

L&T Earthmover News

Vol. 24, No. 3

July 2011

Komatsu HD785 Dump Truck Scores a Century at EMTA!

1st July 2011 ushered in special moments for L&T's Mining Equipment Business with EMTA Group of Companies taking delivery of 100th Komatsu HD785 Dump Truck.

At an event held in the Chennai plant of Komatsu India Pvt. Ltd., the symbolic key of the mammoth 100 ton Rear Dump Truck was handed over to Mr. Ujjal K. Upadhaya, Chairman & Managing Director, EMTA Group of Companies, by Mr. Nobuaki Kawanishi, Sr. Vice-President, KIPL. Commemorating the occasion, Mr. S. K. Mitra, Executive Vice-President & Head - Construction Machinery SBG, L&T, presented a plaque to Mr. Upadhaya, while Mr. Koji Yamada, Managing Director, KIPL, handed over a model of HD785 Dump Truck to him. Mr. Purajit Roy, Vice-President, EMTA participated in the event.

Mr. Arvind K. Garg, General Manager-Construction Equipment Business, L&T; Mr. Dipankar Banerjee, Head-Mining Equipment Business, L&T; Mr. Sandip Ghosh, General Manager-Marketing, KIPL along with senior executives and the workforce from KIPL's plant also took part in this event.

This HD785 Dump Truck has been manufactured and assembled at KIPL's advanced facility in Oragadam, near

Chennai. Komatsu has so far rolled out 400 plus Dump Trucks in HD465 and HD785 models from this plant since its commissioning in April 2007. Komatsu had established this plant in India to roll out off-highway trucks to meet the growing demand driven by mining activity.

EMTA is the single largest private coal producer in India, and owns the largest fleet of 100 ton Dump Trucks in the private sector. In addition to these machines, EMTA Group owns a large fleet of various other models of Komatsu mining machines supplied and serviced by L&T. EMTA Group of Companies is a diversified conglomerate with interests in coal mining and power generation.

Mr. S.K.Mitra, Executive Vice-President, Strategic Business Group-Construction Machinery (fifth from left) handing over the plaque to Mr. U.K.Upadhaya, Chairman, EMTA Group of Companies .



Scania Promotion Meet in Goa

With Goa being the major iron ore exporting state in India, transport is an important activity. For several years now, transportation of iron ore was through smaller trucks. To reduce traffic as well as accident rate in the mines, mine owners have been looking at the possibility of deploying heavy mining trucks. To promote Scania Tipper Truck in this mining belt, CEB-Goa organized Customer Meet-cum-Machine Display of P380 Tipper Truck at Cidade-de-Goa on 14th June 2011. Several corporate customers and private mine owners from Goa attended the meet.

In his address, Mr. B. Dinakar, Head, Construction & Mining Tipper Business, L&T reiterated L&T's commitment to customer service and traced Scania's impressive journey in the Indian market. This was followed by Mr. Hitesh Shah's presentation on L&T-Komatsu PC450-7, Komatsu D65E-12 and

Scania P380 products. Mr. Samidh Chatterjee, Sr. Dy. General Manager, L&T-CEB and Mr. Rahul Mehta, Zonal Manager, L&T, CEB-WI interacted with various guests during the open forum.



Mr. B. Dinakar, Head-CMTB, addressing the gathering.

This Meet was preceded by demonstration of Scania P380 Tipper Truck in select locations across Goa from 16th to 28th May 2011 to prove its superiority over similar trucks in terms of carrying capacity, negotiation of haul roads and operator comfort by using 'opticroise' feature. The demonstration was carried out at various sites in Goa.



Scania P380 on display at the Customer Meet.



A view of a section of the customers.

Marathon Road Show in Kerala

A 'Marathon' Road Show was conducted for the first time in Kerala by L&T, CEB-Kochi in association with Dealer M/s. Cinzac Corporation for L&T-Komatsu PC71 machine covering 15 towns and spread over a month. The Road Show was flagged off by Mr. R. Ramani, Zonal Manager, L&T, CEB-S1, on 7th March 2011 at Kalamassery, on the outskirts of Ernakulam. Mr. Joseph Zacharias, Managing Partner, Cinzac Corporation and Mr. Aby Joseph, Territory Manager, L&T, CEB-Kochi took part in the event.

The truck-laden machine was taken to various towns and demonstrations were held at strategic locations like corporation grounds, market area and granite quarries. Additionally, product presentations were made at hotels in a few towns which were attended by local buyers.

This activity generated considerable awareness of PC71 amongst a varied audience and prospective buyers. The show enabled local contractors to understand the capabilities of the machine for multi-user applications. In all, Alappuzha, Kollam, Thiruvananthapuram, Pathnamthitta and Kottayam districts were covered.



Mr. D.Y.Uppar Receives 10,000th L&T-Komatsu PC200-6



Mr. S.K.Mitra, Executive Vice-President, Strategic Business Group-Construction Machinery handing over the plaque to Mr. D.Y.Uppar

The roll out of 10,000th L&T-Komatsu PC200-6 machine from the Bangalore Works was a landmark event for L&T's Construction & Mining Machinery Business Unit and marked a milestone for the Joint Venture Company. At the event held on 11th April 2011, the symbolic key of the machine was handed over to Mr. D.Y.Uppar, a leading contractor handling major irrigation and dam projects for over three decades in Karnataka. His sons - Mr. Sharan Bandi and Mr. Vijay Bandi – were present on the occasion. Mr. Uppar has

a large fleet of L&T supplied machines including over 100 nos. of PC200-6 Hydraulic Excavators.

Mr. S.K.Mitra, Executive Vice-President, SBG-Construction Machinery, L&T; Mr. S.Gopal, Chief Executive, LTK; Mr. K. Yanagisawa, Dy. Chief Executive, LTK; Mr. Arvind K. Garg, GM-CEB, L&T; Mr. Arun Pai, GM-PSD, L&T; Mr. Koji Yasouka, GM-Service, KIPL; Mr. Sandip Ghosh, GM-Marketing, KIPL and Mr. Sanjay Viswanathan, Area Manager, L&T, Bangalore, participated in the event alongwith several others from L&T, LTK and KIPL.

Expressing satisfaction while receiving the landmark machine, Mr. Uppar said his choice for top-quality L&T machines have enabled him to deliver various projects as per the stipulated timelines and gave his firm a sure growth trajectory. He said the L&T-Komatsu machines were built tough and gave him adequate confidence to take on new ventures easily.

L&T-Komatsu PC200-6 is the largest selling Hydraulic Excavator in the country in the 20-ton class. It has been deployed in various applications across the country and is very popular amongst both institutional and retail buyers. With advanced hydraulics and user-friendly features, PC200-6 gives higher returns to the customers in terms of trouble-free performance and longer life.

Group photo of Mr. D.Y.Uppar along with his sons and senior executives from L&T, LTK and KIPL.





Mr. Saurabh & Mr. Sanjiv Goyal of M/s. Seigneur Stone Crusher receiving the L&T-Komatsu PC130 machine from Mr. Sumeet Saidha, Sales Engineer, M/s. Suchitra Sales Pvt. Ltd. (CMB Dealer) at Chandigarh.



Mr. V. SivasankarRao of M/s. Sri Sivasai Constructions being handed over the L&T-Komatsu PC130 machine by Mr. Y. Guruprasad, Sales Engineer, M/s. Mithra Earthmovers (CMB Dealer) at Boyapalem in Andhra Pradesh on 28th June 2011.



Mr. Prabhjot Singh and his associates receiving the symbolic key of L&T-Komatsu PC71 machine from Mr. Sumeet Saidha, Sales Engineer, M/s. Suchitra Sales Pvt. Ltd. (CMB Dealer) in Ludhiana.



Mr. SudeepPai, Sales Engineer, M/s. Anugraha Construction Equipment Services & Support Pvt. Ltd. handing over the symbolic key of L&T-Komatsu PC71 machine to Mrs. Prema and Mr. Dayanand in Puttur.



Mr. C.R. Avanish, Sales Engineer, M/s. Anugraha Construction Equipment Services & Support Pvt. Ltd. handing over a symbolic key of L&T-Komatsu PC130 machine to Mr. Raju at Anekal.



Mr. Kuldeep Kumar receiving the key of L&T-Komatsu PC71 machine from Mr. Sahil Tandon, Sales Engineer, CEB-Chandigarh in Yamuna Nagar, Haryana.



Mrs. Smitha Harish and Mr. Harish Kumar receiving the symbolic key of L&T-Komatsu PC71 from Mr. D. Kiran Kumar, Sales Engineer, M/s. Anugraha Construction Equipment Services & Support Pvt. Ltd., in Mangalore.



Mr. Saheb Singh receiving the symbolic key of L&T-Komatsu PC130 machine from CEB-Delhi team led by Mr. Jayant Singh and Mr. Nishant Data of M/s. Action Earthmovers (CMB Dealer) in Jajjar.



Mr. Arunava Das receiving the symbolic key of L&T-Komatsu PC71 machine from sales representative of M/s. SRL Earthmoving Solution (CMB Dealer) in West Bengal.



Mr. Ankur Banerjee receiving the symbolic key of L&T-Komatsu PC71 machine from sales representative of M/s. SRL Earthmoving Solution (CMB Dealer) in West Bengal.



L&T-Komatsu PC130 machine being handed over to Mr. Mahendra Deokar in Pune on 30th May 2011 by Mr. Dattatreya Shinde and Mr. Prasad Kulkarni of M/s. Dhariya Infrastructure Development Private Limited (CMB Dealer).



Mr. Gurvinder Singh Sandhu being handed over L&T-Komatsu PC200 machine by Mr. Virender Singh, Sales Engineer at Panipat.

L&T Machines Give Best Performance: Mr. N. Ahmed

“L&T’s motto...In service lies success, is a true reflection of customer satisfaction”, remarks Mr. Naushad Ahmed, Managing Director, M/s. Vijay Infrastructure Limited. “Backed by unmatched Parts & Service support, L&T-Komatsu machines are best by all standards,” he adds.

Unwavering energy is Mr. Ahmed’s forte handling multiple projects at one go. With entrepreneurial zeal and a strong commitment, Mr. Ahmed’s work has been based on the principles of hard work and self-learning. Many years ago, when Mr. Ahmed -- an alumnus of Lucknow University with degrees in science and law -- kicked off his career in road construction segment things appeared difficult. Getting finance from the market was a big impediment. His only option was self-financing the business, and this did not deter him from pursuing his plans further and achieving the success today.

In 1993, he undertook his first major project as a sub-contractor for Unitech, which was a World Bank-funded project for PWD–Lucknow. The work was fraught with enough challenges and he learnt to live with them. Since then, M/s. Vijay Infrastructure Ltd. has executed a slew of projects including Asian Development Bank-funded road construction from Renukoot to Shaktinagar, Golden Quadrilateral Road from Varanasi to Naubat Pur Border, Master Plan Road in Dwarka-Delhi and many road projects in States of Uttar Pradesh and Madhya Pradesh. Mr. Ahmed has also taken up construction of haul roads for opencast projects in Northern Coalfields Limited.

Mr. Ahmed’s association with L&T began in 1995 when he purchased the first L&T 90 Hydraulic Excavator. Over the years, he has shown an unswerving loyalty to L&T, which has resulted in him acquiring a big fleet. Besides, 18 nos. L&T-Komatsu PC200-6 and one



Mr. Naushad Ahmed

PC300LC-7 machines, his fleet has 13 Nos. Komatsu GD511A-1, 2 Nos. Komatsu D41 and 2 Nos. Komatsu WA180. He says, “With a full fleet of L&T supplied machines, we can take up any project in terms of time and scale confidently.”

Mr. Naushad Ahmed believes in meticulous planning and forecasting of job productivity and machine spare parts. He acknowledges L&T machinery playing a huge part in contributing towards the growth and success of his firm. He is impressed with L&T’s value-added services like Recon Engine which are a true blessing for customers. Mr. Ahmed’s forthcoming plans include foraying into OB removal contracts and power business.

Among others, Mr. Ahmed had represented the industry on the Board of U.P. State Industrial Development Corporation Ltd as Director from 1996 to 2005. He is a perfect role-model for his children -- son, pursuing engineering in USA and his daughter, doing MBA. Mr. Ahmed manages time for playing and watching the game of cricket.

L&T Gives Diligent Service: Mr. R.S. Baghel

Handling Construction and Earthmoving Equipment close to three decades has made Mr. Rajendra Singh Baghel, Managing Director, M/s Baghel Infrastructure Pvt. Ltd., a veteran in the field.

Mr. Baghel completed his education from UP University, Allahabad, and started his business. He had to shoulder all the responsibility as everyone else in the family was too young. But this charismatic young man received

full-fledged support and as well ensured that the business kept growing.

10th December 1983, Mr. Baghel recalls, with great joy was the first project he undertook. It was close to his hometown at NTPC-Rihand where he employed 800 manual workers to complete the massive earth work in time. Now, with over 25 years in the business, Mr. Baghel has handled projects of different nature and



Mr. Rajendra Singh Baghel

size including 10 projects under Pradhan Mantri Gram Sadak Yojana. An area-grading project for Reliance-Sasan worth Rs 20 crore was a relatively recent project executed by him in the private sector.

He is best remembered by people of his hometown for swift construction of 2-lane passage from Bhaidan to Bijpur and cutting down travel time via Renukoot, which was earlier 100 km and now just 30 km.

In 1993, Mr. Baghel purchased L&T 90-3 and thus began his tryst with L&T machines. In 1998 and then again in the new millennium he strengthened his existing fleet with the purchase of more L&T 90-3 machines. He continued to purchase L&T-Komatsu machines each year and today owns a big fleet of L&T-Komatsu PC300LC-7/PC200-6, L&T 90-3 and Komatsu D65E-12.

A man of few words, Mr Baghel is all praise for L&T's diligent service team. He says, "I never faced a problem due to service in 15 years". He recalls an incident in 1994 when L&T 90-3 working at a remote site close to Varanasi, broke down due to swing motor failure. He could not afford his machine to lie idle thereafter. In a swift move, L&T team got a new swing motor air-lifted and sent it to reach the site soon after. In 72 hours time, the machine was put back to work.

Mr. Baghel says that "an excellent product combined with world-class service and parts support" is what makes him choose L&T over other machines. He finds that the customer support from L&T-CMB Dealer, M/s Chintamani Enserve Pvt Ltd is highly effective.

Mr. Baghel has a strong belief in traditional values and roped in his kin to share his growth story. His lawyer brother, Mr. Rajiv Singh Baghel, takes care of the maintenance of machines. His sons, Mr. Satyendra & Mr. Gaurav Singh Baghel take care of the finance and the business development of the company. Nephews, Mr Amit & Mr. Ajay Singh Baghel coordinate site management. M/s Baghel Infrastructure Pvt Ltd is one of the leading companies of MP when it comes to earthwork & road development.

His plans include expanding and consolidating the business with foray into construction of petrol pumps, hotels, crushers among others. He signs off from our interaction modestly reaffirming that his only USP is completing the job on time.

L&T-Komatsu Gives Unmatched Value: Mr. N.K. Gupta

It is said that 'Adversity causes some men to break, others to break records'. True to this dictum, Mr. N.K. Gupta, founder and stakeholder, M/s. Mewat Grit Udyog, Rewari (Haryana), has been breaking records.

Mr. Gupta's journey with L&T began 6 years ago when he purchased his first L&T-Komatsu PC300LC-7, which still occupies a pride of place in his fleet today. Inspired by the sterling performance of the first machine, Mr. Gupta had gone ahead and signed in more machines from L&T's stable. His present fleet includes L&T-Komatsu's 8 nos. PC200-6, 2 nos PC130-7 and 2 nos PC300LC-7 machines. "No doubt, L&T-Komatsu equipment gives me unmatched value", he says.

Looking back, as the eldest in the household, Mr. Gupta had to shoulder many responsibilities at home from a very young age. Not coming from a sound financial background added to his cupful of woes. But undeterred by all this, he started the business in a small way defying all odds. He took huge risks as well as challenges to emerge a winner in his career.



Mr. N.K.Gupta

It was in 1970, M/s. Mewat Grit Udyog started operations with the establishment of a stone crusher facility near Seelkho village. Manufacturing of stone grit of different sizes as well as stone dust and its supply to nearby factories/companies in Bhiwadi Industrial Area comprised the activity. From one unit, it has expanded to 8 manufacturing units including WMM and GSB plants. Besides a stone quarry, Mr. Gupta diversified the operations into road construction and railway segment after becoming Class-1 contractor. It has positioned itself as one of the biggest stone crushing firms in the area.

Mr. Gupta recalls with great pride the first big break he got in 1974 for construction of an air-strip for Defence

Services. He was also actively involved in construction of Asia's biggest Anaj Mandi at Rewari. Construction of a 4-lane road alongwith its associated & development work and a garment zone for RIICO-Bhiwadi are some of the biggest projects he has executed.

Due to his excellent entrepreneurship skills and vision, M/s. Mewat Grit Udyog managed a turnover in excess of Rs.210 crores in the financial year 2010-11. The firm has headquarters at Rewari and 8 branch offices in various parts of Haryana, Rajasthan and Mewat. Growth through expansion and innovation are important pillars on which his organization stands today.

L&T-Komatsu Machines – Best in Indian Market: Mr. B. Agarwal



Mr. Jagmender Sen Agarwal & Mr. Brishbhan Agarwal

“L&T-Komatsu machines are definitely the best available in Indian market. We can vouch for their impeccable performance, after-sales support and parts availability,” remarks Mr. Brishbhan Agarwal, Managing Director, M/s. B. Agarwal Stone Products Ltd, Obra, UP. He presently owns a fleet of L&T-Komatsu machines comprising 3 nos. PC200-6 and 2 nos. PC130-7.

Hailing from Jind, Haryana, Mr. Agarwal ventured into stone quarry business in 1973 with the establishment of M/s. B. Agarwal Stone Products Ltd. Today, he is one of the leading quarry owners in the State of Uttar Pradesh.

While establishing the business, Mr. Brishbhan Agarwal had to face many obstacles. The stones, which he intended to supply, were not cleared because of quality issues. But a determined Mr. Agarwal didn't give up. He applied for the testing of the quarry stone from Benaras Hindu University as many as 10-12 times. The stone quality was tested for various factors like specific

gravity, abrasion values, impact value of aggregate and water absorption. The test results were shown to PWD-Lucknow and it was found that the quality was same as compared to the stones coming from Gaya quarry. His never-say-die attitude paid off in 1975 when the quality of stone was finally approved. It was during the same period that M/s. B. Agarwal Stone Products Ltd landed with the first ever project i.e construction of a building for Hindalco, as part of expansion drive.

In the later years between 2003 and 2005, Mr. Agarwal was actively involved in handling NHAI activity like the Khaga-Allahabad Highway Project. He still recalls with satisfaction the feat of completing the difficult stretch from Khaga to Khoghranj, well within the scheduled time, under sub-contract from Itron. His firm also supplied the grits under sub-contract from Simplex Group for Vindychal Super Thermal Power Project and Shaktinagar Power Plant. He also executed a 30-km road stretch from Katra-Bhillor in Shahjampur District for a World Bank-aided project.

Besides him, the firm is being guided by Mr. Jagmender Sen Agarwal, Director, who is providing sustained leadership since beginning. He alongwith Mr. Sitaram and Mr. Ganesh are putting in added efforts to push the firm to attain newer heights of growth. Mr Jagmender Agarwal has been instrumental in ensuring remarkable growth of the business and constantly monitors all spheres of the company activity. As we wind up talking to Mr. Brishbhan Agarwal, we realize his love for L&T-Komatsu machines and conviction in their performance is unabated. He puts it succinctly, “I will recommend L&T-Komatsu machines to everyone” much to our joy.

Innovative Campaign by NKB

In tune with strategic management practices, L&T Dealers have been devising novel ways of promoting sale of spare parts in their territories. CMB Dealer M/s. N.K. Bhojani Pvt. Ltd. has come up with an innovative scheme in Barbil, the iron bowl of Orissa, which has a huge population of L&T supplied equipment. The highlights of the scheme are:

- A single order worth Rs 2 lakhs is complimented with an water filter
- A single order worth Rs 3.5 lakhs is complimented with a steel cupboard
- A single order worth Rs 5 lakhs is complimented with a water purifier

This unique offer has been well received by the customers in Barbil area, where quality of drinking water is a matter of great concern. The steel cupboard is a much sought after durable both at home and office. The attraction of household utilities has augured well amongst the customer personnel.



GPE Launches Privilege Card

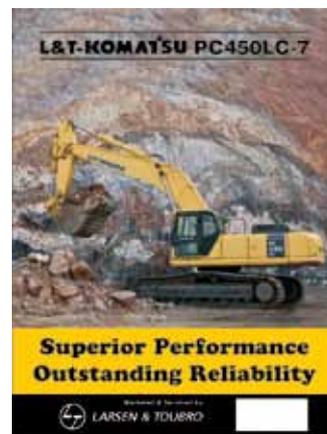
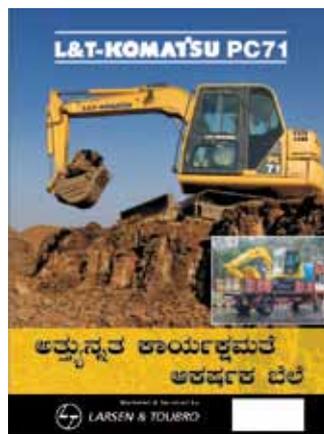
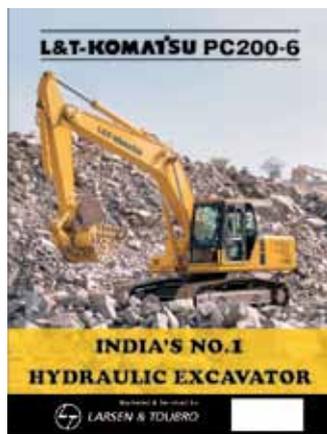
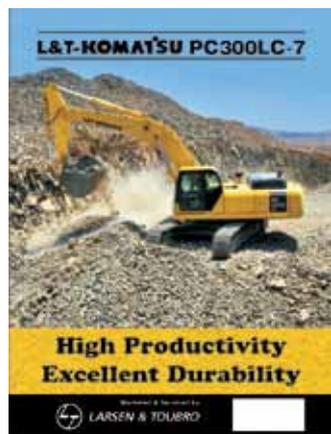
CMB Dealer in Southern Tamil Nadu, M/s. G.P. Enterprises, operates from Madurai with Branch Offices in Tiruchirapalli and Tirunelveli. GPE opened a new Branch at Nagercoil of Kanniyakumari District recently to extend service and parts support to customers spread across the southern most parts of the State. GPE looks after equipment sale and parts distribution in 14 districts of Tamil Nadu extending from the temple town of Tanjavur to the port area of Tuticorin.

Coinciding with the opening of this new outlet, GPE launched Privilege Card for customers which entitles them for a discount of upto 2 percent on cash purchase of various genuine parts.



Mr. Ram Subramaniam, Territory Manager, CEB-Madurai presenting a Privilege Card to L&T customer

Reaffirming Brand Communication



With the aim of providing our customers the best product experience, L&T is investing into product technology that has translated into better performing machines across applications and user segments. As L&T and L&T-Komatsu brands continue to reign popularity in the field, CMB has been making added efforts to reinforce the corporate image and provide brand visibility for its various products in the market place.

Product Mailers on L&T-Komatsu machines such as PC71, PC130-7, PC200-6 and PC300LC-7 MIGHTY outlining their salient features, technical update, optional attachments and field applications were rolled out.

L&T-Komatsu PC200-6 Mailer captures the most significant event of the decade, celebrating the rolling out of its 10,000th machine, which is the single largest selling machine in 20-ton class. 'Little Master' L&T-Komatsu PC71 has crossed a new milestone of 2000 nos. and this is aptly captured in the mailer. L&T-Komatsu PC300LC-7 'Mighty' Mailer illustrates the technical features of the machine that holds sway in granite, marble and stone sector. Machine Posters have also been brought out on all LTK models to support the brand communication. PC71's multi-language campaign 'Badiyadaam badiya kaam' posters was a hit across the country.

L&T-Komatsu PC71 Hydraulic Excavator	
Operating Weight	7,200 Kg
Engine	MODEL: 4H-1049 4 cycle, Water-cooled, Direct injection type, Naturally aspirated Diesel Engine developing Gross Power of 60kW @ 1800rpm (84.27HP)
Hydraulic System	Hydraulic (Pressure-Independent) Variable Valve Design Closed Centre Load Sensing System with Load Sensing & Pressure Compensated Valves
Attachments	<ul style="list-style-type: none"> Backhoe Boom - 3.7m Backhoe Arm - 1.60m Backhoe Bucket - 0.3m³ Dozer Blade - 2.20m
Swing Speed	12.0rpm
Travel Speed	3.0kmph (High) / 2.0kmph (Low)
Optional Attachment	<ul style="list-style-type: none"> 0.09 m³ Trailing Bucket 0.35 m³ GP Bucket Crab arrangement of machines Cold Start Kit Rock Breaker Kit
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Printed by Sri Sudhindra Offset Process, No. 27, 8th Cross, Malleswaram, Bangalore-3. Phone : 23368339, 23364798 Email: info@sudhindraprint.com Edited by C.K. Sathish for Construction & Mining Machinery Business Unit, Larsen & Toubro Limited, Bangalore. The views expressed in this magazine are not necessarily those of the management of Larsen & Toubro Limited. The contents of this magazine should not be reproduced without the written permission of the Editor. For further information please contact: Larsen & Toubro Limited, 10/1, Palace Road, First Floor, Lakshminarayan Complex, Bangalore 560 052. Telephone: 080-40401700, Fax: 080-22250309. Email: cms@pro.litindia.com Not for sale – only for circulation among the customers of L&T's Construction & Mining Machinery Business Unit.

Editorial Co-ordinators: V.R. Subramanian, S.K. Dutta, Giridhar G. & Suresh Bhat, L&T.