

# TIL TALK

Vol. 25 • year end issue • 2015

OUR NEWS VIEWS & EVENTS

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**TIL** Tractors India



Dear Reader,

Welcome to the 2015 year-end issue of TIL Talk.

More than a year since the new government came to power; India is beginning to see signs of a turnaround in its economy. Industrial activity is on the upswing, having posted strong growth during the months of June to October, 2015. Manufacturing, which accounts for three-quarters of industrial activity in our country, has been spearheading this recovery, with Manufacturing PMI – an index of industry outlook – consistently scoring in the positive zone for the last thirteen months. Consumer Durables and Passenger Car Sales – both barometers of urban consumption demand – have been posting excellent growth numbers for the last few months.

Going forward, consumer demand is expected to firm up further. In addition, the resumption of mining activities and the government's continued focus on Infrastructure augur well for the economy in general, and our company in particular. Given the government's eagerness to fulfill its ambitious target for roads and highways in the current fiscal, there will be increased tendering activity over the next few months – spelling good news for the business space that TIL operates in. However, the pace of reforms, especially on critical issues like the GST and land acquisition, remains far less enthusiastic than required. Consequent hardships will be felt across sectors for some months to come, and we too must brace ourselves to overcome these adversities in anticipation of the imminent better days.

Certainly, not all is grim, though, as mining business has been looking up, with TIPL making fresh inroads into the sector and achieving many new milestones – success stories at TIPL Agucha, large orders for Cat® machines – to name a few. The Company has also been trying out innovative new techniques to strengthen customer connect, like the e-Serve, LMS and the EM Solutions. Our Going the Extra Mile (G.E.M.) initiative aimed at providing superior customer experience, is gaining traction with branch offices taking a very active interest. In another noteworthy achievement, TIL has secured repeat orders for PIXEF™, our award-winning indigenous pick-n-carry crane, from none other than Tata Steel.

You'll learn about these in greater details in this issue of TIL TALK. In addition, the issue features a cover story on CSR, showing how TIL has been fighting the good fight for many years before it became mandated by law. There is also an assortment of articles dealing with our Foundation Day celebrations, in-house training programs, Brand Awareness Event at Taratolla, happenings at TIL Kharagpur, and many others.

Enjoy reading, and I wish you and your family a Happy and Prosperous New Year.

Warm regards,



Sumit Mazumder  
Chairman & Managing Director



## Touching Lives. Making a Difference. The CSR way

*Corporate Social Responsibility (CSR), also called Corporate Citizenship or Corporate Conscience, is a measure of self-regulation by companies – reflecting an organization’s commitment to activities lying beyond its own commercial interests, intended to benefit the society at large. However, the philosophy of CSR is not new to India. It has been practiced in our country for years. While many companies have responded proactively, many others have acted only when cornered by policies and public agitations. It’s indeed a matter of pride that TIL belongs to the former category, having championed the CSR cause for many years before it became mandated by law.*



### TIL Caring Day

TIL’s commitment to CSR is exemplified by the fact that Foundation Day at TIL – July 22nd, the most significant day in its history – was rechristened as TIL Caring Day in 2006.

Every year on this day, employees at TIL, in humble reckoning of the gift of life, pool their contributions towards the creation of a common fund. A matching amount is added to it from TIL’s corporate funds and the expanded fund is utilized in sponsoring the particular TIL Caring Day initiative chosen for that year. As a tribute to the spirit of corporate social responsibility, the dedicated TIL CSR team and volunteers make an effort to touch as many lives as possible – by reaching out to the underprivileged sections of our society, the visually impaired and differently abled, orphans and the old and the infirm.

This year, nineteen branch offices across the country - Agucha, Asansol & CRC, Bhubaneswar, Chandigarh, Chennai, Dhanbad & MARC BCCL, Guwahati, Jaipur, Jhanjra, Kamarhatty, Kharagpur, Lucknow, Mumbai, Patna, Ranchi/FRS/Noamundi, Sahibabad, Taratolla, Udaipur and West Bokaro-SEB – contributed nearly Rs 6 lacs for supporting the less fortunate children in their respective locations.

The amounts raised were matched by equivalent amounts from the TIL corporate fund and deployed locally with the support of different NGOs. While in places like Lucknow and Udaipur, the amounts were simply donated

to the respective NGOs, viz. Missionaries of Charity and Jatan Sansthan, in other locations, specific items were purchased and distributed to the beneficiaries, once again with the help of the partner NGO, as per the need felt by the latter – ranging from educational stationaries, learning material, clothes, food, furniture and learning aids for the visually and hearing impaired to necessary appliances like air-coolers, desktop computers, electric lights and ceiling fans.

At Taratolla, the efforts were centered on a handful of different initiatives.

The problem of Thalassemia continues to plague many people, particularly among the urban poor. Annual expenses for medicines and Chelation therapy (an intravenous chemical treatment essential to the survival of patients) were sponsored for 5 needy afflicted children, aged between 5 and 15 years, with the Thalassemia Society of India. Part of the funds raised also went into supporting an NGO, Amader Padakhep which has tasked itself with developing 200 street children through a Child Development & Guidance program, to make them eligible for mainstream school curricula.

Thereafter, in association with Concern India Foundation, a movie show was organised at a Kolkata theatre for a group of 150 children. This was the second consecutive year when TIL organised such a show. For many of these children this was their first visit to a movie theatre and clearly a delightful experience. They enjoyed themselves immensely and now look forward to this treat

every year. A simple film show can bring joyful smiles to the faces of these children and make them forget their mundane problems for at least a little while. Indeed, it is difficult for our modest efforts to alter the destinies of these unfortunate children, but perhaps, our continued dedication will go some distance in instilling in their young hearts faith and optimism for a better tomorrow.



Sahibabad



Taratolla



Dhanbad & MARC



Guwahati



Udaipur



Agucha



Jhanjra



Kharagpur



Ansol & CRC



Bhubaneswar



Patna



Ranchi, Noamundi, FRS



Kamarhatty



Chennai

*Touching lives...*

Over **3600** beneficiaries  
per year through  
our **CSR** activities

[ Scholarships, Educational Tools, Mobile Medical Units, Anganwadi Centers, Rehabilitation Programs, Support Equipment for specially-abled, Puja Parikrama, Health & Hygiene Programs ]

*Making a difference ...*

And finally, a year's worth of sponsorship was provided to an educational coaching centre run by the Child In Need Institute (CINI) in Kolkata. TIL has been supporting 25 children since 2011 through a community based coaching center run by CINI. Apart from educational support, the pupils are provided with the opportunity to showcase their creativity in various arts, as well as, engaged in solving puzzles and other recreational activities from time to time. A weekly Friday test is conducted on the week's lessons and parent-teacher meetings are held every month to apprise the former of their ward's progress in school. Different social issues are also discussed. Regular school visits by CINI are further complemented by visits to the children's homes for a more holistic approach to their education.

Here's what some of the students had to say (translated in English):



*I have been coming to this centre from Class II. I come here to study. Now I am in class VI. I love drawing very much. Whatever program takes place in the centre, I participate in it. Every year we are taken on outdoor trips, and thus, I have been to many places. There are also various sports activities and I participate in them as well. The center's teacher teaches us very well, and that has made studies easy for me. Apart from this, a Health camp has been organized for this centre. Getting such a good chance for education, I have developed a keen interest and love for my centre. As long as will get the scope for education I will continue to study*

--Priyanka Bhagat



*Now I am studying in class VI and have been coming to this centre since class III. At the beginning, I did not like to come to this centre. But when my friends started coming to this centre, I gradually developed the interest to visit the centre, and liked the way the teacher taught. Now I come here to study and to learn something new every day. Dance, song and drawing is also being taught here*

--- Payel Mondal



*I am studying since class I. Now I am in Class V. I come here for education. Our teacher is very good and she makes me understand my subjects very nicely. We get exercise copies and pencil from centre and we are also taken for exposure visits. We get chance to participate in many program. Every Friday a weekly test is taken and yearly three evaluations take place*

-- Sadhan Mondal

In the last few months, TIL has endeavored to make its humble contribution to society through various other activities – sometimes by way of ongoing welfare initiatives and one-off events, and at other times, by responding swiftly to a humanitarian crisis. Here's taking a look at some of our other recent CSR programs.

### Healthcare for the Weaker Sections of Society

The Khardah Rotary Diagnostic Center is a non-profit charitable diagnostic clinic run by the NGO, *Khardah Janakalyan Rognirmoy Kendra*, under the patronage of Dr Amit Mitra, Minister of Commerce & Industry, West Bengal. The Center offers fair price service to the economically weaker sections of society – typically 30–40% less than the prevailing market rates. The TIL Welfare Trust has sponsored two units of medical equipment – an advanced Biochemistry Analyzer and a Cardiac Probe. The feedback is highly encouraging, in that the new machines have prompted doctors to refer more patients to the clinic.



*Dr Amit Mitra, Hon'ble Finance Minister Govt. of West Bengal with TIL & Rotary Club representatives.*

## Puja Parikrama 2015

Every year during the Durga Puja, TIL organizes the **Puja Parikrama**, when underprivileged children of our society are taken on a tour of select puja pandals in Kolkata. This year, on the day of Shashti, 30 volunteers from CINI – associate NGO of TIL for this activity – helped take a group of nearly 155 children, aged between 6 and 14 years, on a trip to select South Kolkata Puja pandals. This was the fourth consecutive year that TIL organized this much appreciated program – a humble effort by TIL that found its reward in the unadulterated smiles of young, vulnerable, yet brave, children who have to endure life pretty much on their own strength.



## WWF - India Water Project Inauguration

TIL has sponsored a project in association with WWF-India on the lines of *Sustainable Use & Conservation of Water, Health & Hygiene*. Under this project, TIL has agreed to support a girls' school, Rabindra Balika Vidyapith in Garden Reach area in the vicinity of its Head Office. Besides sensitizing school children about conservation of water and basic health & hygiene issues, the project will also include the harvesting of rainwater and supplying water to the school toilets, using solar pumps. The project is expected to benefit approximately 1200 underprivileged girl students of this school.



## The Nepal Tragedy

One of the worst tragedies in recent history happened in April, 2015, when a violent earthquake, measuring nearly 8 on the Richter scale, rocked several parts of Nepal. The damage to life and property was catastrophic. TIL joined forces with OEM partner Caterpillar in extending support by way of earthmoving machines, engines, generator

sets, etc. TIL and TIPL employees also contributed a day's salary, matched by an equivalent amount from the TIL Welfare Trust – to the relief fund instituted by the Confederation of Indian Industry (CII), trying in our own small way to alleviate the untold sufferings of our Nepalese brethren.

**Taratolla Entries**

No Photocopies, if required we will scan documents and keep the same in Computer. This way we can save paper and resulting in saving trees.  
- Harish Avadhani, TIPL

I try to either walk or cycle if I need to go somewhere for informal work (which is within a distance of 2 km from my residence). I am trying to inculcate a similar habit for my son to follow.  
- Bipasha Sanyal, TIL

This year and forever more, to help the little birds on my window, I pledge to keep a small bowl of water, for all the summers that keeps getting hotter. Saving life is the biggest form of humanity and I pledge this for my community.  
Sudipta Dhar, TIPL

At least thrice a week 3 to 4 colleagues from the same vicinity can come on sharing anyone's car. Though it will require little adjustments on the personal end, but it will save fuel and energy. With this effort we will inch towards a small initiative of reducing the movement of number of cars also.  
- Sampa Bhowmick, TIPL

I pledge that I will teach my child to love nature and not to litter any waste. I will share the photos of my office campus and bird bath with my friends and family which will inspire them to love nature as I do and I can see it all the time.  
- Pratyusha Banerjee, TIL

Use LED lights. Walk for Short distance. Do cycling for medium distance and two/four wheeler for long distance travel.  
- Pinaki Niyogy, TIL

**Kamarhatty Entries**

ପରିବେଶ ସୁରକ୍ଷା  
ସବୁ ସମୟରେ ପରିବେଶ ସୁରକ୍ଷା  
ପ୍ରତିଦିନ ସୁରକ୍ଷା, କରାଯାଉ ଓ ବିଭିନ୍ନ  
କାର୍ଯ୍ୟକ୍ରମ ଗ୍ରହଣ କରାଯାଉ, ଯାହାଦ୍ୱାରା ପରିବେଶ  
ସୁରକ୍ଷା ହେବ। ପ୍ରତ୍ୟେକ ଜଣଙ୍କର ଦାୟିତ୍ୱ  
କାର୍ଯ୍ୟକ୍ରମ ହେବ।

ଅଧିକାଂଶ କାର୍ଯ୍ୟକ୍ରମ  
ଡିଡି ନି-୧୫୨୦

ବିଭିନ୍ନ କାର୍ଯ୍ୟକ୍ରମ ଗ୍ରହଣ  
କରାଯାଉ, ଯାହାଦ୍ୱାରା  
ପରିବେଶ ସୁରକ୍ଷା ହେବ।  
ପ୍ରତ୍ୟେକ ଜଣଙ୍କର ଦାୟିତ୍ୱ  
କାର୍ଯ୍ୟକ୍ରମ ହେବ।

ଆମ ସମସ୍ତଙ୍କର  
ଦାୟିତ୍ୱ ହେବ ପରିବେଶ  
ସୁରକ୍ଷା ହେବ।  
- Ashok Malik, TIL

**World Environment Day**

This year, on World Environment Day, besides the customary planting of saplings, Pledge Trees were put up at TIL's Taratolla & Kamarhatty facilities. Employees were encouraged to pen their thoughts on how they may be able to help in saving the environment, and pin it up on the Pledge Tree. These pledge leaves adorned the facility premises for an entire week, gently reminding us of our obligation to our environment. Here are some of the entries that truly touched our hearts...

**Special Mention**

Save this Earth because this is the only planet with the Girls  
- Arijit Biswas, TIL

A tree in Life is as important as Wife  
- Saikat Sanyal, TIPL

ପରିବେଶ ସୁରକ୍ଷା  
ଧୂଳି ଓ କାର୍ବନ ଡାଇଅକ୍ସାଇଡ୍, ଯାହାଦ୍ୱାରା ପରିବେଶ ସୁରକ୍ଷା  
ହ୍ରାସ୍ତ ହେଉଛି, ଯାହାଦ୍ୱାରା ପରିବେଶ  
ସୁରକ୍ଷା ହେବ। ପ୍ରତ୍ୟେକ ଜଣଙ୍କର  
ଦାୟିତ୍ୱ କାର୍ଯ୍ୟକ୍ରମ ହେବ।  
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ଅଧିକାଂଶ କାର୍ଯ୍ୟକ୍ରମ  
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## Lead Management System (LMS) - A New Milestone In Creating Better Customer Experience

TIPL Launches LMS, first Cat® Dealer in Asia Pacific to implement this program. LMS is a new web-based android-enabled system, managing the entire lead lifecycle, replete with its own repository that can address user queries with real-time reports and data, helping TIPL engage more closely with customers. LMS, comprises of two android apps, e-LMS (Employee Interface) and e-Serve (Customer Interface), and a web-based interface, [www.tiplapps.com](http://www.tiplapps.com), for the TIPL Control Room. It is essentially a single-window solution for both employees and customers. With data usage worth less than Rs 50 per month, the customer only needs to download the app and register. The TIPL call center will do the rest to provide necessary access to customers.

LMS was officially launched on September 29, 2015 by TIPL at its Component Rebuild Center, Asansol in presence of Mr Raymond Chan, VP, Caterpillar Asia Pacific Distribution Services and other senior officials from Caterpillar and TIPL. The concept, visuals and presentation of the application were greatly appreciated by all present at the occasion. Mr Raymond Chan digitally inaugurated the project.

On December 17, TIPL launched the customer-facing app of LMS, e-Serve in Lucknow. e-Serve is a mobile-based android app and a single window for all customer requests for parts & service.



The grand evening included a live demo of the app by Mr. Neeraj Chhabra - Head-Marketing, close interactions with all customers by the TIPL team, and ended with cocktails and dinner. The launch event was attended by thirty of the premium customers of Lucknow, all of whom were highly appreciative of this novel initiative by TIPL. Many of them downloaded the app from the Google Play Store



Raymond Chan, SK Chaturvedi & others officials at the LMS Launch

immediately and registered themselves with the service. With e-Serve, TIPL takes a significant step forward towards attaining greater digitization and efficiency in service delivery and asset management, and consequently, towards superior customer relationship management.



A glimpse of e-Serve event in Lucknow

## TIPL Mining Excellence – Reinforced, Redefined

TIPL has always been demonstrating its forte in mining industry- by introducing new modernized concepts, ensuring safety and zero accidents, combining technology and skills in areas of machine maintenance and thus staying ahead of competition in the role of a preferred service provider for customers across government and private sectors.

### Knowledge Sharing Program - Agucha

HZL Agucha – our MARC site recently started an initiative towards sharing and enhancing skills of the team. Named as KSP (Knowledge Sharing Program), this is an in-house training program where site personnel of TIPL Agucha meet regularly to share their knowledge in areas of MARC. KSP now has become a regular practice and resulted in significant positive change in the efficiency of MARC service team. The improvement is also reflected in the performance KPIs (Key Performance Indicators) and enabled team building at site. Even our customer – HZL has appreciated this unique initiative and has expressed a keen interest to join the program. In future such efforts will also be extended to other mining sites, thus enriching the experience of TIPL mining team and helping them evolve into a stronger and more cohesive unit.



KSP in session

### Agucha - sets a record with Cat OHT

As a testimony to the superior skills of our HZL team, the latter set a record with a Cat® 777D OHT that is still at the height of its performance running with 55,000 operating hours behind it. This is the truck that was the first one to be commissioned in the HZL Agucha project and completed 55,000 hours in a span of less than 11 years. Another 7 OHTs commissioned in HZL during 2004 are also close to 55,000 hours. This is surely the achievement of a motivated team rich with knowledge in maintenance and repairs who worked to deliver what we committed – profits for our customers.



*My appreciation to team TIPL & HZL for achieving 55,000 hrs just in less than 11 years with overall availability of 90%. This is a unique example in Indian mining Industry, which shows full dedication, commitment and all out efforts puts together by TIPL and HZL team. All the best to all of you to achieve more milestones in the future."*

**Mr. Laxman Shekhawat**  
(COO, Hindustan Zinc – Agucha Mines)



Recently TIPL mining secured some very prestigious contracts, reinforcing our domain excellence.

## Rajmahal Coal

TIPL recently won the prestigious contract from Rajmahal Coal Mining Limited (RCML) a group company of Essel Mining Ltd., for supply of 15 nos of Cat® 777D Off-Highway Trucks, 4 nos Cat D9R Dozers and one Cat 834 Wheel Dozer. All these machines are covered under a 10 year MARC agreement to be operated by TIPL. These machines are to operate in Rajmahal Project which is an open cast operational mine of Eastern Coalfields Limited (ECL), located in Godda district, Jharkhand. It is one of the largest operational coal mines in eastern India with a coal production of 10.5 Million Ton per annum (MTPA). In order to expand the coal production to 17 MTPA Essel Mining was awarded the contract for mining and transporting of coal for this expansion project.



Essel Mining senior managers handing over Purchase Order to Phil Pollock, Steve Lancot & Kevin Strydom from Caterpillar

Although competition was tough, what added great value in swaying customer's decision in our favor is the positive experience customer received in regard to TIPL service and support at the BCML Talcher project – another MARC operation we have been running with Essel Mining. The recorded availability of BCML site helping customer to maintain high level of productivity, finally swung the deal in favor of TIPL. The fresh order from the same customer reinforces the age old fact that Customer Loyalty stemming from positive Customer Experience ultimately results in more business. Mr. Arun Garg, Chief Financial Officer and Mr. Rajan Arora, Chief Procurement Officer of Essel Mining handed over the Supply Order and MARC Agreement to Mr. Steve Lancot – Regional Manager – SGP- Asia Region - Caterpillar, in presence of other Caterpillar & TIPL senior officials.

## Sushee Infra & Mining

The other prestigious contract was awarded to TIPL by M/s. Sushee Infra and Mining Ltd. The customer will be engaged in mining at a site in Jharkhand under BCCL. The complete fleet deal consists of total hauling and supporting equipment – 30 nos. Cat 777D OHT, 30 nos. Cat 773E OHT, 6 nos. Cat D8R Track Dozers, 5 nos. Cat D6R Track Dozers and 3 nos. Cat 14M Motor graders. Through this deal, TIPL offers a total package that not only includes supply of the equipment but also takes care of the lowest cost of operations. The parts supply contract was acknowledged by TIPL with a cost cap, based on the offer that was designed and priced to suit customer's basic needs at site. This customer has been a supporter of Komatsu machines but, influenced by TIPL's demonstration of core competence in maintenance and repair of mining fleet, finally decided to award the contract to us.



SK Chaturvedi with Sushee Infra officials

## Scoring High on Safety

TIPL-SEB remains committed to creating & maintaining world class safety standard at workplace and job site. This was evident yet again with TIPL achieving 1st Position at the recently held Safety Competition for 2015, held among 12 departments of TATA STEEL & HEMM service providers. The Safety Champion Award was handed to TIPL-SEB MARC team by TATA STEEL.



TIPL team receiving safety award

**TIPL at EXCON 2015**

Caterpillar, in association with TIPL and GMMCO, participated in the construction equipment event of the year, EXCON 2015, in the month of November at the BIEC Ground in Bangalore.

Under the Make in India theme, on display during the five days of the event were - Cat® machines, Technology Solutions, DG Sets, and various other solutions, including Financial Services and Rental & Used equipment service. The new Cat Excavator (313D2) & Skeeed Steer Loader (216 B3) were launched during the exhibition, to capitalize on the excellent marketing platform accorded by EXCON. The Cat Merchandise Store turned out to be a huge crowd puller as well.

Our booth witnessed high footfalls during the event and major customers, like PNC Infra, GR Infra, Oriental Structure, Dilip Buildcon, Khushi Enterprise and Chaudhary & Bros, etc, visited the stall. Key Handing ceremonies were organized along with Customer felicitations. Equipment orders were also booked and plenty of leads generated. All in all, our participation in the event was a grand success, the benefits of which are expected to flow in over the course of the coming year.



*Sumit Mazumder, Executive Chairman, TIPL with Caterpillar and TIPL seniors*

*A glimpse of the stall at Excon*

## Going The Extra Mile [G.E.M.]



L-R E.C. Manohar, Anand Dhanaraj, S Pal, S Giri, S.K.Chaturvedi, Kevin Strydom at the District championship

G.E.M. (Going The Extra Mile) is a program launched by Caterpillar aimed at recognizing and rewarding dealer branches that achieve excellence in Product Support Customer Experience (CS) and live up to the Cat® Brand Promise – “A Champion for Your Enduring Success.” The program takes into consideration the fact that improvement in customer experience will enhance customer loyalty and advocacy leading to business success. Besides the opportunity and growth in retail business that mostly happens at the branch levels, it was also noted that customers interact the most at branches, hence branch focus became a critical success factor for driving business success and excellence in overall Product Support Customer Experience. The judging criteria comprised Ease of Doing Business, Responsiveness, Service Recovery, Facility Customer Experience, Customer Service Agreements renewal etc to name a few.

From TIPL – 8 branches and 2 MARC sites were selected where G.E.M. was launched. These were – Asansol, Bhubaneswar, Dhanbad, Patna, Varanasi, Lucknow, Udaipur, Ludhiana, BCML MARC Site and Tata Steel SEB MARC site.

Following the gaps identified as per Voice of Customer (VOC) in each of the 8 criteria of scoring matrix, the branch G.E.M. champions were mentored and trained by central CX and G.E.M. leaders along with core and support teams on branch evaluation and progress.

Soft Skill modules were developed on customer experience and each team was trained to enhance their understanding of customer needs and our deliveries – to be seamless.

The 1st Internal Assessment of our G.E.M. branches was carried out during August and after a grueling evaluation the branches that emerged as winners were BCML Talcher MARC and Asansol in the 1st place. 1st Runner up was jointly won by Ludhiana and Bhubaneswar and 2nd runner up by Varanasi.



Soft Skill training at BCML MARC site

Following this each branch was guided towards achieving the KPIs in the 8 judging criteria with focus on enhancing customer experience at each transaction point. Facility upgrades were taken up where needed to ensure a easy customer pathway in our offices, parts counters, warehouse, workshops etc.

In the next internal assessment – concluded in November, where 9 branches once again presented their progress as they rolled out the various actions aimed at enhancing customer experience and increasing product support revenue, CSAs, POPS-C and Customer Loyalty. Each participating branch took initiatives that are innovative in order to meet the judging criteria and in the process –creating an enduring experience with them at each touch point.

At the end of 2nd internal assessment, three branches were selected by judges and these were: TIPL – Asansol, BCML MARC & Varanasi to represent our dealership at the Caterpillar District level.

On 3rd December, the three branch representatives and G.E.M. champions proudly shared their G.E.M. journey with senior Caterpillar officials where TIPL MD & CEO – Mr. S.K. Chaturvedi was also present. The judges selected Asansol as the G.E.M. champion for TIPL.

Now Asansol will proceed further to represent TIPL in Asia Pacific region of Caterpillar along with other participating dealers.

Our special appreciation to Asansol for reaching up to this height: and we wish Sanjay Giri and his team all the best for the final round. We also congratulate all the participating branches for such commendable efforts.

G.E.M. will now be an annual fare with TIPL – so, look for more information in the coming months.



*1st Internal Review - S. K. Chaturvedi felicitating winner - Asansol & BCML MARC*



*2nd Internal Review - The team who made G.E.M. successful at TIPL*



*District Level - L-R - S Giri, S Pal, M Rai, S K Chaturvedi, P Kumar, R L Dutta and S Agarwal*

## Breakthrough Order from Aditya Cement

This year TIPL further strengthened its position in cement segment by receiving a breakthrough order from Aditya Cement. The order from Aditya Cement is for supply of 7 units of Cat® 773E, and 2 units of Cat 770G Off-Highway Trucks. This order also provides TIPL with an excellent opportunity of product support business from the customer.

Aditya Cement has always been a Komatsu customer having more than 30 Komatsu machines in its fleet and with L&T's service set up at the site. TIPL with help of Caterpillar successfully demonstrated the life cycle value proposition of Cat machines coupled with TIPL's service and solutions, convincing the customer to see the long term benefits of Cat OHTs. What made this order additionally remarkable is that after customer was convinced of brand value and performance report of Cat machines, he placed one more order for Cat 770G. These machines are deployed in the Chittorgarh district, the main cement producing place in Rajasthan

& Aditya Cement is an important reference customer for other cement plants. To celebrate the achievement, a key handing ceremony was organized by TIPL. Mr. Sunil Kumar Chaturvedi, MD & CEO, TIPL handed over the key to Mr. Chandrasekhar, Executive President and Unit Head of Aditya Cement, subsidiary of Ultratech Cement Limited. The ceremony cemented the bond forged between Aditya Cement and TIPL.



S K Chaturvedi with Customer and TIPL officials at Key Handing ceremony

## PARTSTORE™ Instant Access

TIPL recently introduced Cat® parts online and went Live with PARTSTORE™ Instant Access - a hassle free way for our customers to purchase Cat parts online through credit card/debit card/net banking; all at a click of a mouse. In India TIPL is the first Cat dealer and second in Asia to go Live with Instant Access.

As an initiative under eBiz acceleration project, the goal was to leverage the e-commerce channel and grow in parts market share and Customer Loyalty. With the PARTSTORE facility already in place for TIPL customers, to further grow PARTSTORE sales, we started working on Instant Access where any customer can buy Cat parts with credit card/debit card/net-banking as they log inside Instant Access. This Instant Access also allows TIPL customers (both with and without dealer accounts) to have a single page registration with the ability to purchase parts and pay online on 24 X 7 basis.

It is a great beginning, and TIPL is all geared up to improve and extend PARTSTORE experience for all customers. TIPL is all set to leverage this facility for customers especially focusing on DIM (Do it Myself) segments.

This is one more step of TIPL to create that experience where our customers will say: *"It's never been easier to do business with TIPL, my Cat dealer."*



## Cat® Care Meet

TIPL Energy & Transport division recently organized a Cat® Care Meet at Barbil in Odisha. The event was attended by nearly 80 customers.

Cat Care Meets act as great enablers and enhancers of customer experience and provide excellent opportunities to listen to the Voice of Customers and identify opportunities for improvement in Product Support touch points, and deliver the Cat Brand Promise.

At the Barbil Meet, TIPL Service and Parts team arranged for a session on best Maintenance and Repair practices of Cat diesel engines that was well appreciated by all attendees. A presentation on Cat oils highlighted the importance of using Cat lubricants to enhance performance and lower operating costs. A sumptuous buffet dinner followed, marking a happy ending to the evening's program.



*Customer at the Meet*

## TIPL Hosts Brand Awareness Event

TIPL celebrated the Brand Awareness Event fourth year in a row. The 2 days of event was filled with engaging and fun activities that are expected to make the employees understand brand issues, reinforce Cat® Brand Promise and explain how it relates to the Customer Experience. Over 70 participants across various departments and functions attended the event at our head office in Taratolla.

On day 1, the event was flagged off by Mr. Sunil Chaturvedi, MD & CEO - TIPL. He reiterated the fact that brand awareness is everyone's responsibility and each employee needs to carry forward the brand promise. He further stated that: "As a Cat dealer – it is very critical that we fulfill the promise that the Cat brand makes to our customer. And this is done by how we create the experience through every touch point- people, products, facility, advertising, parts and service and many more. All of these things can be strengthened with consistent delivery of the brand's promise across all customer touch points."

The activities for both the days included Showtime with videos on Caterpillar legacy, BUILT FOR IT™ and also TIPL's customer testimonial videos. The presentation



*Brand Awareness activities at a glance*

–'Through the Eyes of Our Customers' was well received, which gave a valuable perspective about the Customer Experience (CX), demonstrating how Values, Mission and Brand Promise are integral to each other. The other activities across the two days included Crossword, Word Search, Can you Spot It (showing the audience example of wrong branding and asking to identify) and Passport activity.

The two days of the Event was a small yet important step towards creating brand awareness amongst the employees.

## PIXEF™ Story

Tata Steel Limited (TSL) is renowned for their uncompromising focus on safety. Having recently discontinued the use of Hydra cranes – as the latter did not meet Tata Steel's safety standards – TSL turned its attention to the next generation of pick-n-carry cranes. The path-breaking multitasking crane from TIL, the PIXEF 215 – having already proven itself at TSL's West Bokaro Division – naturally caught their interest. Consequently, an order for four PIXEF cranes was placed to TIL.

Unique features, like the carrydeck and slewing mechanism, along with advanced safety features, like the microprocessor-enabled control system, are the key reasons behind the success of PIXEF. This next-generation 15-tonne hydraulic pick-n-carry crane from TIL epitomises safety, quality, operator productivity, innovative features, and competitive total cost of ownership.

Special acknowledgment and appreciation to Mr. S K Seth (the Chief of Plant Equipment Maintenance) and Mr. Sanjay Rajoria (General Manager, West Bokaro Raw Material Division), who inaugurated the PIXEF machines at their CMC workshop. It is a great honour for TIL to be able to serve the biggest steel manufacturer of India with our unique indigenous multitasking crane, the PIXEF 215.



## Prestigious Visits to TIL Factory



A Japanese team comprising of Mr. Takashi Ogushi & Mr. Ryoichi Nukumi from Ninomiya Industries Co. Ltd along with the site in-charge, Mr. Shreyans Jain from M/s Accropoly Ninomiya Industries Ltd, Supplier and manufacturer of steel sheet, a factory set-up at the Vidyasagar Industrial Park, Kharagpur visited our factory in August this year. The visit enhanced further business relation between the company and TIL.

In July an important delegation comprising Dr. Baba. N. Kalyani - Chairman & Managing Director, BFL Limited along with other distinguished guests - Dr. T Mukherjee - Director TIL, Mr Sunil Chaturvedi - MD & CEO TIPL, Mr. Rajkumar Singh, BFL visited our Kharagpur factory. A brief plant visit was conducted by the team and the senior management team of TIL presented an overview of the company's infrastructure, operations and capabilities. The visit was indeed a proud moment for all employees at KGP and was a grand success in all respects.



## FG Wilson

In order to make a foray into the retail DG Set and Engine market, TIPL recently signed an agreement for marketing FG Wilson range of gensets and engines - 10kVA to 200kVA in its territories of North and East of India. At the official launch held recently in Delhi, over 70 customers & dealers from the retail DG set segment joined TIPL and Caterpillar officials to have a look at the FG Wilson range of products and know about TIPL future plans of after sales support. After the launch, van campaigns and other marketing activities are underway at strategic locations to promote the product and generate leads for a healthy sales pipeline. As product support is one key differentiator, TIPL has also started activities to train manpower for prompt service as well as to stock spares in their distribution network. With the addition of FG Wilson brand of products, TIPL's product portfolio for retail segment is now robust offering customer with total power solutions.



*Kevin Strydom, E.C.Manohar from Caterpillar and S.K.Chaturvedi with others from TIPL & Caterpillar flagging off the Van Campaign*

## KOEL

TIPL recently added the KOEL engine support agreement in the after sales solution offerings. Under this agreement, TIPL will provide all after sales support to KOEL engines mounted on Cat® 424B BHL and Hindustan 2021 Wheel Loader. This will also ensure a single window support to all our BCP customers with prompt response from TIPL engineers and quick availability of parts through TIPL distribution network. This is yet another service initiative by TIPL to enhance customer experience in the retail segment and thus building an enduring relationship with each and every customer.

## TIL takes part in Indian Airforce workshop

A two-day Operator's Workshop was organized by the Indian Airforce at the Subrata Park Auditorium, New Delhi, in December. It was inaugurated by Air Marshal VM Khanna (PVSM AVSM, Air Officer-in-charge Maintenance). Besides TIL, there were eight other AMC affiliated vendors that participated in the event, including TPS, Escorts, and others. IAF operators and officers, numbering in excess of eighty, attended the workshop. Presentation by each AMC vendor was followed by a discussion on common problems faced in the field. TIL presented its product range and explained various technicalities and maintenance procedures. During the interactive session, IAF personnel were extremely forthcoming with their suggestions on further improvement of service delivery, all of which were duly noted by the TIL team.



*Delegates at the workshop*

## 71st TIL Foundation Day

This year we celebrated its 71st anniversary across 49 locations of TIL and TIPL. Each location carried out the customary flag hoisting ceremony, followed by reading out of an inspirational speech by our Chairman & Managing Director, Mr Sumit Mazumder. True to our tradition, TIL Caring Day was also observed on the same day as employees pledged their support for the needy children of our society.

The participating locations were: Agucha, Asansol & CRC, Barbil, Barmer, Bhubaneswar, Chandigarh, Chennai, Dehradun, Dhanbad, Dhanbad MARC, Dharuhera, Durgapur, ECL Sonapur Bazari, Guwahati, Haldwani, Haridwar, Jaipur, Jammu, Jamshedpur, Jhanjra, Jhansi, Jharsuguda, Jodhpur, Kamarhatty, Karnal, Kharagpur, Koderma, Kota, Lucknow, Ludhiana, Mumbai, Muzaffarpur, Okhla, Paradip Port Trust, Patna, Rampurhat, Ranchi, Sahibabad, Sivsagar, Siliguri, Singrauli, Talcher, Talcher MARC, Taratolla (HQ), Udaipur, Varanasi, West Bokaro FRS and West Bokaro SEB.

Here's a glimpse of the Foundation Day celebrations.



Taratolla



Kamarhatty



Sahibabad



Jhanjra



Kharagpur



West Bokaro -SEB



Udaipur



Agucha



West Bokaro-FRS

## CONGRATULATIONS



### TIL STAR (2014-2015)

*Teamwork, Contribution, Commitment, Creativity and Problem Solving.*



Ajay Kr Bhan  
Product Support,  
TIPL, Sahibabad



Aman Kr Chugh  
Product Support,  
TIPL, Jaipur



Angshuman Hazra  
MHS-Sales,  
TIPL, Taratolla



Anirban Mitra  
MHS-Manufacturing,  
TIPL, Kamarhaty



Arka Gupta  
Product Support,  
TIPL, Bhubaneswar



Ashifuddin Ali  
EPS-Manufacturing,  
TIPL, Kharagpur



Borun Mondal  
Mining-Product Support ECL,  
TIPL, Sonpur Bazari



Chiranjib Sarkar  
Product Support,  
TIPL, Talcher



Deepak Chander  
Product Support,  
TIPL, Sahibabad



Dinesh Kr Paswan  
Mining-Product Support,  
TIPL, WBC SEB



Durgesh Kr Mishra  
MHS-Sales Support,  
TIPL, Sahibabad



Hemant Kr Singh  
Marketing,  
TIPL, Taratolla



Iain Mitchell  
Mining-Product Support,  
TIPL, Jhanjra



Jayachandra Kurup  
Mining-Product Support,  
TIPL, Agucha



Kaushik Paine  
MHS-Manufacturing,  
TIPL, Kamarhaty



Kaustav Goswami  
C&L,  
TIPL, Taratolla



Lokeshwar Prasad Rajwade  
Mining-Product Support,  
TIPL, Jhanjra



Madhurjya Chetia  
Product Support,  
TIPL, Sivsagar



Mandeep Singh  
Sales,  
TIPL, Jammu



Panchu Gopal Mandal  
Training,  
TIPL, Taratolla



Partha Pratim Chakraborty  
Corporate-Fin. & Accts.,  
TIPL, Taratolla



Phalguni Chanda  
Product Support,  
TIPL, Asansol CRC



Pranab Adak  
Mining-Product Support,  
TIPL, Talcher MARC BCML



Prasanth Athikapilli  
MHS-Customer Support,  
TIPL, Chennai



Ramni Shankar Nagar  
Mining-Product Support,  
TIPL, Agucha



Rupesh Kr Chourasia  
EPS-Manufacturing,  
TIPL, Kharagpur



Sandip Mitra  
Sales Support,  
TIPL, Taratolla



Sanjay Bal  
Product Support,  
TIPL, Taratolla



Sarbjeet Singh Mutti  
Sales,  
TIPL, Gurgaon



Saurav Sharma  
Corporate Communications,  
TIPL, Taratolla



Tarun Das  
Product Support,  
TIPL, Patna



Vivek Jain  
BCP Sales,  
TIPL, Bhilwara

## TIL True Spirit Award

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



**Ajay Kumar Das**  
TIPL, Taratolla



**Amal Kumar Bose**  
TIPL, West Bokaro-SEB



**Anil Kumar Balmiki**  
TIPL, Sahibabad



**Ashok Kumar Maity**  
TIPL, Taratolla



**Debabrata Halder**  
TIPL, Taratolla



**Dilip Chakraborty**  
TIPL, Noamundi



**Keshob Mondal**  
TIL, Taratolla



**Naresh Kumar**  
TIL, Sahibabad



**Rajesh Singh**  
TIL, Taratolla



**Ramesh Chandra Pandav**  
TIPL, Taratolla



**Sharat Kumar Das**  
TIL, Taratolla



**Sudip Kumar Sardar**  
TIPL, Jamshedpur

## Satish Bhatnagar True Spirit Award

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



**Dibyendu Roy**  
Fabrication  
Kamarhatty



**Suvendu Chongder**  
Paint Shop-Assembly  
Kamarhatty



**Shibu Roy Chowdhury**  
Assembly  
Kamarhatty

## Dedicated to a greater cause

Confucius, the great Chinese philosopher and teacher had said:

“ Choose a job you love and you'll never have to work a day in your life. ”

In other words, if one follows a vocation that is close to their heart, the work, no matter how demanding, will always remain gratifying.

The same is true of **Gurudas Paul** of TIL-Kamarhatty. Having joined the Company in 1982, **Gurudas Paul** is managing the dual responsibilities of Compounder and Administrative Assistant. As part of TIL's CSR initiative, he has also been coordinating the activities of the Mobile Medical Unit (MMU) at Kamarhatty, since the inception of this healthcare program for the underprivileged in 2007.

In the last eight years, Gurudas has been absent from the MMU responsibilities on only two occasions – once when he had to undergo a surgical procedure and the other time, when he lost his specially-abled son. Such is his commitment to his job. We applaud his efforts and hope that he continues to work with the same indomitable spirit and inspire others along the way.



## Celebrating 25 Years OF SERVICE



**Saumyendu Chakrabarti**  
PPC & ME  
Kamarhatty



**Subhasish Chattopadhyay**  
Manufacturing Excellence  
Kamarhatty



**Tapas Bose**  
Finance & Accounts  
Kamarhatty



*They're itchy-bitsy - way too small to see - but these invaders called germs are living things and can make you sick. There are four main kinds of germs: bacteria, viruses, fungi, and one-celled things call protozoa that love water. While most germs don't harm us due to the immune system that protects us against infectious agents, some germs are formidable adversaries and it is advisable to consult a doctor if your sickness due to germs persists.*

**Some examples of common places where germs are most likely to lurk.**



#### **Handrails & Doorknobs:**

Handrails in a public place are a good lurking point for germs. The best way to avoid picking up germs from handrails is to avoid touching them when on stairs, escalators, buses, trains, and other public areas. If you do touch a handrail, avoid touching your mouth and nose right afterwards, and wash your hands or use a hand sanitizer to disinfect. Doorknobs in a public place (hotels, restaurants, common facilities etc) are also likely to harbor germs. If you do touch a doorknob, again take care not to touch your mouth or nose, and wash your hands or use a hand sanitizer to disinfect as soon as possible.



#### **Remote Controls:**

There is a good chance that the TV remote control in your hotel room hasn't been disinfected after the last person touched it. Give it the once-over with a disinfecting wipe or even a napkin before using it.



#### **Shopping Carts:**

We all frequent malls and use shopping carts. The handles of shopping carts most often than not are contaminated with germs. If you can – wipe with a tissue to clean the handle or wash your own hands at the earliest.



#### **Public Toilets:**

Virtually any surface in a public restroom carries germs. The main risk of infection comes not from sitting on the toilet, but from touching the seat, stall door or sink with your hands and then touching your eyes, nose, or mouth - the usual points of entry for common germs. Soap pumps in public toilets are also breeding ground for bacteria. So wash/scrub for at least 20 seconds or carry hand sanitizer if possible. And before you reach for that door handle, think about how many people don't wash after using the restroom.



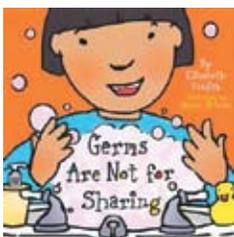
#### **ATM Buttons:**

The Flu virus can survive on paper money for 10 or more days - so that when we use ATM- more than cash that is changing hands. But no one uses gloves or tissues to handle money. One good way of defense is to press the ATM buttons with a pen.



#### **Cell Phone Surprise!**

That thing you carry around and hold up to your mouth all day has 10 times more bacteria than most toilet seats. Reason? You don't clean your phone like you clean a bathroom. But...don't worry about it too much. Those are your germs on the phone, so you won't get sick as long as you don't share it.



Source: Web MD

#### **Hand-washing. The Universal Germ Fighter.**

Often overlooked, hand-washing is one of the easiest and most effective ways to protect yourself from germs and most infections. Wash your hands thoroughly before preparing or eating food, after coughing or sneezing and after using the toilet. Do it often and do it correctly. When soap and water aren't available, alcohol-based hand-sanitizing gels can offer protection.

Set a good example by washing your hands often at home. Teach kids why it's important to wash hands after using the bathroom or before eating meals, and show them how to do it properly.





## RIDDLE ME NOT

- a What comes down but never goes up?
- b How can a pants pocket be empty and still have something in it?
- c A dad and his son were riding their bikes and crashed. Two ambulances came and took them to different hospitals. The man's son was in the operating room and the doctor said, "I can't operate on you. You're my son." How is that possible?
- d Take away my first letter, and I still sound the same. Take away my last letter, I still sound the same. Even take away my letter in the middle, I will still sound the same. I am a five letter word. What am I?
- e What has hands but can't clap?
- f How do you make the number one disappear?
- g What goes up but never comes down?

**Answer:** a. Rain b. It can have a hole in it. c. The doctor is his mom! d. EMPTY e. A clock f. Add the letter G and it's "GONE". g. Your age!



## JOKEROO



- Why did the orange stop in the middle of the hill?  
☞ It ran out of juice!
- What do postal workers do when they're mad?  
☞ They stamp their feet.
- Why was the math book sad?  
☞ It had too many problems.



A race is about to start. The coach says "1!2!3! GO!" and blows the whistle.

Everybody except Fred runs.

**Coach:** Fred! Why aren't you running?

**Fred:** Because my number is 4.



The top 10 resolutions for New Year are usually to lose weight, eat more healthily, exercise more, stop smoking, stick to a budget, save money, get more organized, be more patient, find a better job and to just be a better person over all.

My New Year's resolution is to stop lying to myself about making lifestyle changes.



# Cat® EMSolutions (Equipment Management Solutions)

## CAT® CONNECT



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- Maintenance issues

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### LEVEL 1 ACCESS

KNOW ASSET LOCATION AND STATUS



### LEVEL 2 INFORM

VIEW EQUIPMENT HEALTH AND PERFORMANCE



### LEVEL 3 ADVISE

RECEIVE ADVICE FROM THE EXPERTS



### LEVEL 4 SUPPORT

STAY ON TRACK WITH FLEET MAINTENANCE



### LEVEL 5 MANAGE

FOCUS ON YOUR BUSINESS

