

TATA HITACHI

Reliable solutions

Tata Hitachi has been a widely respected name in the Indian Construction Equipment sector since the time hydraulic construction machines were introduced. With 25 years of close partnership with Hitachi Construction Machinery, Japan – one of the world leaders in this field – Tata Hitachi has consistently occupied the distinctive position of being India's market leader in hydraulic excavators. In addition to excavators, Tata Hitachi's Wheel loaders, Backhoe loaders, dumpers etc. are also well known in the Indian Construction Equipment market.

Market

India's infrastructure sector is poised to grow significantly with the increasing demand for development of key projects such as roads and highways, rural connectivity, railway expansion, urban infrastructure, water, sanitation and smart city projects, etc.

The government has initiated various steps to accelerate infrastructure development and is focusing on putting India back on a growth trajectory after a period of declining GDP. Investment and implementation of key projects along with corrective measures and industry friendly policies will greatly help the infrastructure development in India. All these will aid the demand for earthmoving and construction equipment.

Achievements

Tata Hitachi believes that excellence is not an act, but a habit. It is this belief that has landed the company with many awards and recognitions from peers as well as from independent reputable organisations. The company received the Tata Business Excellence Model Award in 2009. Tata

Hitachi also received the Japan Institute of Plant

Maintenance Award for excellence in Total Production Management (TPM). Consistently for five years, it has been receiving the Hitachi Inspiration of the Year Global Award from 2014 to 2018. It also grabbed the first prize in the Hitachi Make a Difference contest, 2018 and the Inspirational Bronze Award for Hitachi Automotive Systems, 2018.

The market accolades for Tata Hitachi include the QCI-DL Shah National Quality Award in 2018. The company was awarded Great Place to Work certifications (July 2018 to June 2019 and August 2019 to July 2020). It bagged the Bestseller Award for Mini Excavators and Crawler Excavators from Equipment India, 2017-18. The company was conferred The Machinist Super Shop Floor Award, both in 2018 and 2019. The Managing Director of Tata Hitachi was also selected as the Equipment India Person of the Year in 2018.

At Tata Hitachi, everything is not about business. The company's Operator Training Centre at Kharagpur and Dharwad are on a mission to skill unemployed youth for enhancement of employability and entrepreneurship under the Skill India programme. The centres received full affiliation from the

Sector Skill Council and have been conducting certification courses. The centre at Kharagpur has been working with several key partners and state governments to enhance the skill of operators and train them with the best practices of machine operation and utilisation.

History

A joint venture between Tata Motors Limited (40%) and Hitachi Construction Machinery Company Limited (60%), Tata Hitachi provides world class construction equipment to address India's infrastructure and mining needs.

Milestones:

1961: Telco (now Tata Motors) started the Construction Equipment Division rolling out its first excavator

1984: Collaboration with Hitachi Construction Machinery (HCM) for the manufacture of Hydraulic Excavators

1985: Launch of the first Hydraulic Excavator UH083

1994: Construction Equipment Business Unit (CEBU) is formed. EX700 Excavator launched

1998: New manufacturing facility is set up at Dharwad

1999: CEBU converted into a separate company – Telcon

2000: Tata Motors and HCM sign JV for 80:20 stake in Telcon

2009: New manufacturing facility is set up at Kharagpur

2010: New JV between Tata Motors and Hitachi with 40:60 stake

2012: Name changed from Telcon to Tata Hitachi

2018: Launch of the all new backhoe loader – Tata Hitachi Shinrai

2019: The Dharwad plant administrative block receives the Gold Rating under IGBC's LEED New Construction Rating System

Focused on developing global products to suit Indian working conditions, the organisation's product lineup includes a wide range of excavators: from 2T – 800T excavators, 35T to 290T rigid dump trucks, wheel loaders and backhoe loaders. Tata Hitachi has three plants at Jamshedpur in Jharkhand, Dharwad in Karnataka and Kharagpur in West Bengal. The plants epitomise world class manufacturing and state-of-the-art technology.

Product

The company's 'customer-first' philosophy and objective of remaining competitive has resulted in a two-pronged product strategy – one addressing the value segment and the other the premium segment.

The value segment comprises the EX Super+ Series excavators – combining advanced technology and low running costs – to enable a high return on investment. The superior design of products in this series ensures ease in



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serviceability leading to reduced downtime for maintenance. This series comes with the telematics solution-InSite-that gives detailed data on the performance of the equipment at job sites. The Super+ series of hydraulic excavators work in a wide variety of applications in various geographies across India commanding best in class resale value.

The premium segment comprises the ZAXIS GI series of machines – fitted with industry-leading hydraulic technology ensures unbeatable performance, and delivers high fuel efficiency and durability. These excavators provide swift front movements and are easy to operate with industry-leading cabins for operator comfort. Another highlight of this series is the optimised hydraulic system and the improved engine which showcases Hitachi's technological prowess and expertise. Powered by ConSite, a next-generation service solution that utilises Information Communication Technology (ICT), to deliver monthly reports to customers.

In addition to this, its range of wheeled products – backhoe loaders and wheel loaders – offer a comprehensive range of support solutions that include Full Maintenance Contracts, Annual Maintenance Contracts and extended warranty.

Recent Developments

The company celebrated India's 71st Independence Day in August 2017, by launching the Tata Hitachi's integrated brand campaign – Chalo Desh Banaye. Through this, as an organisation, the company re-committed and re-dedicated itself to the nation. Firm in the belief that the organisation's strength, commitment and passion will help it take the country forward. This was the first brand campaign for the organisation.

Tata Hitachi unveiled the all new backhoe loader, Shinrai at EXCON 2017. This latest offering from Tata Hitachi is designed and manufactured on the key tenets of capability and reliability. An engineering masterpiece, this machine with its new and advanced features stands true to its name: a Japanese word that means Trust, Reliability and Confidence.

In order to improve its customers' life cycle experience, the company has introduced field diagnostic vehicles for faster reach and immediate on-site resolution. Its mobile workshops reach customers and carry out repairs with ease. The company also has a full-fledged re-manufacturing components centre at Kharagpur which keeps supplying refurbished hydraulic equipment and Isuzu engines at a fraction of the cost of a new part.

Promotion

Tata Hitachi – a primarily B2B brand – has a robust promotion and communications strategy that reaches out to all internal and external stakeholders. Apart from participation in the mega trade shows, there are continuous, ongoing customer connect programmes that the company



participates in. Roadshows, customer meets, financier meets, loan and spare parts melas and the likes. Through extensive use of social media platforms, it maintains a continuous connect with its stakeholders.

Going beyond manufacturing, sales and service, the company is also committed to improve the quality of life for sections of society. It regularly organises education drives and blood donation camps and has undertaken important social responsibility Programmes through literacy, healthcare and rural development initiatives. Adopting skill development initiatives ahead of others, the organisation promotes active skill building, social entrepreneurship and training.



Brand Values

Success in branding is not just a matter of standing for something different, but ensuring that this difference is in tune with what consumers really want or need. The aim at Tata Hitachi is to create a differentiated brand in the marketplace by delighting customers through a positive quality experience that goes way beyond a transactional one. The company's promise of quality is delivered through its processes, products, after-sales service and support solutions, spare parts – all delivered through its vast distribution network.

The three guiding principles for Tata Hitachi are:

First – Right machine at the right time: To eliminate the waiting period for customers: reduce gaps in forecasting – stabilise production schedules in sync with market needs. Thereby

reducing inventory buildup.

Second – Fix it right the first time: From a production point of view, detect defects when they occur and automatically stop production so that an employee can fix the problem before the defect continues downstream. This reduces costs and is more effective than inspecting and repairing quality problems after the production run. This

avoids rework as the machine will be perfect the first-time around.

From a market and customer point of view: This tenet extends to machines which are deployed with the customers – to immediately address any problems that may occur.

Third – Tata Hitachi believes "Quality is not only what we produce, quality is what we deliver". Not only does the company believe in making quality products but its focus is on ensuring a quality delivery process. This ensures the machine which reaches the customer is of the same quality as that manufactured by the plant. Starting from product to after sales and service, it aims to delight the customer every step of the way.

The organisation believes that through a strict adherence to these principles it can create customer delight and prevent brand substitution in the marketplace. The testimony to its efforts is its undisputed market leadership in the country.

Being a customer centric organisation, the company has built a strong, pan-India distribution network of dealers. It has touch points within easy proximity of the customer site facilitates and quick turnaround time. The wide network of branches, regional offices, parts warehouses and workshops support the dealers in providing reliable solutions to customers.

Things you didn't know about TATA HITACHI

- * With over 60,000 happy customers, it has been the market leader in hydraulic excavators for over two decades
- * More than 100,000 machines have rolled out from its plants since inception
- * It is the longest existing joint venture in the Construction Equipment industry
- * Most of the heads of departments in the company are those who joined as graduate engineer trainees and management trainees
- * Most employees in the organisation are those who have stayed with the company for more than ten years
- * It has received the Great Place to Work certification twice in a row. Its HR practices and policies have led the company to have been listed among the best 100 companies to work for
- * It has received an excellent employee engagement score of 82% for Hitachi Insights: the best among Hitachi group companies

