also broken new grounds with our ReachStacker operations at key maritime ports of the country. Meanwhile, our company has churned out the third wave of 6-Sigma Black Belts - 10 of our talented colleagues who will now dedicate their talents and resources to new and innovative projects to improve company operations.

You will be further acquainted with G.E.M. - Going the Extra Mile - a global Customer Experience Rewards Program that TIPL is now proud to be a part of. As always, our people are our greatest strength. This year, our unstinting focus on enriching our people won industry recognition in the form of the Global HR Excellence in Talent Management award presented by the World HRD Congress for best HR practices.

Enjoy these stories and many more in this issue of TIL TALK.

I wish you and your family peace, good health and enduring happiness.

Warm regards,



Sumit Mazumder
Chairman & Managing Director



Black Diamonds Beneath Our Feet

TIPL Achieves New Highs in Underground Mining



India has emerged as the third largest producer of coal in the world, after China and the USA. It's certainly a matter of pride for our country. However, a closer look at the numbers reveals that we may have merely scratched the surface of our true mining potential. China, USA and India together account for 75% of the global coal output of 6.2 billion tons, with India alone producing close to 9% - India being a distant third when compared to China, which contributes a whopping 51% of total world production of coal. These figures alone place matters in the right perspective.

The question is what India would need to do in order to catch up with, and eventually overtake, China. Perhaps, the answer lies in the fact China obtains 90% of its coal from difficult-to-reach, but richer and more substantial

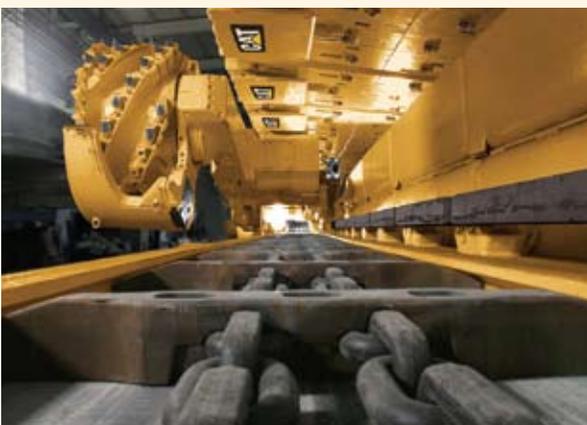
seams deep underground - a higher proportion vis-a-vis the 60% of coal output from underground mines the world over. Whereas, in case of India, underground mining makes for a mere 10-12% of its total coal production, the rest being from surface mining.

Surprisingly, only about four decades ago, the picture was very different, with India producing as high as 70% of its coal from underground mines. But over the years, the steeply increasing energy demand of a growing India tipped the scales in favour of the more easily accessible opencast mines, that can be developed and mined rather easily, but have a serious impact on the surrounding environment. It is now time to re-invest national efforts in exploiting the huge coal reserves that lie deep underground.

And for this, we need to implement the latest technology. Complex equipment like Room-and-Pillar systems and movable Longwall Shearers can scrape coal from coal faces as long as 1300 feet, or more, at one time. Mechanised conveyor belts make removal of coal easy and efficient. Mammoth remote-controlled Continuous Miners, with rotating steel drums fitted with tungsten-carbide teeth, can reach subterranean depths unsuitable for human operation and mine up to 5 tons of coal in a minute - more than what a non-mechanised mine would in an entire day.

This is precisely where Caterpillar and TIPL come into the picture.

Post the acquisition of Bucyrus Europe GMBH, Caterpillar now offers the world's largest range of underground mining equipment, sufficient to satisfy the needs of miners in every underground application and environment – from the first cut to the very last inch of the seam. These are products that have undergone extensive redesign and re-engineering to deliver the highest standards of safety, efficiency and productivity. At the beginning of 2013, Caterpillar began transitioning to TIPL their extended underground mining product line. The transition was complete by November 15, 2013, following which the Jhanjra CM-2 project – earlier contracted by Eastern Coalfields Ltd (ECL) to Bucyrus for providing equipment, spares and operational supervision – came into the fold of TIPL.



Breaking new grounds at ECL Jhanjra

The Jhanjra CM-2 underground mining project required the installation of Continuous Mining Technology – something that TIPL completed with aplomb and went on to create bigger records.



The installation of the entire package - comprising of a Continuous Miner (CM345-N), Diesel Coal Hauler (FH125D), Feeder Breaker (FB110), Roof Bolter (H-DDR-AC), and Power Center (AW 2000) – was conducted as per agreement and the project commissioned well within the stipulated timeline, on the 18th of April, 2014. Being only the third Continuous Miner to be installed in the country, the Jhanjra CM-2 project marks a major milestone in Caterpillar's India chapter.

TIPL set up a site office at Jhanjra, consisting of a Parts Warehouse and residential facilities, to ensure uninterrupted operation and maintenance & repair of mining equipment. The robust service team, including expats highly proficient in continuous mining technology, worked tirelessly to make the project an unqualified success. It was quite a challenge to integrate such a diverse team and inculcate in them TIPL's cherished values and systems. But, by dint of TIPL's close engagement with the field personnel and continuous support of Caterpillar officials who pitched in with necessary technical inputs at every step, the task was achieved and the project successfully commissioned. In addition to the Continuous Miner, TIPL also secured the order for a Multi Utility Vehicle CL-210 – a part of the Cat® extended mining product portfolio - which was commissioned in February, 2015.

In the coming months, the numbers spoke for themselves. In the three months of pre-APP production, commenced nearly a fortnight after commissioning, the Caterpillar-TIPL-Jhanjra team went on to produce 107,610 tons of coal. They followed it up with a record production of 74,505 tons of coal in December 2014, creating a new record for the highest single month production from an Indian coal mine in development. Another breakthrough in the form of the highest single day production of 3,850 tons was also achieved in the same month. And that's not all. The entire production target of 440,000 tons for the first Annual Production Plan (APP), which commenced in August 2014, was achieved in 218 days flat, as against 305 targeted working days. The Jhanjra project is perhaps the only mine in the country to have consistently overshoot its output targets month after month. To add further sheen to their crown, the team also achieved a 100% safety record, i.e. ZERO incidents and ZERO lost time injury, by rigorously implementing all stipulated safety measures with the help of the ECL safety team. At the recently held Safety Week at Jhanjra, the TIPL booth – that showcased critical aspects of safety in underground mining – was very well appreciated by ECL authorities. Much credit is due to Shantanu Sarkar (TIPL) and his team for spearheading this stellar performance.

The Jhanjra underground mining project is indeed a fitting example of TIPL's WIN in INDIA focus. And, these achievements assume greater significance, owing to the fact that this is the very first time that TIPL has undertaken an underground mining project.



Sunil Chaturvedi, MD & CEO with Team TIPL at Jhanjra



Safety Week observed at Jhanjra

You are setting excellent performance benchmarks which would inspire everyone in our organization. Thank you for making 'excellence' a way of life at Jhanjra. Let's replicate this everywhere in our organization and in all future projects that we undertake. Keep up this spirit of winning and outperforming..!

~ Sunil Chaturvedi, MD & CEO, TIPL

Thanks to Caterpillar team for all the support and help. Congratulations for achieving the first year production target in 218 days. Keep up the good work.

~ Dipankar Banerjee, COO, Mining, TIPL

A really noteworthy achievement... Well done and congratulations to the full team. I think it shows with good teamwork and aligned goals we can achieve big goals.

~ Ramesh Tipirneni, GM - India - Mining Sales & Support Division, Caterpillar Global Mining

Going Forward

India's transition from surface mining to deep mining is well and truly underway. The Jhanjra project will achieve many more milestones in the days to come and there will be many more such success stories in other mines elsewhere in the country. ECL and Bharat Coking Coal Limited (BCCL) have already identified 16 high potential projects to be undertaken over the next 5 years. Continuous Miners, despite their cost, are fast catching up in India as the safest and most productive way to mine coal. Of the nearly 55 million tons of coal mined in India every year, only about 5 million tons are currently extracted using Continuous Mining technology – a number that is expected to improve radically in the coming years.

Another Breakthrough by TIPL

TIPL recently received another break-through order for the supply of Cat® Hard Rock underground mining equipment in India. The order is for two units of 30T capacity Underground Trucks, Model AD30, from Maheshwari Mining, along with a separate order for 5 year MARC for these machines.

The machines will be deployed at the Kolhiyan Copper Mine of Hindustan Copper Limited at Rajasthan. This is the first entry of Cat Hard Rock mining equipment in the hard rock mining market in India, which is dominated by the likes of Atlas Copco and Sandvik. With this, TIPL ushers in a whole new opportunity for Cat hard rock mining equipment in the future. This achievement has been possible with the joint endeavor and teamwork of Caterpillar and TIPL mining teams.



Jhanjra Underground Mining Team in front of CL210

A Matter of Pride

Sumit Mazumder is now CII President

Our Chairman and Managing Director, Mr Sumit Mazumder, has been elected as the President of CII, the premier industry body of India, for the year 2015-16 - a matter of great pride and jubilation for all of us. He has a long association with CII, having headed various key committees of the CII National Council and been a member of several others, apart from being the past Chairman of CII - Eastern Region.

Founded in 1895, the Confederation of Indian Industry (CII) is an industry-led and industry-managed organization, playing a proactive role in India's developmental process for well over a century. With more than 7200 direct members and over 100,000 indirect members, CII works to create and sustain an ecosystem conducive to the development of India – partnering Industry, Government, and Civil Society, through advisory and consultative processes.

Immediately after taking charge in April 2014, Mr Mazumder led a 40-member delegation of Indian CEOs to Hannover Messe 2015, Germany, the world's largest industrial fair, where 350 Indian companies showcased their strengths. The Hannover Messe is one of the most important annual global exhibitions and provides an ideal platform for India to gain entry to international markets with a focus on technological and industrial innovation.



Sumit Mazumder with hon'ble Prime Minister Shri Narendra Modi and German Chancellor Angela Merkel



From Left to right : Shobana Kamineni, Vice President, CII; Dr Naushad Forbes, President Designate, CII; Sumit Mazumder, President, CII; Chandrajit Banerjee, Director General, CII at the first meeting of the newly elected National Council 2015-16

The CII CEO's delegation conveyed a powerful message to the global manufacturing industry – to view India as a major investment destination and an ideal place to do business. At the Indo German Business Summit that coincided with the fair, Mr Mazumder made a strong pitch in favour of the Make in India campaign and deliberated on key developmental issues, sharing the dais with none other than our honourable Prime Minister Shri Narendra Modi and the German Chancellor Angela Merkel.

Build India, Invest in Development – A Shared Responsibility; That is the chosen theme for CII in the coming fiscal year, as India gears up to grab by its horns the formidable bull called 'subdued growth' and drive it up the hill of sustainable growth and development.

In his new role as CII President, Mr Mazumder is at the helm of affairs, engaging actively with businesses and governments – both nationally and internationally – in matters of economy, business development, and policymaking.

We wish him all the very best in his expanded leadership role.



Sumit Mazumder with hon'ble Prime Minister Shri Narendra Modi and Chandrajit Banerjee, Director General, CII

Continuous Improvement

6 Sigma & CPS Black Belt Graduation at TIPL

On the 16th of February 2015, TIPL observed the third Internal Wave Black Belt Graduation Ceremony at Kolkata - marking yet another significant step taken by the company in its bid to make 6 SIGMA a way of life at TIPL. The third Internal Wave had commenced in November 2014 with 10 Black Belts. Besides the traditional 6 SIGMA DMAIC Training, TIPL had introduced Caterpillar Production System (CPS) in the Black Belt training curriculum, which is in line with current Caterpillar guidelines. The four weeks of DMAIC & CPS training were conducted in Kolkata, with the faculty comprising of Master Black Belts from Caterpillar (India), Anand Radha Krishnan and, from TIPL, Biswajit Mukherjee, Saibal Mitra and Rajeev Kwatra.

The graduation ceremony was graced by Kevin Strydom, District Manager, Caterpillar (India) and his team from the DSD group. Senior TIPL Managers, led by Sunil Kumar Chaturvedi, MD & CEO, were also present to encourage the newly graduate Black Belts, who showcased charters of the projects undertaken by them.

Speaking on the occasion, Mr Strydom mentioned that he was quite delighted to see the project topics, which were in complete alignment with the need of the day. Furthermore, Mr Strydom emphasized on continuous improvement as the way forward and wished the Black Belts successful completion of their projects. Mr Chaturvedi, in his speech, mentioned that in today's business world, continuous innovation, seamless improvement in operations and a high degree of commitment to deliver and differentiate products and services from competition, are the initiatives that must remain embedded in our everyday perseverance. Towards this objective, 6 SIGMA has always proven to be one of the best enablers and a powerful tool, he added. He also spoke about the various initiatives undertaken to rejuvenate 6 SIGMA and CPS at TIPL.

The new TIPL Black Belts are: Jayanta Bhattacharya, Sushanta Kumar Nanda, Rajesh Mehdiratta, Vipin Kumar, Sudip Goswami, Sourav Gupta, Krishnendu Chakraborty, Anupam Bain, Tathagata Lahiri and Aneesh Kalra.



Kevin Strydom, District Manager, Caterpillar and Sunil Chaturvedi MD and CEO, TIPL, with 6 Sigma Graduates and Team TIPL

Gung-ho to Go the Extra Mile

TIPL launches G.E.M.

With the intent to recognize and reward dealer branches which achieve excellence in Product Support Customer Experience (CX), G.E.M. - a Customer Experience Rewards Program was launched globally by Caterpillar in 2013-14 with 4 pilot dealers - SDI, Monark, Trakindo and GMMCO. The pilot branches achieving excellence were recognized and rewarded at Cebu in Philippines earlier this year.

In 2015, the program has been opened to dealers in Asia Pacific, Australia and China and TIPL is proud to be a part of the same. The program is inter as well as intra dealership. On 20th March, G.E.M. at TIPL was officially launched. From Caterpillar the launch ceremony was graced by Mr Kevin Strydom, District Manager, and Mr EC Manohar, Distribution Strategy Manager (Asia Region). At the launch program Mr EC Manohar took the team through the nuances of Customer Experience (CX), its various touch points, while explaining how the purpose of CX is to develop end-to-end customer experience processes in product support to improve customer loyalty and attract new customers, while delivering Cat® Brand Promise.

Mr Strydom, present at the launch also reiterated the fact that CX culture needs to be embedded in the organization across all levels, and while filling up metrics and achieving desired scores is critical for G.E.M., the program goes much beyond that. Because managing



Kevin Strydom, District Manager Caterpillar & Sunil Chaturvedi, MD & CEO - TIPL launching G.E.M.

Customer Experience is also about focusing on each experience, perceived by the customer through his conscious/rational and subconscious mind.

In Mr Chaturvedi's words: *"Constant improvement in product support remains at the core of our growth aspirations. Excellence in product support is not an option for us but an abiding commitment and has to become a way of life. Superior customer experience helps us in ensuring better customer engagement. We are very enthused about this program and shall do every bit to achieve excellence in product support CX. I am confident that G.E.M. award program will encourage team TIPL towards a healthy competition amongst branches executing the CX project."*

Under the G.E.M. program TIPL has nominated 10 branches: Patna, Asansol, Dhanbad, Bhubaneswar, Ludhiana, Udaipur, Varanasi, Lucknow and two mining locations: SEB and BCML MARC sites. The plan is to bring other branches under the program over the long term.

The roll out of G.E.M. program has been carried out in Ludhiana and Asansol, and TIPL's CX champion Mr Shekhar Agarwal, Head - Construction & Service, BCP and G.E.M. champion Mr Rajib Lochan Dutta - DGM, Service Business & Operations are absolutely gung-ho to go the extra mile in TIPL's CX journey!



Caterpillar and TIPL G.E.M. team Ludhiana

Stacking Up Success

Record performance by HYSTER - TIL Reachstacker at Kolkata Port Trust

HYSTER-TIL ReachStacker celebrates a partnership between two leading companies with complementary strengths and strategic visions; HYSTER-TIL ReachStackers have become the most preferred choice of customers in India, having already garnered a significant market share in the category within a very short span of time.

Last year, TIL had commissioned nine units of HYSTER-TIL ReachStackers to M/s Phonex Traders, a leading logistics provider at the Kolkata Port, working under sub-contract from Port Singapore Authority (PSA) - which, in turn, has a contract from Kolkata Port Trust (KoPT), for the operation of multiple docks / berths at the Kolkata port for an extended tenure of ten years.



Already impressed with the durability and performance of their existing fleet of five HYSTER-TIL

ReachStackers, Phonex did not think twice before the procurement of the new machines. TIL lived up to its promise by delivering and commissioning all nine ReachStackers in a record time of 2 months.

Year 2014 – 2015 saw KoPT handling some 500,000 TEUs (a standard unit of measurement for containers) – half a million units – which is a record since the beginning of container handling operations at the Kolkata Port in 1979. The Chairman of KoPT has gone on record, acknowledging the contribution of HYSTER-TIL ReachStackers in this remarkable achievement.

The stellar performance of the HYSTER-TIL ReachStacker stems from a combination of factors. Firstly, it is the only ReachStacker in its class that can lift 33 plus containers in an hour, made possible by virtue of its advanced hydraulic flow regeneration circuit. Secondly, the robust 300 HP QSM 11 engine – the best in its class – is able to sustain the required torque needed by the HYSTER-TIL ReachStacker at all variable RPMs (as per load and demand), without dropping. Thirdly, with an average daily utilization of 20 hours, the HYSTER-TIL ReachStacker has established its exemplary uptime.

TIL Scores Again

Reliance Jamnagar Refinery

The Jamnagar Refinery is a private sector crude oil refinery owned by Reliance Industries in the city of Jamnagar in Gujarat. Last year, TIL won a prestigious order from Reliance Jamnagar for the supply of 30 units of RT740B, 40-ton cranes, to be deployed in the latter's second phase of expansion. Impressed by the superior quality of the machines and the efficacy and promptness of TIL's after-sales service, the customer had placed a repeat order for 20 additional units of the crane. The Jamnagar refinery is currently the largest refinery in the world. To be associated with such a customer is, in itself, a matter of

pride. To be able to satisfy them to the extent of a repeat order is indeed a cause for celebration for TIL!



New Addition to Mumbai Port

TIL supplies to Monarays Marine

December 2014 witnessed the successful commissioning and delivery of the 100th HYSTER-TIL ReachStacker from TIL's Kharagpur works. Close on its heels comes yet another achievement, with TIL bagging an order for the commissioning of a HYSTER-TIL ReachStacker, model RS 45-31CH from Monarays Marine Services Pvt Ltd for their port operations in Mumbai.

Monarays Marine Services is a logistics service provider for transportation and handling of containers at the Mumbai Port since April 2006. The company presently controls the bulk of transportation of containers from JNPT to Mumbai Port, catering to many major shipping lines. The company, under the skilled and qualified leadership of ex-mariners, Captain Satish Seth (Chairman), Captain Chetan Seth (Director) and Marine Engineer,



Officials at the commissioning ceremony

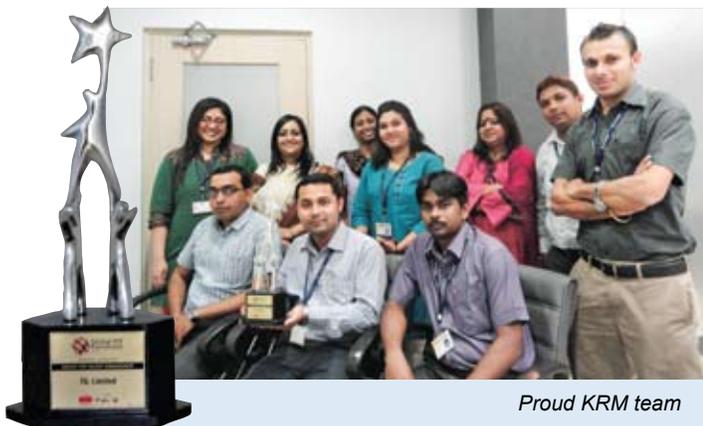
Mr Bharat Seth (MD), has steadily progressed by increasing its fleet strength, as well as, its scope of transportation services to ICD Mulund, Pune and Gujarat.

On the 26th of February, 2015, the inauguration was graced by Mr D Nayak (Mumbai Port Traffic Manager), Mr Phansare and Mr Gautam Dey (Dy. Traffic Manager Mumbai Port).

Excelling in Talent Management

TIL receives Global HR Excellence Award

TIL has always been driven by the philosophy of adopting best in class people practices. As a tribute to this enduring belief, the company was recently recognized by the World HRD Congress for best HR practices, in the category of Global HR Excellence in Talent Management, at a ceremony held at Mumbai in February 2015. It is a true honor for TIL to have received an award for people practices and processes which act as a benchmark in the HR industry.



Proud KRM team

TIL took part in the Talent Management category, highlighting our Assessment Center, which has been developed in-house as a part of the talent management process, a tool that the organization has been using for the development of front level resources since 2013.

The selection process for the award involved a rigorous assessment spread over two days. Competition was stiff, with the award being open to global companies, and each entry was judged by eminent panellists, who are much renowned in the HR fraternity.

Several other companies have also been awarded in the same category - Tata Consultancy Services, UEM Sunrise Berhad (Malaysia), SCOMI Group BHD (Malaysia), National Stock Exchange of India Limited, Sterlite Technologies Limited, Crisil Limited, Amara Raja Group and YES Bank Limited.

The award serves as a great impetus to TIL's most cherished core conviction - "our people are our greatest assets" - something that has been integral to our success over seven long decades.

A Positive Step Towards Serving Customers Better

TIPL Launches DGAP

The renewed focus and the commitment to deliver Cat® Brand Promise lay the basic foundation for effectively addressing the new age customer dynamics, so that Caterpillar and Cat® dealers can succeed in the present, and build upon the future. The Dealer Growth and Profitability (DGAP) plan is part of this foundation focusing on the parts growth by increasing percentage of parts sales. Globally it is a recognized fact that the major contributor to Dealer profitability is aftermarket sales.

Besides focusing on parts growth, TIPL also believes that making our customers profitable through optimizing operating costs is the best way towards profitable growth. With this in mind TIPL launched DGAP early in the year.

The kickoff was initiated by Mr EC Manohar - Distribution Strategy Manager (Asia Region) from Caterpillar. Mr Kevin Strydom, District Manager - Caterpillar and TIPL MD & CEO – Mr Sunil Chaturvedi explained to all attendees the need for DGAP and its

vision of increasing POPS (Percent of parts sales) through well-defined actions following the commercial framework defining customer purchase criteria. Manjunath Chenna Nagraj – Caterpillar DGAP expert closely worked with TIPL team members.

Finally on 9th March 2015, the final review was conducted, followed by a three day workshop conducted by Caterpillar Subject Matter Experts and attended by TIPL Product Support Managers. The program turned out to be very effective, with enthusiastic participation, brain storming sessions, and sharing of best practices related to the 6 key commercial criteria, referred as 6As. As a special engagement initiative, the TIPL DGAP team also signed a pledge to implement DGAP action plan within scheduled time frame.

TIPL is thankful to the Caterpillar India district leadership for their continued support during the DGAP launch and this was one more example of our partnership towards strengthening the Cat Brand in India.



Caterpillar and TIPL-Team DGAP - at Taratolla office

Running on Full Steam

Marketing Initiatives at TIPL

Keeping in line with Caterpillar's Win in India strategy and e-Biz focus, TIPL has been going strong with a slew of innovative and effective marketing campaigns to boost the market presence of Cat® brand across its territories. Here's looking at a few of the interesting ones:

Service Camps

Aptly titled as 'Service Camp', TIPL-branded flatbed trucks, carrying small regiments of TIPL service personnel, have been making the rounds of several Indian states – doling out service, spare parts and expertise to stranded Cat equipment on site. Already completed in Bihar and UP, the campaign is currently underway in Odisha, Rajasthan and the North East. Uttarakhand has been planned for later this month. A simple, yet clever idea, the campaign is hugely successful in enhancing TIPL's service delivery and Cat brand awareness.



Van Campaign

Another successful BTL initiative by TIPL (and quite popular in the FMCG industry), the Van Campaign, has been completed in Rajasthan and is currently running in Bihar, Odisha and Jharkhand. Created in line with Caterpillar's BUILT FOR IT™ theme, these vehicles travel to remote villages and major customer locations – distributing product literature to prospective customers, generating leads, building a repository of customers and upcoming projects,



giving out mementoes, and creating a general buzz in the market. And in true FMCG style, the 'vans' are also equipped with anchormen who conduct interesting and entertaining Customer Engagement Activities, such as dart games, street plays curiously titled 'nukkad natak', etc to pull in the crowd.



Glimpses of marketing initiatives



“Using Cat 424B for my business helps in my yearly savings, so I don’t have to compromise on my children’s higher education.”

Chotelal Verma, Verma Constructions



Chotelal Verma, owner of Verma Constructions was an operator in 1993. Born and brought up in Varanasi, Chotelal has been in the construction business. He bought his first Cat® 424B Backhoe Loader in 2011. The performance delivered by his first Cat equipment led him to buy more of our machines and today, his fleet comprise of four Cat 424B machines.

In Chotelal Vema’s own words: “It gives me happiness to contribute in the development of my town by helping install communication towers, pipelines and road building. This has been possible largely since the time I bought my first Cat 424B. The machine has more digging

power than other machines and consumes less diesel, saving me up to Rs. 75000 annually. There are a lot of improvements in the new Cat 424 especially with the engine and the carrier. In comparison to other machines, the breakdowns are negligible.

Today my son is studying in intermediate and my daughter is in high school. Using Cat 424B for my business helps in my yearly savings, so I don’t have to compromise on my children’s higher education.

TIPL feels proud to have contributed so meaningfully to his success story.



“In emergency time, TIL Service Engineers always stand next to us whether it is Sunday, any Holiday or even in our night shift operation. We have a very strong engagement with team.”

Mohammad Ayub, Director (LH Pic) & Vidayanand Singh, Executive Director (RH Pic) - Phonex Group



The Phonex Group is a leading logistics provider at the Kolkata Port. Started primarily as a transporting and warehousing service provider by Mohammad Ayub, Director - Phonex Group, has now diversified into export - import business, logistics chain management and ship building and repairing services. The company is also involved in handling and transport operation of the Central Warehousing Corporation CFS.

Phonex Logistics procured their first ReachStacker from TIL way back in 2006 - an equipment that they continue to use today. But today, they also have 14 more such powerful machines from TIL, including the new generation HYSTER-TIL ReachStacker, model RS45-37CH - all of which are currently deployed at CWC CFS, Kolkata Port Trust and their own empty container handling yard.

As professed by our valued customer, it is the quality of HYSTER-TIL ReachStackers, coupled with TIL’s unmatched service support that prompt them to go for TIL products time and time again.

In words of Mr Ayub, Director and Mr Vidyanand Singh, Executive Director - Phonex : “We consider TIL as our operational partner. The quality of HYSTER-TIL ReachStacker and the strength of the service support are the two major deciding factors for us to go for TIL product.”

And as for the TIL experience, they unanimously have one voice: “In emergency time, TIL Service Engineers always stand next to us whether it is Sunday, any Holiday or even in our night shift operation. We have a very strong engagement with team.”

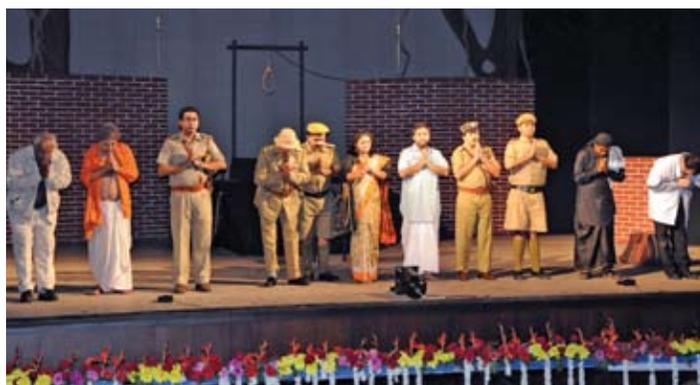
45th Annual Social Function

Like every year, at the 45th Annual Social Function – organized by the Tractors India Employees' Recreation Club at Kala Mandir on the 12th of January, 2015 – the TIL fraternity was presented with an evening of pure fun and relaxation. They got to acquaint and initiate their respective families to the fun way of working at TIL. True to tradition, the inaugural address was delivered by the CFO of TIL, Mr Alope Banerjee, in his capacity as Club President. It was followed by an endearing speech from the Chief Guest, Mr Sunil Chaturvedi, MD & CEO – TIPL, who was attending the meet for the very first time.

Old-time employees, Mr Asok Ghosh & Mr Utpal Dutta, were felicitated by the Club Secretary, while two others, Mr Sandeep Chandra Awasthi and Mr Trilok Singh, both from TIPL Sahibabad, were congratulated with mementoes for successfully completing 25 years of service. Prizes were handed out by the Chief Guest to eight meritorious young members of the extended TIL family for scoring well in their respective board exams. A fascinating song recital by the young and supremely gifted Anwesha charmed the audience and set the tone for the evening merriments.

At the end, came the main event of the evening; a theatrical performance – curiously titled, Ekti Obastob Golpo (An Incredible Story) – staged by the talented members of the Tractors India Employees' Recreation Club. Many, who may have been taken in by the play's title and gone in expecting a tale of mystery, or some such work of paranormal fiction, were greeted with something else entirely. A social satire, as in last year, this time, the story was set in a fictional dystopia where a draconian ruling class exacted terrible misery on the common folk in the name of order and justice. The narrative, focusing on the trials and tribulations of a commoner convicted of murder, veered into tragic territory and left the audience speechless. A poignant story, told through equally passionate performances, Ekti Obastob Golpo will surely be reckoned as one of the finest dramatic performances in TIL's tradition. The Best Actor award was once again won by Partha Pratim Chakraborty and the Best Supporting Actor prize shared between Arnab Bose, Samir Purakaystha & Kushal Mazumder.

All in all, the evening was a grand success.



Glimpses of the annual social function

Annual Family Sports Day

The 'Family Sports Meet' was organised by avid TIL enthusiasts on the 17th of January, on the grounds of the Calcutta Blind School (Behala, Kolkata). It was a Saturday and a regular working day, albeit a half-day. Credit is due to most of the participants who discharged their regular duties in the office before rushing with their families to take part in the games that began sometime in the afternoon.

There were events for 'boys' and 'girls' of every age – the orange race meant for the juniors, the 50 metre race in six categories, the 100 metre race in four, the innovative basket-golf, mud-pot breaking, hit-the-wicket (a lazy man's version of cricket), the ever-popular musical chair, and finally, a 'go as you like' show to mark the end of the day's fun and games. Needless to say, despite their exhaustion, the participants were left asking for more. Here are the names of all those who won in their respective events, many of them with multiple credits to their names.

Don't forget to congratulate them the next time you meet them...

(Names are in no particular order)



STAR JUNIORS:

Diyasha Mahapatra, Vidushi Sharma, Aryan Roy Chowdhury, Md Muzammil, Aditya Singh, and Suman Adhikary and the TEEN TITANS: Aditya Sahu, Sumit Ghosh, Rohit Sahu, Mani Dhanuk, Jyoti Chowdhury and Poulomi Mondal.

GROWNUPS:

Soumya Bose, Subhasish Mondal, Kashi Nath Mondal, Md Mustakin, Pradip Patra, Soumya Biswas, Saibal Kumar Chatterjee, Manojit Poddar, Kamal Mondal, Cameliya Paul, Manashi Roy, Sonali Manna, Upasana Sharma, Mahua Das, Debi Mahapatra, Saheli Paul, Tanisha Adhikary, Aishwarya Bose, Anish Dhara, Susovan Maity, Indranil Roy, Dibyendu Roy, Mantu Mondal, Ramesh Nayak, Paramita Das, Ritu Chandak, Panchu Gopal Mondal, Subhasundar Mahapatra, Sutapa Roy Chowdhury and Srijoni Roy.

GO AS YOU LIKE Winners:

Partha Pratim Chakraborty, Troishani Mondal and Mohor Saha



Glimpses of annual sports day



ConMac 2015

TIPL recently took part in the ConMac 2015 at Guwahati – an exhibition on construction equipment and technology, meant for the north-eastern states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. Organized by the Confederation of Indian Industry (CII), the event was the first of its kind. The expansive TIPL stall – developed on the BUILT FOR IT™ message platform – was inaugurated by Shri Tarun Gogoi, Honorable Chief Minister of Assam, and enjoyed the presence of the minister in charge of PWD, Assam, as well.

Over three days, February 27th to March 1st, the stall was visited by many prominent customers, with whom the TIPL team engaged in active discussion in a specially constructed meeting room made to mimic the look, feel and comfort of a TIPL office.

On display were various Cat® machines, including a 320D2, 424B, D6G2 & Hindustan 2021Z. In a separate Parts & Services room, the team showcased the durability of original Cat spare parts and promoted TIPL's service

efficiency. Among the more tangible achievements, the TIPL counter managed to book two Cat 424B backhoe loaders, secure 'hot' leads for two more and generate nearly forty leads for various other machines.

These are but a few of the marketing programs currently underway at TIPL. In addition to these, TIPL has also started a very attractive customer loyalty program to better retain their customers, and armed their BCP and GCI sales representatives with tablets – preloaded with Cat apps, videos of customer-testimonials and factory visits, and localized sales kits containing relevant finance terms, machine schematics, competitive analyses, TIPL network details, etc. – to enable them to achieve targets consistently.



Hon'ble Chief Minister of Assam Tarun Gogoi with Team TIPL



Manitowoc Visits

The past couple of months at TIL's Kamarhatty and Kharagpur units have seen some hectic activities.

On the 8th of February, 2015, the Kamarhatty factory played host to a high-powered delegation from Manitowoc Cranes of USA. The team comprised of Mr Larry Weyers, President of Manitowoc Cranes, Mr Diego Borgna, Senior Vice President - Tower Operations, and Mr Raman Joshi, Managing Director, Manitowoc Cranes. This delegation also visited Changual works at Kharagpur. On behalf of TIL, Mr Sumit Mazumder, our honourable Chairman & Managing Director, Mr Somnath Bhattacharjee, President & CEO - MHS & EPS, and Mr Pinaki Niyogy, VP - Manufacturing & Operations, took the Manitowoc team on a tour of the works.

A month later, on the 10th and 12th of March, 2015, a second team from Manitowoc came calling on Kamarhatty for a joint business discussion. This time, the visitors included Mr Ingo Schiller, Senior VP – Global Market & Product Management, Mr Raman Joshi, Managing Director



of Manitowoc Cranes, Mr Michael Herbert, Global Product Director - RT Cranes, Mr Scott A Sanders, Engineering Director, Mr Justin A Pilgrim, Manager (Engineering), and Mr Suresh Natarajan from Manitowoc, India. At Kamarhatty, Mr Somnath Bhattacharjee, President & CEO - MHS & EPS, and Mr Pinaki Niyogy, VP - Manufacturing & Operations extended a warm welcome to the delegates and engaged with them in active discussions.

With our government firm on its promise to institute reforms and revive growth in the infrastructure sector, the days ahead look sunny. The recent successful visits by Manitowoc officials give us enough reasons to believe that we may continue to count on the support of our foreign partner as we gear up to offer our contribution to the infrastructure build of India.

CSR @ TIL: Anganwadi Centers

As part of TIL's CSR program, the company has been supporting two Anganwadi Centers in the Metiabruz area of Kolkata. Each Anganwadi Centers generally provides care and support to 50 – 70 children and about 20 – 30 pregnant and lactating mothers. The number of direct beneficiaries for each Anganwadi Center is approximately 70 – 100 women and children.

The program has several key objectives – to provide direct support, in terms of infrastructure, equipment and capacity building, to the Anganwadi Centers, to reduce under-nutrition and ensure that the community-facility-community paradigm is maintained, to ensure that preschool education is imparted to all children to make them ready for primary education, to monitor the nutritional growth and development of the beneficiaries of the Anganwadi Centers, and to ensure adequate training in Early Childhood Education (ECE) – just to name a few.



The CSR program run by TIL Ltd, which lays special emphasis on this particular category of children, is supporting 52 children in one centre and 43 children in another, belonging to the 6 months - 5 years age group. There are further 10 children in each center in the age group of 5 - 6 years. 64 children in the age group of 3 - 5 years are also receiving educational help, in the form of educational kits, books, puzzles etc., under this program. Additionally, 17 pregnant and nursing mothers from the same centers are being supported by TIL in nutritional aspects.

CONGRATULATIONS

MERITORIOUS STUDENTS

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



Abhijeet Mishra
S/o Prabhat Kumar Mishra
TIPL, E&T Petro



Anubhab Gupta
S/o Amitava Gupta
TIPL, Training



Bhavesh Ahuja
S/o Sanjay Ahuja
TIL, MHS



Mohijit Podder
S/o Monojit Podder
TIPL, Prod Support Central



Piyasha Das
D/o Pritam Das
TIPL, IT



Sneha Karmakar
D/o Sandip Karmakar
TIPL, E&T EPD



Souvik Parui
S/o Dibakar Parui
TIPL, C&L



Tiyasha Das
D/o Pritam Das
TIPL, IT



Sandeep Chandra Awasthi
TIPL, Sahibabad



Trilok Singh
TIPL, Sahibabad



KUDOS !!

Anubhab Gupta, son of Amitava Gupta of Technical Training Department, TIPL, is a black belt in Shito Ryu style and have graduated with 1st dan (1st level) Black Belt degree, last year in December.



Shrijita Banerjee -11-year old, daughter of Debjit Banerjee, PSS, TIPL recently performed at the annual function of Shongheet Shundor Shiksha Niketan and won many hearts.



TIL wishes them all the very best in life and future endeavors.



Mr Arijit Chanda
Head of Petro and Gas Division
(1963 - 2015)

Remembering Arijit Chanda

Our dear colleague Arijit Chanda – Head of Petro and Gas Business passed away on 24th January, 2015, due to a sudden decline in his health following a stroke. He was only 52.

Arijit Chanda joined TIL in 2005 as Sr Sales Manager – Gas Engine. He always gave his best to every situation and steadily moved up to become a member of the senior management.

Arijit had a great zest for living, unmatched dedication and optimistic spirit. He was a subject matter expert in his business, loved accepting challenges and always delivered on commitments made.

He is survived by his wife Nandini and son Aurkojit.

He will always continue to occupy our thoughts in the same way as when he was alive.

“You can shed tears that he is gone, or you can smile because he has lived. You can remember him only that he is gone, or you can cherish his memory and let it live on.”

~ David Harkins

In Arijit’s going away, TIPL lost a very important business leader with tremendous potential and sustained performance of a very high order. Arijit was an embodiment of the spirit of giving – he was actively supporting a number of social causes and, indeed, donated his eyes while going away.

~ Sunil Chaturvedi, MD & CEO, TIPL

Words are inadequate to express the sadness that I feel about the untimely passing away of Arijit-da. The love, affection and care that he showered on us were beyond mere words. Underneath his stern exterior, there was always a father figure who used to guide and protect us in every conceivable way. I strongly feel that he will remain within us, always.

~ Arunava Chatterjee, Petro & Gas, TIPL

Remembering Dr. J Don Brock

We are deeply grieved by the passing away of Dr J Don Brock, Chairman and former CEO of Astec Industries, Inc. Dr. Brock leaves behind a rich legacy as one of America’s most successful inventors, having won awards and accolades from associations ranging from manufacturing groups to the highest industry bodies of America. His contribution to the ‘Made in America’ movement was legendary. Analysts from New York dialed into Astec’s quarterly earnings calls just to listen to Brock describe the world economy. He was an inspirational leader, mentor and friend to countless customers and employees of Astec.

TIL’s partnership with Astec began sometime towards the end of 2008. That is when TIL had the fortune of knowing Dr J Don Brock, the legendary figure, who built a billion-dollar business and transformed Astec Inc. into a global company with 18 subsidiaries and over 4000 employees in the US and abroad.



Dr J Don Brock
Chairman and former CEO of
Astec Industries

“I remember Dr Brock’s kind hospitality and insightful discussions during our visits to Astec group facilities on a number of occasions. He was an inspiration and I am sure the people who knew him and had the opportunity to work with him were very fortunate. Dr Brock will be missed by TIL, and he will remain in our thoughts.”

~ Sumit Mazumder, Chairman & MD, TIL

BONE HEALTH: Tips To Keep Your Bones Healthy

Bones play many roles in the body - providing structure, protecting organs, anchoring muscles and storing calcium. While it's particularly important to take steps to build strong and healthy bones during childhood and adolescence, you can take steps during adulthood to protect bone health, too.

Bone & Bone health

Bones are actually living, growing tissue, and are made up of three major components that make them flexible and strong: **1.** Collagen, a protein that gives bones a flexible framework, **2.** Calcium-phosphate mineral complexes that make bones hard and strong, **3.** Living bone cells that remove and replace weakened sections of bone.

Bones are continuously changing - new bone is made and old bone is broken down. Most people reach their peak bone mass around age 30. After that, bone remodeling continues, but you lose slightly more bone mass than you gain. The higher your peak bone mass, the more bone you have "in the bank" and the less likely you are to develop osteoporosis as you age.

After you reach peak bone mass, the balance between bone formation and bone loss might start to change. You may start to slowly lose more bone than you form. In midlife, bone loss usually speeds up in both men and women. For most women, bone loss increases after menopause, when estrogen levels drop sharply. In fact, in the five to seven years after menopause, women can lose up to 20 percent or more of their bone density. Osteoporosis happens when you lose too much bone, make too little bone, or both.

What are risk factors for bone health?

A number of factors can affect bone health.

Controllable Risk Factors

- Not getting enough calcium and vitamin D.
- Not eating enough fruits and vegetables.
- Getting too much protein, sodium and caffeine.
- Having an inactive lifestyle.
- Tobacco and alcohol use.
- Losing weight.
- Eating Disorders.

Uncontrollable Risk Factors

- Being over age 50.
- Being female.
- Menopause.
- Family history of osteoporosis.
- Low body weight/being small and thin.
- Broken bones or height loss.

Best foods for stronger bones



Bok choy



Sesame seeds



Flaxseeds



Kale



Mustard greens



Spinach



Broccoli



Almonds

What can I do to keep my bones healthy?

You can take a few simple steps to prevent or slow bone loss. For example:

- Include plenty of calcium in your diet.
- Pay attention to vitamin D.
- Include physical activity in your daily routine.
- Avoid substance abuse. Don't smoke and avoid drinking more than two alcoholic drinks a day.

If you're concerned about your bone health or your risk factors for osteoporosis, consult your doctor.

Source: Mayo Clinic Website



Did you know...

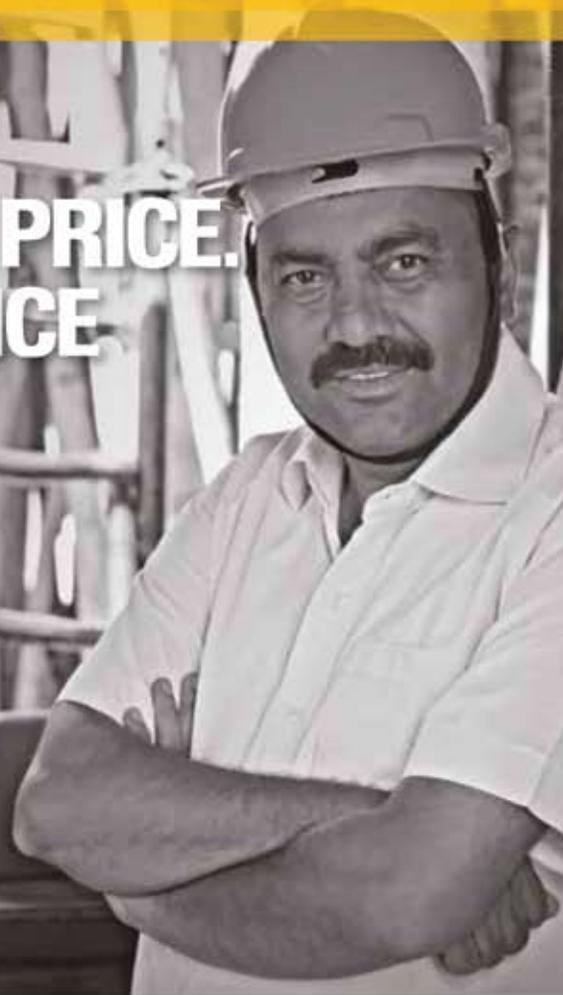
- That throughout your life, you constantly lose old bone while you make new bone?
- Children and teenagers form bone faster than they lose bone.
- As you age, you can lose more bone than you form.
- A woman's risk of breaking a hip due to osteoporosis is equal to her risk of breast, ovarian and uterine cancer combined
- And a man age 50 or older is more likely to break a bone due to osteoporosis than he is to get prostate cancer.

Good business is about making smart decisions. Cat® machines are made in India and offer you the benefits of cost and technical support. An investment that profits you year on year, our machines are built for greater reliability and more fuel-efficiency. So you save more in the long run. That's the big difference. catindia.com/builtforit/tim

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DIFFERENCE IN PRICE.
A BIG DIFFERENCE
IN SAVINGS.**



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