

# ACTian

Issue no.: 3

Month: Oct 2018

## Editor's Note:



Welcome to the 3rd edition of

## ACTian

(July - Oct 2018)

I am happy to detail the events of the previous quarter as we march towards the end of the calendar year.

Thank you for your enthusiasm and continue to share your ideas and feedback for future editions to [yuktha@actind.com](mailto:yuktha@actind.com)

- Yuktha Siddarth

Designs: Elite Creative

## MD Speak

Dear ACTians

This newsletter is being released in between two festivities; Dussera and Deepavali. I am happy to reach out to you once again through this medium. I am happy to see the release of this Newsletter which is made possible due to sustained efforts of Yuktha Siddarth.

We are in the last quarter of 2018 and much water has flowed under the bridge in the last 3 months. It is amazing how our Kerala team has bounced back after the unprecedented floods that devastated the State and drowned our office. The resilience and courage shown by Girish and his team to resume business is worth emulating by others. Kudos to them.

I am sure all of you are enjoying the Newsletter issues and sharing them with your friends, family and customers.

Wish you all a safe Deepavalli.

Mohan Ramanathan



## Siddarth pens...

Dear ACTians

Q3 has continued to be quite an eventful quarter, but for the calamity faced by our team in Kerala. While there was a lot of material damage to our premises and a few of our team members' homes, thankfully all our team members and their respective families were safe, though many of them went through enormous hardship and trauma during the deluge.



I express my sincere appreciation to each and every member of the Kerala team to have come forward and took up the rehabilitation of our facility on war footing and got the operations back on track within a record time of one week. This was achieved only due to the resilient team effort under the able leadership of Girish supported by HO team. It is truly an inspiring

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example of how people get together, support each other in times of despair, how the togetherness can achieve extraordinary outcomes and bring people together. I wish all of us have lots to learn from such an incident and hope we all use these learning to enhance our lives and that of others around us.

I also express our sincere thanks to our principal company's to have stepped forward and extended all support that we needed from their end. It is re-assuring to have such partners who stand by us in times of need and gives us the confidence to endorse our complete commitment to the association. We are indeed proud and honoured to have such business partners.

In my previous article, I had expressed about the importance and engagement of the frontline team being the key to achieving business results and organisational growth. Standing by this strategy, we have initiated many activities to bring about the engagement and involvement of the frontline team in decision making and goal setting. I am happy to state that we are able to see traction in many areas and are confident that others will follow soon.

ACTian will be an important medium which will help our cause to bring the ACT family closer and get more engaged, however, only if it is used by each and every one of you to start sharing your and your immediate family's personal and official experiences and achievements. This will help in knowing our team members better and thereby bring all of us closer as a family. Lets make this more effective by having more contributions coming in from every one of you.

Till we meet here again, enjoy reading,

Siddarth

## Kerala operation springs back!

Warehouse



Before



After

Office



Before



After



Before



After



Before



After

Adversity brings out the best in humans and the finest example of it is how our Cochin office has come back to its feet after the floods which ravaged it. We salute the great team spirit in exhibiting sincerity and dedication. Kudos to Girish and his team !!!

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ACT sets foot in Karur



Wishing the Karur team great success

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Salem branch is spruced up



Before



After

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## PROUD ACTian

Hello Friends, Happy to connect with you all through ACTian



We are marching upwards in our growth graph from January with the efforts of our committed and hardworking team. With this progress, we will be achieving our year-end target by this month, and make good turn over by the end of the year. This has happened with the effort of each and every individual of VCE division. Hats off to all members of Sales and After market team.

With focussed attention on New sale, capturing Competition (Gain Sale) along with retention of our existing Customers (Repeat Sale) with our dedicated and energetic Sales and After - market team, we have penetrated the market with an eagle's eye. Happy to share numbers-

New - 19.5%  
Gain - 31%  
Repeat - 49.5%

### Regular follow up always leads to Success.

I like to share a few of success stories...

After a follow-up of 7 years, we secured an order for EC250DL from M/S Annai B/M of Tirunelveli. We visited the Volvo Bangalore plant following this - Congrats **Mr. Prabhakar. A.**

An upcoming market in Pudukottai had its door closed for VCE. With increased foot fall and creating friendly relationship, we were able to swipe 31% of Market share and 90% Participation in Pudukottai - Well done **Mr. Madhavan.T**

### Satisfaction lays in the next step forward.

Volvo has launched a new Excavator (EC 200) and Breaker (HB 22 PRIME) for which demonstrations are currently happening at Chennai and Karur, soon to be

followed by Trichy, Tirunelveli, Sankagiri and other relevant geographies.

As Marketing being the mirror of Sales, we will increase and strengthen marketing initiatives such as Demonstration, Road Show, Customer Plant Visit (National & International), Exhibition, Try & Buy etc. We welcome new ideas & Initiatives from all ACTians

The way is not in the sky; The way is in the Heart – Gautama Buddha

### Think beyond the box.

As all are aware, we are dealing with world class products, which is our main strength. For your better understanding and delivery to the open market, with great effort, we have made ACT's Multi Brand brochure (if you don't have one, please ask for your copy) and an animated ACT Film.

Please visit and share the link <https://www.youtube.com/watch?v=0MrgajRaeHA> with your customers. Go through, understand & make sure it is well utilised. It doesn't matter which department or division you belong, if we have a will, the way will always knock the door. Each & every individual with or without knowing would have expressed their marketing skill for many aspects in life, as every one of us very well know to sell ourselves. Let us all have an inbuild(self) target to sell/cross sell minimum one product & taste the joy out of it.

### We CAN - If we remove the NOT out of CANNOT

Being a part of a great Kingdom always makes the citizens Proud. As an ACTian I am proud and honoured to be an integral part of ACT which is one of the Best Kingdoms and I am sure each one of you are as well.

Happy Selling

**Annamalai Palaniappan**  
Head – Sales & Marketing (VOLVO BUSINESS)

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Fish boat owners' meet

Fishing Boat Owner's meet was held at Colachel on 23rd July and D13 Marine Engine roadshow held at Jeppiar Fishing Harbour, Muttom on 24th July.

Participants included Mr. Gopalakrishnan, Head Marine Sales, Volvo Penta, Mr. Sarath and Mr. Ranjith from Vista Marine, Mr. Thomas Martin, partner, PPS, Mr. V. Natarajan, Sales Engineer, PPS. 40 customers from Colachal, Nagercoil attended the meet.

## Operator Certification Programme by Karur Volvo team



### Karur Operators Certificate Programme

Operators training and IESC certification programme was held on 8th and 9th March. 111 operators attended it. They were trained and assessed by Mr.Basha, Trainer, Volvo and Mr.Srikanth ZM, CST Volvo. Certificates were issued by Mr. Annamalai and Mr.Rameshbabu on September 20th 2018.

## Key customers from Tirunelveli visit Volvo plant



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## ACT enters rental of Material Handling Equipment



Dear ACTians,

Happy to connect with all of you and to share some details about the newly created business unit within ACT.



The past 10 years has seen the industry moving towards outsourcing of material handling equipment (MHE) instead of owning and operating the asset. This has brought many organised players in the MHE Rental industry. ACT group, having been appointed as the authorised dealer for the world leading MHE brand LINDE, identified the opportunity to venture into the MHE Rental business to achieve better synergies in the MHE segment.

MHE Rental business was officially launched by ACT in the Month of Aug-2017 and got the first break through in the month of December -2017 with 7 Nos of MHE rental order from ATG Tires Pvt Ltd-Tirunelveli.

While 4 machines have been deployed in the last quarter, the remaining 3 will be deployed by the end of October 2018.

Our prospect funnel has some major enquiries totalling up to 35 MHE's within the next couple of months. We are racing towards a target of not less than 30 machines on rental deployment in the financial year 2018-19. Within the next 2 financial years we target to deploy not less than 100 machines on rental.

I am happy to inform you that we have already established our rental business name in the MHE rental market in Chennai and other parts of Tamilnadu within a short span of about 1 year since its launch.

We are looking forward to all your support in achieving our ambitious target and establishing our rental business as we go.

I look forward to keeping you all updated with details of our progress and achievements.  
Thanks and best regards.

**Mohanakrishnan**  
Head – Business Development (ACT RENTALS)

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Dear Friends, Happy to connect with all of you through ACTian,

I am very happy to share that Epiroc TN team has achieved a sale of 150 breakers by Q3, thereby surpassing the target of 120 numbers for the entire year 2018. To celebrate this fantabulous achievement and to encourage the Sales and the Aftermarket team, ACT & Epiroc had organized an outdoor event at Courtallam in Green Garden Resort, situated in the valley of Old Falls. It was a two days program, 25th and 26th Sept'18 with a total of 23 participants from ACT & Epiroc together.



On the first day, Epiroc's product specialist Mr. Rahul conducted a training session on Erkat Drum Cutters, followed by a training session conducted by Mr. Sharath (Regional Manager) on Epiroc Combi Cutters, Hydraulic Compactors, Multi grapples etc.

Mr. Senthil Kumar, P – Area Sales Manager and Mr. Kathiresan, A – Sr. Engr. Parts Zone 1 presented Q3 review, YTD achievement and Q4 action plan on Sales and After Market respectively. Mr. Ashok conducted a brainstorming session with the service team about customer issues handling.

Followed by the training session, the top achievers in equipment sales, Mr. Anand Kumar & Mr. Murugesan, in aftermarket operations Mr. Kathirvel & Mr. Karuppasamy and a special recognition to Mr. Ranjan for supporting the frontline sales team in achieving the target were honored by Mr. Royston, P - Business Line Manager (HAT), Mr. Sharath – Regional Manager and Mr. Sakthikumar, N – Regional Service Manager. A Special momento was presented to me as a Business Head leading the Epiroc Division.

By late evening, we had the pleasure of having Mr. Raman, Mr. Srinath and Mr. Chandrakanth visiting us and had a brief discussion with Mr. Royston and the entire team.

Finally, going by the current year numbers, Mr. Royston encouraged the team to cross 200 Nos. of machines sales & 10 Crores of Parts Sales by the year end.

On the second day, the entire team went for a trek on Old Courtallam Mountain which was a great team building activity.

The entire event was extremely well planned and organized and truly helped all the participants understand each other better and helped to develop a great bonding and relationship between Epiroc and ACT team members.

Looking for more such events and interactions with all of you,  
Best Wishes  
Balamurugan  
(Business Head – EPIROC Division)



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## ICI-IWC 2018 Exhibition on “Innovations In Concrete” @ Nimhans Convention Centre, Bangalore



ACT participated in the ICI-IWC 2018 Exhibition that was held at Bangalore from the 19th to 22nd of Sep'18.

The exhibition organised by Indian Concrete Institute (ICI) was inaugurated by Dr. Karisidappa, Vice Chancellor - Visvesvaraya Technological University. The exhibition and International conference focussed on how new Innovations in concrete can meet Housing and Infrastructural challenges.

Eminent International construction professionals participated in the 3 day conference and few of them were key speakers at the event. Major companies like Ultra Tech Cement, ACC, JSW Cement, Fischer, BASF, Fosroc etc. had their stalls at the exhibition and also made presentations and live demonstrations.

Our stall at the exhibition drew a lot of interest from Indian Industry visitors and International guests alike who dropped in and inquired about our products and spent time viewing our ACT – Primekss Video presentation that was running continuously on a LCD TV at our stall. Our MD also visited the exhibition for a day and he was interviewed by the organisers who were very pleased to have him at the event.

The exhibition was a very good platform where we could meet many companies and key people in the Indian construction industry, connect with them and to an extent showcase our product and services to a mass audience. We hope to build on this in future so as to be present in most of the new projects coming up in India.

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## Important visitors to our premises



4 Dealer Principals visited ACT facility on their way back after visiting Mahalakshmi Infra @ Neyveli during April 2018  
L to R - **Mr. Srikanth** (Volvo), **Mr. Mohan Ramanathan** (ACT), **Mr. Navin Bhandari** (Navin Infra), **Mr. Dilip Tripathy** (Pollutech), **Mr. Manoj Kotru** (Alpha Technisk), **Mr. Mangesh Vaidya** (Svenska), **Mr. Siddarth Raman** (ACT)



**Mr. Jesal Vohra** of West India Equipments visited our facility during August 2018



**Mr. Royston**, Business Line Manager of Hydraulic Attachments division of EPIROC visited our facility during August 2018.

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## Mr. R Elango shares his insights with ACT Chennai

Mr. R. Elango, Former Panchayat President, Kuthambakkam village addressed and interacted with the staff of ACT on 7th July at the Chennai Office. He shared his interest towards long association and support from us.

Mr. R Elango, born and brought up in Kuthambakkam, turned his village into the first Model village in India. After completing his B.Tech in Anna University, he worked in Oil India and at CSIR as a Scientist. Kuthambakkam was constantly facing caste clashes and also due to illicit liquor trade, the poor villagers were losing money, health and family relations. Mr. Elango took the initiative to address these issues and to bring changes, contested elections to become the President of the Kuthambakkam village Panchayat in 1996 resigning from the security of Government employment. In the year 2000, for the first time in India, he built 50 twin houses in a single colony called 'Samathuvapuram' and this scheme was later adopted by the Tamilnadu Government and extended to the entire State. He created opportunities for employment generation , education and improved the economy of his village. In order to train the Panchayat leaders, he initiated a 'Panchayat Academy' and has networked over 700 Panchayat Presidents.



it is a privilege to associate with Mr Elango, who has spent his valuable time to motivate us to contribute our time towards community development projects / initiatives. He has invited us to visit his village for overview of the developments and progress on initiatives which he has been driving.

## Customer Appreciates...

Mr. Sudhakar, (Assistant Manager) Ultrafloor, has been appreciated by our customer NCR.

"We would like to extend our special thanks to Mr.Sudhakar who has put in tremendous efforts to meet the committed timeline. He has accomplished this project despite the major challenges with labour and machinery. He has supported continuously through day and night to make this happen".



Well done Mr. Sudhakar

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ACTians share their happiness and pride

**Badri A Meiyappan**, S/o Annamalai, Head Sales & Marketing, Volvo, got third place by presenting a PPT on Mining Reclamation, in VEDA 2k18, A national level Technical Symposium to amalgamate the innovative ideas of young Engineers.



**The young sprinter - Certificate of merit with Silver Medal** of Anantha Krishnan son of Krishnadas, Sen. Sales Engg. Epiroc, Kerala secured second prize in 200 mtr running race.



**Creative Spell & write Champion - Harriet Rose Mary** wins Gold Medal with certificate of achievement (A+), she is the daughter of **Thomas Darwin** (Head Operations - EPIROC division, Kerala) in an inter school competition and named as "Creative Spell and Write" for the year 2017-2018. This competition is held between 15 schools in an educational districts under C B S E affiliated schools.



Prabeesh K.P  
(Service Engineer Act Kerala-1)  
taking delivery of a new bike



Shiyaf T.S  
(Service Engineer Act Kerala)  
taking delivery of a new bike



Sarath Kumar gifts a Swift to his spouse; "Live with no excuses and travel with no regrets"



Tinu John with his new Hyundai Accent car; "driving is my favourite hobby and it is a reality now"  
(Sales Engineer Act Kerala)

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ACT Training Institute - Talent acquisition and Skill Development; a win-win programme.

Happy to share that on Sept 24th, 13 BE and 2 DME freshers have come onboard to undergo 6 months apprenticeship program with ACT which will include comprehensive classroom and field training. At the end of the programme, based on our assessment and their engagement level, we hope to retain all of them to feed talent for our business needs.

We propose to have consecutive groups of 15 students getting trained under this programme continuously. Mr. Anand Kumar has been designated as 'Manager - Talent Acquisition and Skill Development' and will spearhead this programme. Our goal is to aggregate a substantial talent pool in-house which will help us meet talent shortfalls at all levels by providing growth opportunities.



PROUD OF OUR COUNTRY - Aug 15, Independance Day Celebrations