

TATA HITACHI
FINAL Media Coverage Report
post
Cat A Media Visit to the Kharagpur Plant
And meeting MD san with Top Management at the Plant



(As on 5th July 2024)

Print Coverages

Business Standard
 3rd July 2024
Ahmedabad, Bengaluru, Bhopal, Bhubaneswar, Chandigarh, Chennai, Hyderabad, Kochi, Kolkata, Lucknow, Mumbai, New Delhi & Pune

Front Page:

COMPANIES P2

Atmanirbharta a part of our culture: Tata Hitachi MD

Long before *Atmanirbharta* or self-reliance became a buzzword, Tata Hitachi, a joint venture (JV) between Tata Motors and Japan's Hitachi Construction Machinery Company, had embraced it.

"*Atmanirbharta* has been part of our culture from day one," Tata Hitachi Managing Director Sandeep Singh said on the occasion of the JV's 40th anniversary.



Atmanirbharta has been part of our culture from Day One: Tata Hitachi MD

ISHITA AVAN DUTT
Kharagpur, 2 July

Long before *atmanirbharta* or self-reliance became a buzzword, Tata Hitachi, a joint venture between Tata Motors and Japan's Hitachi Construction Machinery Company, had embraced it.

The 40-year partnership, which provides construction equipment to feed India's infrastructure and mining needs, was set up to boost localisation. And it's looking to give it a further fillip.

"*Atmanirbharta* has been part of our culture from Day One," Tata Hitachi managing director (MD) Sandeep Singh said while addressing media persons at the company's Kharagpur plant to mark the 40th anniversary of the collaboration. Set up in 2009, the Kharagpur facility in West Bengal is

spread over 250 acres and is one of the largest excavator plants in South East Asia.

The Dharwad manufacturing site in Karnataka goes back to 1998.

Singh said localisation is Tata Hitachi's biggest strength.

The Tata group brings in the expertise of localisation — the knowhow to develop and indigenise products being brought in from Japan. Hitachi brings in the technology. "We have a big advantage where we have two partners complementing each other."

On an average, 65 per cent of components are localised and the company is looking to increase it to 70 per cent in two-three years' time. Every year, depending on the product, 2-5 per cent of localisation takes place, Singh said.

The advantage of localisation,



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Singh added, is that it helps to control cost and inventory apart from generating employment for local people.

He said, "We have 15 people from Japan based in Dharwad, Kharagpur and Bengaluru (company headquarters). They

MAJOR MILESTONES

- 1961:** Construction equipment division is set up under Tata Engineering and Locomotive Company
- 1984:** Enters into technical collaboration with Hitachi Construction Machinery
- 2000:** Telco and Hitachi sign JV for 80:20 stake in Telcon
- 2005:** Tata Motors and Hitachi sign new JV for 60:40 stake
- 2010:** Tata Motors and Hitachi sign JV for 40:60 stake

guide and train people to maintain quality levels and localisation."

Tata Hitachi believes that the joint venture stands as a shining

example of what can be achieved through synergy and cooperation.

The company, however, had started its journey as a construction equipment division of Tata Engineering and Locomotive Company (now Tata Motors) in Jamshedpur back in 1961. A partnership with Hitachi in the form of a technical collaboration came about in 1984. The division was later spun off into a separate company, Telcon, in which Hitachi picked up a 20 per cent stake.

Today, the Japanese entity holds 60 per cent in the joint venture while the remaining is with Tata Motors.

As far as the export market is concerned, the company plans to focus on West Asia and Africa. But it's a small part of the business, at about 5 per cent.

But with the central government's focus on infrastructure, it's the domestic market that Tata Hitachi is betting big on. In FY24, the company clocked a turnover of ₹5,000 crore.

Tata Hitachi has a 24 per cent market share in excavators — about five years ago, it was at 30 per cent.

But the major competition right now is from Chinese imports.

The company is already discussing with the government to contain it. This year has been 'tricky' on the demand side with the general elections and heavy rains. "We are not looking at big growth. But we are confident that the second half will be much better," Singh said.

Singh believes that demand will pick up, going forward, and the upcoming Budget may also give a fillip.

Hindu Businessline3rd July 2024**Bengaluru, Chennai, Coimbatore, Hubballi, Hyderabad, Kochi, Kolkata, Madurai, Malappuram, Mangaluru, Mumbai, Noida, Thiruvananthapuram, Tiruchirapalli, Tirupati, Vijaywada, Visakhapatnam**

Tata Hitachi looking to increase market share in India

Mithun Dasgupta
Kharagpur

Amid strong competition, mainly from Chinese players, construction equipment major Tata Hitachi is working towards further increasing its market share in India.

A joint venture between Tata Motors and Hitachi Construction Machinery Company of Japan, Tata Hitachi Construction Machinery Company is the market leader in the excavators segment of India's construction equipment market.

Currently, it garners

around 24 per cent market share in terms of volume.

"We are always working for increasing the market share up to 26-27 per cent (in excavators segment). But many manufacturers have come up. Today major competition is coming from the Chinese manufacturers. They have very low-cost products with no standardisation on pricing," Tata Hitachi Managing Director Sandeep Singh told mediapersons here. The company's market share in the excavators segment was at around 30 per cent about five years ago.

Singh said the Indian government is required to



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look at cheap Chinese imports of construction equipment and product quality to contain it. "We need to look at some kind of quality standards. The customs duty should be re-looked at.

It needs to be ensured that they (Chinese players) do not undercut. The government should look at what prices it is coming and what prices it is sold at. CCI (Competition Commission of India) has to look at it," he said.

PRODUCTS IN PIPELINE

Presently, the market size of construction equipment is around 1.25 lakh units in the country. The company has two manufacturing plants – at West Bengal's Kharagpur and Karnataka's Dharwad. The Kharagpur facility is the largest excavators manufacturing plant in Southeast Asia. "We are

celebrating 40 years of Tata-Hitachi partnership. We are very well placed to cater to the excavators market in India," the MD said, adding around 90 per cent of the company's sales comes from the excavators segment.

In the last fiscal, the company posted around ₹5,000 crore of turnover. It hopes to clock around ₹7,000-7,500 crore turnover in the next three years.

The company is focussing on mini excavators and mining trucks. It is also aiming at increasing the level of localised components across its products to contain production costs.

The Times of India
3rd July 2024
Kolkata

Front Page of Business News Section:

Tata Hitachi to invest ₹200cr in 2 mfg plants

Sujay Khanra | TNN

Kharagpur: Tata Hitachi Construction Machinery, a joint venture between Tata and Hitachi of Japan, will invest Rs 200 crore in its two manufacturing plants at Kharagpur and Dharwad for further localisation.

The company aimed to ramp up its localisation levels to 70% over the next 2-3 years, said its managing director Sandeep Singh. The company plans to produce 60-tonne dump trucks in India, leveraging technology from Hitachi Canada, primarily for the mining industry, he said. Additionally, the company plans to introduce more models in India as part of the Atmanirbhar policy.

Singh said that localisation was an ongoing process and crucial for cost control. He said the Kharagpur plant was the largest excavator plant in Southeast Asia, with an investment of Rs 1,100 crore. The total cumulative capital expenditure will be Rs 2,000 crore. The VP, quality and design, Arup Mukherjee said production in the Kharagpur facility started from 2009 and was one of the best facilities of Hitachi globally.

The Telegraph
3rd July 2024

Kolkata, North Bengal, South Bengal, Jamshedpur, Ranchi, Patna, Guwahati & Bhubaneswar

Tata Hitachi to raise local sourcing

PINAK GHOSH

Kharagpur: Construction equipment major Tata Hitachi on Tuesday said it plans to step up localisation to 75 per cent over the next two to three years to manage costs and contain inflation.

The company also plans to expand its product offering in India and has lined up a capex of around ₹200 crore for 2024-25. The company operates two plants in India — one at Kharagpur in Bengal and the other at Dharwad in Karnataka.

"Localisation is very important to control cost and to maintain lower maintenance cost of the machines. On an average around 65 per cent

of our components are localised. In another 2-3 years we should be at 75 per cent," said Sandeep Singh, managing director, Tata Hitachi.

The company plans to produce 60-tonne dump trucks in India, catering to demand in the mining sector as well as localise the production of 87-tonne excavators.

He said that the company's Kharagpur plant is the largest excavator plant in South East Asia and the company has already invested ₹1,100 crore towards the development of the plant. The total cumulative capex by the company at both plants is estimated at around ₹2,000 crore.

Tata Hitachi is a joint venture between Tata Motors (40



Sandeep Singh, managing director, Tata Hitachi

per cent) and Hitachi Construction Machinery Company Limited (60 per cent). The company is celebrating the 40th anniversary of the partnership in 2024.

Singh said the company has never had any industri-

al relations issues in Bengal while operating its plant.

He expressed optimism that the infrastructure sector will get a boost from the upcoming Union budget.

"We believe that when the budget is announced in July, a major announcement will be on infrastructure," he said, adding that it could create growth opportunities for the construction equipment industry.

"The infrastructure sector is doing very well and there is a huge amount of focus by the Indian government on the development of infrastructure," he said.

In 2023-24, the company has achieved a revenue of around ₹5,000 crore with both

plants operating at 75-80 per cent capacity.

"In the next 3-5 years we are looking at an average growth of around 8 per cent," Singh said.

However, the construction equipment industry is increasingly facing competition from Chinese imports and Indian manufacturers stand to benefit from any protective measures from the government.

India's construction equipment industry has witnessed a 26 per cent rise in sales to 1,35,650 units in 2023-24 according to data from Indian Construction Equipment Manufacturers' Association (ICEMA). The industry had sold 1,07,779 units in the previous fiscal year.

The Statesman

3rd July 2024

Kolkata, New Delhi, Siliguri, Bhubaneswar

Tata Hitachi bets big on localisation, to invest ₹ 200cr in India in FY'25

RITWIK MUKHERJEE
KHARAGPUR, 2 JULY

Tata Hitachi Construction Machinery, a 40:60 joint venture between Tata Motors Ltd and Hitachi Construction Machinery Ltd of Japan, is betting big on the infrastructure growth in the country. The company has lined up plans to cough up nearly Rs 200 crore in its two plants at Kharagpur in West Bengal and at Dharwad in Karnataka in the next one year in increasing localisation, bringing in new range of products, sustainability initiatives, innovation and so on. The construction and mining equip-

ments leader has so far pumped more than Rs 1100 crore into its Kharagpur plant, which is the largest excavator plant in Southeast Asia, while the total cumulative capital expenditure, including Dharwad, has been Rs 2,000 crore, since its inception.

The company has lined up an ambitious plan of increasing its localisation levels to 70 per cent over the next 2-3 years, from the current level of 65 per cent, which is quite high in industry standards, company's Managing Director Sandeep Singh said. "We will then be able to control cost, lower maintenance cost and generate local



employment significantly. This will also help us stay at the forefront of innovation and increase self-reliance (Atmanirbharta)," said Singh.

The company plans to produce 60-tonne dump trucks in India, bringing in technology from Hitachi Canada, primarily used for the mining industry, he said. Additionally, the

company intend to introduce more models in India as part of Atmanirbhara policy started long back, officials said, adding that moves are afoot to roll out 87 tonne excavators from its stable within this year only.

The company, which is currently celebrating its 40th anniversary, notched up a turnover of nearly Rs 5000

crore in the last fiscal and is expecting an average growth of 8 per cent in the next couple of years. "There has been a slow-down in the process of infra development, thanks to lengthy election process and monsoon. However, the government has promised the industry that the process of infrastructure development will be back on rails very soon. If that happens then we can cover up part of the losses due to slow down and expect the growth to be flat. Normally 55 per cent of our sales comes in the second half of the year. This year we are hoping that it will be slightly higher (58-60 per cent)

to keep the growth rate at least flat," said Singh.

Singh expressed optimism about the upcoming Union budget, expecting a boost to infrastructure development, which will drive demand for equipment in the second half of the year.

The overall market size of excavators is nearly 1.25 lakh units, with Tata Hitachi commanding a 24 per cent market share. The company is also gearing up to scale up its used equipment/machinery business as part of its sustainability initiatives and towards its contribution to circular economy, Singh pointed out,

Mint3rd July 2024**Kolkata, New Delhi, Mumbai, Bengaluru, Chennai, Ahmedabad, Hyderabad, Chandigarh, Pune & Chandigarh**

Tata Hitachi bets ₹200 cr on 2 plants

Tata Hitachi Construction Machinery on Tuesday announced that it would invest ₹200 crore in its two manufacturing plants to stay ahead of the curve in quality, innovation and localisation.

The company, a 40:60 joint venture between Tata and Hitachi of Japan, aims at ramping up localization levels to 70% over the next 2-3 years, its managing director Sandeep Singh said.

The firm plans to produce 60-tonne dump trucks in India, leveraging technology from Hitachi Canada, primarily used for the mining industry, he said. Additionally, the company intends to introduce more models in India as part of the *Atmanirbhar* policy started long back, the official said.

“We will invest a total of ₹200 crore in our two plants in West Bengal’s Kharagpur and Dharwad in Karnataka. This will help us stay at the forefront of innovation and increase self-reliance (*Atamnirbharta*) to 70% in 2-3 years from the current 65%,” Singh said. **PTI**

The Free Press Journal3rd July 2024**Mumbai, Indore, Pune, Bhopal, Nashik, Konkan**

Tata Hitachi to invest ₹200 crore in FY'25

PTIKHARAGPUR (WB)

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"We will invest a total of Rs 200 crore in our two plants in West Bengal's Kharagpur and Dharwad in Karnataka. This will help us stay at the forefront of innovation and increase self-reliance (Atamnirbharta) to 70 per cent in 2-3 years from the current 65 per cent," Singh said.

The echo of India

5th July 2024

Kolkata, Siliguri, Gangtok & Port Blair

Tata Hitachi to invest Rs 200 cr in FY'25, localisation remains top priority

KHARAGPUR, JULY 3 /--/ Tata Hitachi Construction Machinery on Tuesday announced that it would invest Rs 200 crore in its two manufacturing plants to stay ahead of the curve in quality, innovation and localisation.

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at the forefront of innovation and increase self-reliance



(Atmanirbharta) to 70 per cent in two-three years from the current 65 per cent," Singh said.

The company is celebrating its 40th anniversary of the partnership between the Tata Group and Japan-based Hitachi. Singh emphasised that localisation is an ongoing process and crucial for cost control. He stated that the Kharagpur plant is the largest excavator plant in southeast Asia

with an investment of Rs 1,100 crore. The total cumulative capital expenditure, including Dharwad, will be Rs 2,000 crore, the company official said. Singh expressed optimism about the upcoming Union budget, expecting a boost to infrastructure development, which will drive demand for equipment in the second half of the year. "We hope the budget maintains its focus on infrastructure. The growth is expected to remain flat this fiscal," Singh said. The first half of the

fiscal was down due to elections and monsoon. The market size of excavators is approximately 1.25 lakh units, with Tata Hitachi commanding a 24 per cent share, he said.

Despite pressure from Chinese imports, the company aims at eight per cent revenue growth. In FY'24, the company achieved a revenue of around Rs 5,000 crore, with both plants operating at 75-80 per cent capacity. (PTI)

Business Standard
 5th July 2024
Ahmedabad, Bengaluru, Bhopal, Bhubaneswar, Chandigarh, Chennai, Hyderabad, Kochi, Kolkata, Lucknow, Mumbai, New Delhi & Pune

Tata Hitachi reaps rich harvest, from field to factory

ISHITA AWAN DUTT
 Kharagpur, 4 July

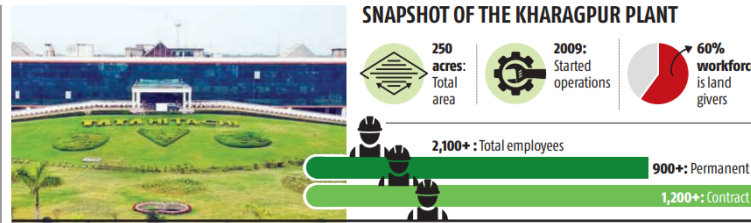
It was the summer of 2006 (May 18). Writers' Building, then the state secretariat, was buzzing with journalists. The event marked the start of Buddhadeb Bhattacharjee's second term as chief minister. And in style, it got off with West Bengal bagging the small car plant, Nano.

Ratan Tata, then Tata Group chairman, had flown in along with the brass to make the announcement. The Nano found its home at Singur in the Hooghly district.

A second project by Telcon, a 60:40 joint venture (JV) of Tata Motors and Japan's Hitachi Construction Machinery, to manufacture earth-moving equipment was announced the same day. It was to come up at Kharagpur in Paschim Medinipur.

In the months to come, the small car project pitched to revolutionise mobility eclipsed its twin for more reasons than one. But 18 years on, it's the humble project that has turned out to be a sunny farm-to-industry story.

The Kharagpur plant of Tata Hitachi sits on a 250-acre land parcel in the West Bengal government's Vidyasagar



Industrial Park. The lease agreement with the West Bengal Industrial Development Corporation (WBIDC), a nodal agency of the West Bengal government for promoting industrialisation, was signed in 2007. For the landgivers, the journey from farm workers to factory workers started sometime later.

About 60 per cent of the workforce are landgivers, with one member from each displaced family employed. The total workforce at the Kharagpur plant is more than 2,100, including contract employees. From training at nearby industrial training institutes to on-the-job skilling by experts from Hitachi, the

farm workers have traversed the ground in the past six years. Some of them made their way to Japan, trained as skill experts, and have come back.

"We took them to Jamshedpur and Dharwad plants and gave them long-term skill-building training. But what made a difference is the handholding by Japanese experts, who are experts in assembly, welding, painting, etc.," Tata Hitachi's Senior Vice-President Anand said.

Hitachi has an international skill competition in which subsidiaries from across the world compete. The best of the Kharagpur lot was put among the world's best. "They competed and came out at the top — that gave them a lot of

confidence," Anand added.

According to Arup Mukherjee, vice-president of quality and design at Tata Hitachi, this is a case study. "These people, who started with zero skill and were farmers, are winning global awards. That is the transition."

The Kharagpur plant is one of the largest excavator plants in Southeast Asia. In 2019, the construction equipment manufacturer's Jamshedpur operations also moved here.

Industrial relations at the plant have been smooth, and a large part of that can be attributed to the special connection that the landgiver-turned-factory workers have with the project.

Tata Hitachi is the anchor tenant in Vidyasagar Industrial Park, the ownership of which rests with WBIDC. It is spread over roughly 1,166.64 acres. About 18 units, including Tata Hitachi, have set up shop here. Sources in the government said that the land was acquired through the Land Acquisition Act, 1894. Ironically, about 3.5 hours from the area, the acquisition of the Nano at Singur ran into indefinite agitation by a section of land losers. Their protest against forcible land acquisition was supported by Mamata Banerjee, then in Opposition.

On October 3, 2008, Tata Motors pulled the plug on Singur, and the Nano project relocated to Samand, Gujarat.

The plant at Singur was 80 per cent ready then. Thirteen vendors had also finished constructing their plants, and 17 others were at various stages of construction.

For Bengal politics, the event marked a turning point.

In the state election that followed in 2011, the Left Front government was decimated by the Trinamool Congress. The land for the project at Singur has since been returned to the land losers — willing and unwilling — according to a Supreme Court order.

Online Coverages

THE ECONOMIC TIMES | Industry

English Edition ▾ | **Today's ePaper**

<https://m.economictimes.com/industry/indl-goods/svs/engineering/tata-hitachi-to-invest-rs-200cr-in-fy25-localisation-remains-top-priority/articleshow/111434824.cms>

July 03, 2024

Tata Hitachi to invest Rs 200cr in FY'25, localisation remains top priority



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Additionally, the company intends to introduce more models in India as part of the 'Atmanirbhar' (self-reliant) policy started long back, the official said.

"We will invest a total of Rs 200 crore in our two plants in West Bengal's [Kharagpur](#) and [Dharwad](#) in Karnataka. This will help us stay at the forefront of innovation and increase self-reliance (Atamnirbharta) to 70 per cent in 2-3 years from the current 65 per cent," Singh said.

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The first half of the fiscal was down due to elections and monsoon.

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Despite pressure from Chinese imports, the company aims at 8 per cent revenue growth.

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Business Standard

https://www.business-standard.com/companies/news/atmanirbharta-has-been-part-of-our-culture-tata-hitachi-md-sandeep-singh-124070201007_1.html

July 03, 2024

Atmanirbharta has been part of our culture from Day One: Tata Hitachi MD

Set up in 2009, the Kharagpur facility in West Bengal is spread over 250 acres and happens to be one of the largest excavator plants in South East Asia



Sandeep Singh, Managing Director, Tata Hitachi, With Takahiro Kobayashi - Alternate Director

Long before Atmanirbhar or self-reliance became a buzzword, Tata Hitachi, a joint venture between Tata Motors and Japan's Hitachi Construction Machinery Company, had embraced it.

The 40-year partnership, which provides construction equipment to feed India's infrastructure and mining needs, was set up to boost localisation. And it's looking to give it a further fillip.

“Atmanirbharta has been part of our culture from Day One,” Tata Hitachi managing director (MD) Sandeep Singh said while addressing media persons at the company’s Kharagpur plant to mark the 40th anniversary of the collaboration.

Set up in 2009, the Kharagpur facility in West Bengal is spread over 250 acres and is one of the largest excavator plants in South East Asia.

The Dharwad manufacturing site in Karnataka goes back to 1998.

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On an average, 65 per cent of components are localised and the company is looking to increase it to 70 per cent in two-three years’ time.

Every year, depending on the product, 2-5 per cent of localisation takes place, Singh said.

The advantage of localization, Singh explained, is that it helps to control cost and inventory apart from generating employment for local people.

He said, “We have 15 people from Japan based in Dharwad, Kharagpur and Bengaluru (company headquarters). They guide and train people to maintain quality levels and localisation.”

Tata Hitachi believes that the joint venture stands as a shining example of what can be achieved through synergy and cooperation.

The company, however, had started its journey as a construction equipment division of Tata Engineering and Locomotive Company (now Tata Motors) in Jamshedpur back in 1961.

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Today, the Japanese entity holds 60 per cent in the joint venture while the remaining is with Tata Motors.

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The company is already discussing with the government to contain it.

This year has been ‘tricky’ on the demand side with the general elections and heavy rains.

“We are not looking at big growth. But we are confident that the second half will be much better,” Singh said.

Singh believes that demand will pick up, going forward, and the upcoming Budget may also give a fillip.

Infrastructure has been a focus area for the government for the last few years and it is expected to continue. In tandem, Tata Hitachi hopes to achieve a turnover of Rs 7,500 crore.

THE JOURNEY

1961: Construction equipment division is set up under Tata Engineering and Locomotive Company (now Tata Motors) in Jamshedpur

1984: Enters into technical collaboration with Hitachi Construction Machinery

2000: Telco and Hitachi sign JV for 80:20 stake in Telcon

2005: Tata Motors and Hitachi ink fresh JV for 60:40 stake

2010: Tata Motors and Hitachi sign JV for 40:60 stake

THE HINDU
businessline.<https://www.thehindubusinessline.com/companies/tata-hitachi-eyeing-to-increase-market-share-in-india/article68360416.ece>

July 03, 2024

Tata Hitachi eyeing to increase market share in India

We are always working for increasing the market share up to 26-27 per cent (in excavators segment), said Sandeep Singh, Tata Hitachi MD



Sandeep Singh, Tata Hitachi Managing Director

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“We are always working for increasing the market share up to 26-27 per cent (in excavators segment). But many manufacturers have come up. Today major competition is coming from the Chinese manufacturers. They have very low-cost products with no standardisation on pricing,” Tata Hitachi Managing Director Sandeep Singh told mediapersons here.

The company’s market share in the excavators segment was at around 30 per cent about five years ago.

Singh said the Indian government is required to look at cheap Chinese imports of construction equipment and product quality to contain it.

“We need to look at some kind of quality standards. The customs duty should be re-looked at. It needs to be ensured that they (Chinese players) do not undercut. The government should look at what prices it is coming and what prices it is sold at. CCI (Competition Commission of India) has to look at it,” he said.

Presently, the market size of construction equipment is around 1.25 lakh units in the country.

Products in pipeline

The company has two manufacturing plants – at West Bengal’s Kharagpur and Karnataka’s Dharwad. The Kharagpur facility is the largest excavators manufacturing plant in Southeast Asia.

“We are celebrating 40 years of Tata-Hitachi partnership. We are very well placed to cater to the excavators market in India,” the MD said, adding around 90 per cent of the company’s sales comes from the excavators segment.

In the last financial year, the company posted around ₹5,000 crore of turnover. It hopes to clock around ₹7,000-7,500 crore turnover in the next three years.

The company is focussing on mini excavators and mining trucks. Smaller trucks will be produced at Kharagpur. It is also aiming at increasing the level of localised components across its products to contain production costs.

“Currently, around 65 per cent of components are localised. We are looking to increase it to around 70 per cent in the next two to three years. This will help us stay at the forefront of innovation and increase *Atamnirbharta*. *Atmanirbharta* has been part of our culture from day one,” Singh added.

Tata Hitachi is planning to invest around ₹200 crore in its two manufacturing plants this fiscal.

Business Standard

https://www.business-standard.com/companies/news/tata-hitachi-has-localisation-as-top-priority-to-invest-rs-200cr-in-fy25-124070200824_1.html

July 03, 2024

Tata Hitachi has localisation as top priority, to invest Rs 200cr in FY25

The company, a 40:60 joint venture between Tata and Hitachi of Japan, aims at ramping up localisation levels to 70 per cent over the next 2-3 years, its Managing Director Sandeep Singh said



Tata Hitachi Plans To Produce 60-Tonne Dump Trucks In India| Photo: WikiMedia Commons

Tata Hitachi Construction Machinery on Tuesday announced that it would invest Rs 200 crore in its two manufacturing plants to stay ahead of the curve in quality, innovation and localisation.

The company, a 40:60 joint venture between Tata and Hitachi of Japan, aims at ramping up localisation levels to 70 per cent over the next 2-3 years, its Managing Director Sandeep Singh said.

The company plans to produce 60-tonne dump trucks in India, leveraging technology from Hitachi Canada, primarily used for the mining industry, he said.

Additionally, the company intends to introduce more models in India as part of the 'Atmanirbhar' (self-reliant) policy started long back, the official said.

"We will invest a total of Rs 200 crore in our two plants in West Bengal's Kharagpur and Dharwad in Karnataka. This will help us stay at the forefront of innovation and increase self-reliance (Atamnirbharta) to 70 per cent in 2-3 years from the current 65 per cent," Singh said.

The company is celebrating its 40th anniversary of the partnership between the Tata Group and Japan-based Hitachi.

Singh emphasised that localisation is an ongoing process and crucial for cost control.

He stated that the Kharagpur plant is the largest excavator plant in southeast Asia with an investment of Rs 1,100 crore.

The total cumulative capital expenditure, including Dharwad, will be Rs 2,000 crore, the company official said.

Singh expressed optimism about the upcoming Union budget, expecting a boost to infrastructure development, which will drive demand for equipment in the second half of the year.

"We hope the budget maintains its focus on infrastructure. The growth is expected to remain flat this fiscal," Singh said.

The first half of the fiscal was down due to elections and monsoon.

The market size of excavators is approximately 1.25 lakh units, with Tata Hitachi commanding a 24 per cent share, he said.

Despite pressure from Chinese imports, the company aims at 8 per cent revenue growth.

In FY'24, the company achieved a revenue of around Rs 5,000 crore, with both plants operating at

The Telegraph *online*

<https://www.telegraphindia.com/business/tata-hitachi-to-raise-local-sourcing-to-75-per-cent-to-manage-costs-contain-inflation/cid/2031155>

July 05, 2024

Tata Hitachi to raise local sourcing to 75 per cent to manage costs, contain inflation

The company also plans to expand its product offering in India and has lined up a capex of around ₹200 crore for 2024-25. The company operates two plants in India — one at Kharagpur in Bengal and the other at Dharwad in Karnataka



Sandeep Singh, managing director, Tata Hitachi

Construction equipment major Tata Hitachi on Tuesday said it plans to step up localisation to 75 per cent over the next two to three years to manage costs and contain inflation.

The company also plans to expand its product offering in India and has lined up a capex of around ₹200 crore for 2024-25. The company operates two plants in India — one at Kharagpur in Bengal and the other at Dharwad in Karnataka.

“Localisation is very important to control cost and to maintain lower maintenance cost of the machines. On an average around 65 per cent of our components are localised. In another 2-3 years we should be at 75 per cent,” said Sandeep Singh, managing director, Tata Hitachi. The company plans to produce 60-tonne dump trucks in India, catering to demand in the mining sector as well as localise the production of 87-tonne excavators.

He said that the company’s Kharagpur plant is the largest excavator plant in South East Asia and the company has already invested ₹1,100 crore towards the development of the plant. The total cumulative capex by the company at both plants is estimated at around ₹2,000 crore. Tata Hitachi is a joint venture between Tata Motors (40 per cent) and Hitachi Construction Machinery Company Limited (60 per cent). The company is celebrating the 40th anniversary of the partnership in 2024.

Singh said the company has never had any industrial relations issues in Bengal while operating its plant.

He expressed optimism that the infrastructure sector will get a boost from the upcoming Union budget.

“We believe that when the budget is announced in July, a major announcement will be on infrastructure,” he said, adding that it could create growth opportunities for the construction equipment industry.

“The infrastructure sector is doing very well and there is a huge amount of focus by the Indian government on the development of infrastructure,” he said.

In 2023-24, the company has achieved a revenue of around ₹5,000 crore with both plants operating at 75-80 per cent capacity.

“In the next 3-5 years we are looking at an average growth of around 8 per cent,” Singh said. However, the construction equipment industry is increasingly facing competition from Chinese imports and Indian manufacturers stand to benefit from any protective measures from the government.

India’s construction equipment industry has witnessed a 26 per cent rise in sales to 1,35,650 units in 2023-24 according to data from Indian Construction Equipment Manufacturers’ Association (ICEMA). The industry had sold 1,07,779 units in the previous fiscal year.



<https://www.zeebiz.com/companies/news-tata-hitachi-to-invest-rs-200-crore-in-fy25-localisation-remains-top-priority-tata-group-hitachi-union-budget-chinese-imports-299379>
July 03, 2024

Tata Hitachi to invest Rs 200 crore in FY25, localisation remains top priority Tata Hitachi to invest



Tata Hitachi: Tata Hitachi, one of India's leading construction machinery companies and the largest

Tata Hitachi Construction Machinery on Tuesday announced that it would invest Rs 200 crore in its two manufacturing plants to stay ahead of the curve in quality, innovation and localisation.

The company, a 40:60 joint venture between Tata and Hitachi of Japan, aims at ramping up localisation levels to 70 per cent over the next 2-3 years, its Managing Director Sandeep Singh said.

The company plans to produce 60-tonne dump trucks in India, leveraging technology from Hitachi Canada, primarily used for the mining industry, he said.

Additionally, the company intends to introduce more models in India as part of the 'Atmanirbhar' (self-reliant) policy started long back, the official said.

"We will invest a total of Rs 200 crore in our two plants in West Bengal's Kharagpur and Dharwad in Karnataka. This will help us stay at the forefront of innovation and increase self-reliance (Atamnirbharta) to 70 per cent in 2-3 years from the current 65 per cent," Singh said.

Singh emphasised that localisation is an ongoing process and crucial for cost control.

He stated that the Kharagpur plant is the largest excavator plant in southeast Asia with an investment of Rs 1,100 crore.

The total cumulative capital expenditure, including Dharwad, will be Rs 2,000 crore, the company official said.

Singh expressed optimism about the upcoming Union budget, expecting a boost to infrastructure development, which will drive demand for equipment in the second half of the year.

"We hope the budget maintains its focus on infrastructure. The growth is expected to remain flat this fiscal," Singh said.

The first half of the fiscal was down due to elections and monsoon.

The market size of excavators is approximately 1.25 lakh units, with Tata Hitachi commanding a 24 per cent share, he said.

Despite pressure from Chinese imports, the company aims at 8 per cent revenue growth. In FY'24, the company achieved a revenue of around Rs 5,000 crore, with both plants operating at 75-80 per cent capacity.



<https://www.ndtvprofit.com/business/tata-hitachi-plans-rs-200-crore-investment-for-fy25>

July 03, 2024

Tata Hitachi Plans Rs 200-Crore Investment For FY25

The company plans to produce 60-tonne dump trucks in India using technology sourced from Hitachi Canada, mainly for the mining industry.



Tata Hitachi Construction Machinery on Tuesday revealed plans to invest Rs 200 crore in its two manufacturing facilities to maintain a competitive edge in quality, innovation, and localisation. Managing Director Sandeep Singh said the company, a joint venture with a 40:60 partnership between Tata and Japan's Hitachi, aims to raise localisation levels to 70% in the next 2-3 years.

Tata Hitachi plans to produce 60-tonne dump trucks in India using technology sourced from Hitachi Canada, mainly for the mining industry.

Additionally, the company intends to introduce more models in India as part of the 'Atmanirbhar' (self-reliant) policy started long back, the executive said. "We'll invest a total of Rs 200 crore in our two plants in West Bengal's Kharagpur and Dharwad in Karnataka," Singh said. "This will help us stay at the forefront of innovation and increase self-reliance (Atamnirbharta) to 70% in 2-3 years from the current 65%." The company is celebrating its 40th anniversary of the partnership between the Tata Group and Japan-based Hitachi.

Singh said localisation is an ongoing process and crucial for cost control. He stated that the Kharagpur plant is the largest excavator plant in southeast Asia with an investment of Rs 1,100 crore. The total cumulative capital expenditure, including Dharwad, will be Rs 2,000 crore, the company official said.

Singh expressed optimism about the upcoming Union budget, expecting a boost to infrastructure development, which will drive demand for equipment in the second half of the year. "We hope the budget maintains its focus on infrastructure. The growth is expected to remain flat this fiscal," Singh said. The first half of the fiscal was down due to elections and monsoon. The market size of excavators

The market size of excavators is approximately 1.25 lakh units, with Tata Hitachi commanding a 24% share, he said. Despite pressure from Chinese imports, the company aims at 8 per cent revenue growth. In FY24, the company achieved a revenue of around Rs 5,000 crore, with both plants operating at 75-80% capacity.



<https://www.devdiscourse.com/article/business/3003563-tata-hitachi-to-invest-rs-200-crore-in-indian-plants-for-innovation-and-localization>

July 03, 2024

Tata Hitachi to Invest Rs 200 Crore in Indian Plants for Innovation and Localization

Tata Hitachi Construction Machinery has announced a Rs 200 crore investment in its Kharagpur and Dharwad plants. The 40:60 JV with Japan's Hitachi aims to increase localization to 70% and produce 60-tonne dump trucks for the mining industry. The move aligns with India's 'Atmanirbhar' policy.



AI Generated Representative Image

Tata Hitachi Construction Machinery revealed on Tuesday an ambitious plan to pump Rs 200 crore into its two manufacturing units.

The investment aims to bolster quality, innovation, and localization, said Managing Director Sandeep Singh. A 40:60 joint venture between Tata and Japan's Hitachi, the company is set to increase localization levels to 70% in the next 2-3 years.

Sandeep Singh announced that they would leverage technology from Hitachi Canada to produce 60-tonne dump trucks, primarily for mining. The official also articulated plans to introduce more models under India's 'Atmanirbhar' (self-reliant) initiative.

"Investing Rs 200 crore in our Kharagpur and Dharwad plants will help us stay at the forefront of innovation," added Singh. Celebrating a 40-year partnership between Tata Group and Hitachi, the company sees financial prudence in bolstering localization, essential for cost control.

The Kharagpur plant, the largest in Southeast Asia, benefits from an overall Rs 2,000 crore investment. Optimism about the Union budget fuels expectations for increased infrastructure spending, potentially driving equipment demand in the latter half of the year.

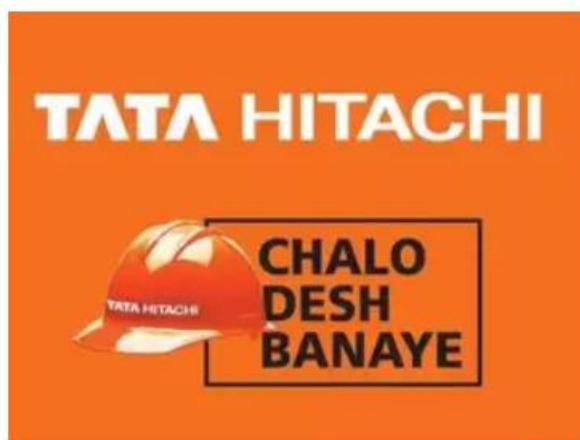
Despite flat growth forecasted this fiscal, the company aims for an 8% revenue boost, despite pressure from Chinese imports. Operating at 75-80% capacity, the FY'24 revenue hit around Rs 5,000 crore.



<https://bizbracket.in/news/tata-hitachi-to-invest-rs-200-crore-in-fy-25-focus-on-localisation-latest-updates/>

July 03, 2024

Tata Hitachi to Invest Rs 200 Crore in FY'25, Focus on Localisation



Tata Hitachi Construction Machinery announced that it would invest Rs 200 crore in its two manufacturing plants to enhance quality, innovation, and localisation. This investment aims to increase the localisation levels to 70% over the next 2-3 years. Tata Hitachi is a joint venture between Tata and Hitachi of Japan, with Tata holding 40% and Hitachi holding 60%.

Investment Details

Managing Director Sandeep Singh stated that the company would invest Rs 200 crore in its plants located in Kharagpur, West Bengal, and Dharwad, Karnataka. This investment will help Tata Hitachi stay at the forefront of innovation and increase self-reliance, or "Atmanirbhar," from the current 65% to 70% within the next few years.

Production and Localisation

Tata Hitachi plans to start producing 60-tonne dump trucks in India, utilizing technology from Hitachi Canada. These trucks are primarily used in the mining industry. The company also plans to introduce more models in India to support the 'Atmanirbhar' policy. Singh emphasized that localisation is crucial for cost control and is an ongoing process for the company.

Plant Details and Future Plans

The Kharagpur plant is the largest excavator plant in Southeast Asia, with an investment of Rs 1,100 crore. Including the Dharwad plant, Tata Hitachi's total cumulative capital expenditure will reach Rs 2,000 crore. The company is optimistic about the upcoming Union budget and expects it to boost infrastructure development, which will drive demand for equipment in the second half of the year.

Market and Revenue

Despite challenges from Chinese imports, Tata Hitachi aims for 8% revenue growth. In FY'24, the company achieved a revenue of around Rs 5,000 crore, with both plants operating at 75-80% capacity. The market size of excavators is approximately 1.25 lakh units, and Tata Hitachi holds a 24% market share. Singh mentioned that the first half of the fiscal year was slow due to elections and monsoon, but he expects growth to pick up in the second half.

Tata Hitachi's significant investment in its manufacturing plants reflects its commitment to quality, innovation, and localisation. By increasing localisation levels and leveraging advanced technology, the company aims to strengthen its position in the market and contribute to India's self-reliance goals.

ThePrint

<https://theprint.in/economy/tata-hitachi-to-invest-rs-200cr-in-fy25-localisation-remains-top-priority/2157378/>

July 03, 2024

Tata Hitachi to invest Rs 200cr in FY'25, localisation remains top priority



Kharagpur (WB), Jul 2 (PTI) Tata Hitachi Construction Machinery on Tuesday announced that it would invest Rs 200 crore in its two manufacturing plants to stay ahead of the curve in quality, innovation and localisation.

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“We will invest a total of Rs 200 crore in our two plants in West Bengal’s Kharagpur and Dharwad in Karnataka. This will help us stay at the forefront of innovation and increase self-reliance (Atamnirbharta) to 70 per cent in 2-3 years from the current 65 per cent,” Singh said.

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The market size of excavators is approximately 1.25 lakh units, with Tata Hitachi commanding a 24 per cent share, he said.

Despite pressure from Chinese imports, the company aims at 8 per cent revenue growth.

In FY’24, the company achieved a revenue of around Rs 5,000 crore, with both plants operating at 75-80 per cent capacity. PTI BSM BDC

LATESTLY

<https://www.latestly.com/agency-news/latest-news-tata-hitachi-to-invest-rs-200cr-in-fy25-localisation-remains-top-priority-6080776.html>

July 03, 2024

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Get latest articles and stories on Latest News at LatestLY. Tata Hitachi Construction Machinery on Tuesday announced that it would invest Rs 200 crore in its two manufacturing plants to stay ahead of the curve in quality, innovation and localisation.

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THEWEEK

<https://www.theweek.in/wire-updates/business/2024/07/02/ccm1-biz-tata-hitachi.html>

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<https://www.skyscrapercity.com/threads/west-bengal-economy-and-industry-news-photos-videos.201672/page-788>

July 03, 2024

West Bengal : Economy and Industry - News, Photos, Videos

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[Tata Hitachi to invest Rs 200cr in FY'25, localisation remains top priority](#)

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economictimes.indiatimes.com

Business Standard

https://www.business-standard.com/economy/news/tata-hitachi-s-success-harvest-from-field-to-factory-in-west-bengal-124070401103_1.html

July 05, 2024

Tata Hitachi's success harvest from field to factory in West Bengal

Ratan Tata, then Tata Group chairman, had flown in along with the brass to make the announcement. The Nano found its home at Singur in the Hooghly district



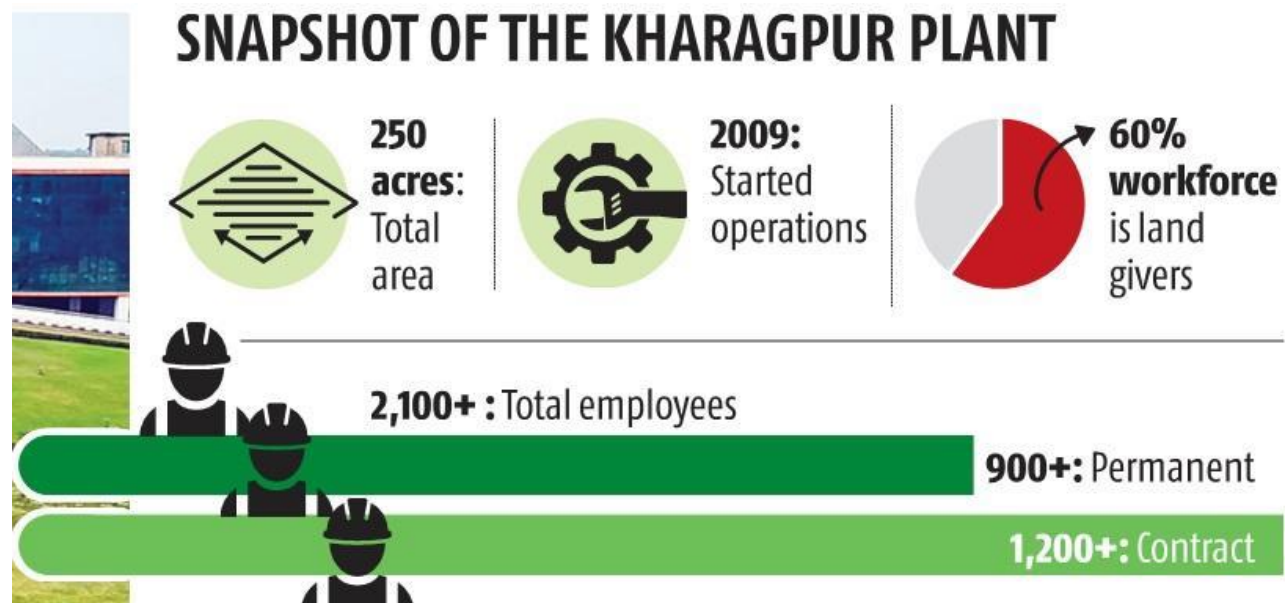
It was the summer of 2006 (May 18). Writers' Building, then the state secretariat, was buzzing with journalists. The event marked the start of Buddhadeb Bhattacharjee's second term as chief minister. And in style, it got off with West Bengal bagging the small car plant, Nano.

Ratan Tata, then Tata Group chairman, had flown in along with the brass to make the announcement. The Nano found its home at Singur in the Hooghly district.

A second project by Telcon, a 60:40 joint venture (JV) of Tata Motors and Japan's Hitachi Construction Machinery, to manufacture earth-moving equipment was announced the same day. It was to come up at Kharagpur in Paschim Medinipur.

In the months to come, the small car project pitched to revolutionise mobility eclipsed its twin for more reasons than one. But 18 years on, it's the humble project that has turned out to be a sunny farm-to-industry story.

The Kharagpur plant of Tata Hitachi sits on a 250-acre land parcel in the West Bengal government's Vidyasagar Industrial Park.



The lease agreement with the West Bengal Industrial Development Corporation (WBIDC), a nodal agency of the West Bengal government for promoting industrialisation, was signed in 2007. For the landgivers, the journey from farm workers to factory workers started sometime later.

About 60 per cent of the workforce are landgivers, with one member from each displaced family employed. The total workforce at the Kharagpur plant is more than 2,100, including contract employees. From training at nearby industrial training institutes to on-the-job skilling by experts from Hitachi, the farm workers have traversed the ground in the past six years. Some of them made their way to Japan, trained as skill experts, and have come back.

“We took them to Jamshedpur and Dharwad plants and gave them long-term skill-building training. But what made a difference is the handholding by Japanese expats, who are experts in assembly, welding, painting, etc.,” Tata Hitachi’s Senior Vice-President Anand said.

Hitachi has an international skill competition in which subsidiaries from across the world compete. The best of the Kharagpur lot was put among the world’s best. “They competed and came out at the top — that gave them a lot of confidence,” Anand added.

According to Arup Mukherjee, vice-president of quality and design at Tata Hitachi, this is a case study. “These people, who started with zero skill and were farmers, are winning global awards. That is the transition.”

The Kharagpur plant is one of the largest excavator plants in Southeast Asia. In 2019, the construction equipment manufacturer’s Jamshedpur operations also moved here.

Industrial relations at the plant have been smooth, and a large part of that can be attributed to the special connection that the landgiver-turned-factory workers have with the project.

Tata Hitachi is the anchor tenant in Vidyasagar Industrial Park, the ownership of which rests with WBIDC. It is spread over roughly 1,166.64 acres. About 18 units, including Tata Hitachi, have set up shop here. Sources in the government said that the land was acquired through the Land Acquisition Act, 1894. Ironically, about 3.5 hours from the area, the acquisition of the Nano at Singur ran into indefinite agitation by a section of land losers. Their protest against forcible land acquisition was supported by Mamata Banerjee, then in Opposition.

On October 3, 2008, Tata Motors pulled the plug on Singur, and the Nano project relocated to Sanand, Gujarat.

The plant at Singur was 80 per cent ready then. Thirteen vendors had also finished constructing their plants, and 17 others were at various stages of construction.

For Bengal politics, the event marked a turning point.

In the state election that followed in 2011, the Left Front government was decimated by the Trinamool Congress. The land for the project at Singur has since been returned to the land losers — willing and unwilling — according to a Supreme Court order.

In Singur, there are two camps: willing and unwilling. The land losers who willingly gave up their plot for the project and took the compensation cheque from the Left Front government are labelled ‘willing’. About 20 per cent of total land losers protested the land acquisition, refused to take compensation, and became ‘unwilling’ land losers.

Cut to 2024.

A large swathe of 997 acres along the national highway stands as a symbol of dashed hopes — neither agriculture nor industry have flourished here.

[rediff.com](https://www.rediff.com)**rediff** MONEYWIZ<https://money.rediff.com/news/market/tata-hitachi-to-invest-rs-200cr-localisation-key/12129620240702>

July 05, 2024

Tata Hitachi to Invest Rs 200cr, Localisation Key

Tata Hitachi Construction Machinery will invest Rs 200 crore in its plants, aiming for 70% localisation. The company expects infrastructure growth to drive demand for equipment.



Illustration: Dominic Xavier/Rediff.com

Kharagpur (WB), Jul 2 (PTI) Tata Hitachi Construction Machinery on Tuesday announced that it would invest Rs 200 crore in its two manufacturing plants to stay ahead of the curve in quality, innovation and localisation.

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Despite pressure from Chinese imports, the company aims at 8 per cent revenue growth.

In FY'24, the company achieved a revenue of around Rs 5,000 crore, with both plants operating at 75-80 per cent capacity.



<https://www.projectstoday.com/News/Tata-Hitachi-to-invest-Rs-200-cr-in-FY25-localisation-as-focus>
July 05, 2024

Tata Hitachi to invest Rs 200-cr in FY25, localisation as focus

Tata Hitachi Construction Machinery would invest Rs 200 crore in its two manufacturing plants which would elevate standards of quality, innovation and localisation. The company, a 40:60 joint venture between Tata and Hitachi of Japan, aims at ramping up localisation levels to 70 percent in two to three years.

The investment will be for its plants in Kharagpur, West Bengal and Dharwad in Karnataka. The company plans to produce 60-tonne dump trucks in India, leveraging technology from Hitachi Canada, which is for the mining industry. Additionally, the company intends to introduce more models in India, as part of the 'Atmanirbhar' mission.

The Kharagpur plant is the largest excavator plant in South-east Asia with Rs 1,100 crore outlay. The total cumulative capital expenditure, including Dharwad, will be Rs 2,000 crore. Expecting a boost in infrastructure development, demand for equipment is expected to rise in the second half of the year.

The market size of excavators is approx. 1.25 lakh units, and the company aims at revenue growth of eight percent. In FY'24, the company achieved a revenue of around Rs 5,000 crore, with both plants operating at 75-80 percent capacity.

MACHINEMAKER

<https://themachinemaker.com/news/tata-hitachi-to-invest-rs-200-core-in-fy25>
July 05, 2024

Tata Hitachi to invest Rs 200-cr in FY25



Tata Hitachi Construction Machinery announced plans to invest Rs 200 crore in its manufacturing plants. This investment aims to improve quality, innovation, and localisation. Tata Hitachi, a joint venture between Tata and Japan's Hitachi, wants to increase localisation to 70% in the next 2-3 years, said Managing Director Sandeep Singh.

The company plans to produce 60-tonne dump trucks in India using technology from Hitachi Canada, mainly for the mining industry. They also plan to introduce more models in India under the 'Atmanirbhar' (self-reliant) policy.

"We will invest Rs 200 crore in our plants in Kharagpur, West Bengal, and Dharwad, Karnataka. This will help us innovate and increase self-reliance to 70% in 2-3 years from the current 65%," Singh said.

Tata Hitachi is celebrating its 40th anniversary with Hitachi. Singh stressed that localisation is essential for controlling costs. The total capital expenditure, including Dharwad, will be Rs 2,000 crore.

Singh is hopeful about the upcoming Union budget, expecting it to boost infrastructure development, which will increase demand for equipment in the year's second half. He noted that the first half of the fiscal was slow due to elections and the monsoon.

The market size for excavators is around 1.25 lakh units, with **Tata Hitachi** holding a 24% share. Despite competition from Chinese imports, the company aims for 8% revenue growth. In FY'24, Tata Hitachi achieved revenue of about Rs 5,000 crore, with both plants operating at 75-80% capacity.



<https://beamstart.com/news/tata-hitachi-has-localisation-as-17199262921090>

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Tata Hitachi has localisation as top priority, to invest Rs 200cr in FY25



Quick Summary:

The company, a 40:60 joint venture between Tata and Hitachi of Japan, aims at ramping up localisation levels to 70 per cent over the next 2-3 years, its Managing Director Sandeep Singh said.

Tata Hitachi Construction Machinery on Tuesday announced that it would invest Rs 200 crore in its two manufacturing plants to stay ahead of the curve in quality, innovation and localisation.

The company plans to produce 60-tonne dump trucks in India, leveraging technology from Hitachi Canada, primarily used for the mining industry, he said.