



# SABKI ZINDAGI KI BATTERY

**2 Crores and more!  
Our happy family keeps growing.**

We thank valuable contributions from:

Kalpesh Gawall, Prem Sagar, Niraj Kishore, Sachin Mohire, Anish Singh, Rahul Vohra, Jitendra Subudhi



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# TATA GREEN bandhan

NOVEMBER 2020 FOR PRIVATE CIRCULATION ONLY

...a bond of trust



## THROUGH CHALLENGES WE RISE!

#RestartIndia



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## CEO'S ADDRESS TO THE CHANNEL



My dear Partners in Progress! I hope you along with your family are safe amidst this global pandemic.

Let me begin by thanking you all, for your contribution and commitment towards Tata Green Batteries.

For any aftermarket business, distribution is its main strength. It is also one of the strong pillars of TGY. Whenever I meet you during my market visits, I am overwhelmed by how closely associated you are towards the brand Tata Green Batteries!

This financial year started with COVID-19 Pandemic, which has severely impacted all industries. During the pandemic, we were also affected in the 1st quarter of 2020-21. We began recovering thereafter and now, we are on running track, progressing very rapidly despite the pandemic continuing to affect all of us.

During these difficult times, we have ensured that our employees are not exposed to COVID-19 and the impact on our Business is minimized in every aspect. We have taken several initiatives such as doing regular communication on COVID-19 guidelines, sharing precautionary measures, establishing regular dialogue with employees and developing one of its kind 'We Care App - Artificial Intelligence based health monitoring'. These efforts have helped us to fight against pandemic and restart our business with new normal.

There has been aggressive expansion program going on in terms of Expanded Grid Technology, additional 2W battery manufacturing lines, new plant building, new office building and canteen facility. With this expansion in back-end, we are geared up to supply and fulfill your demand with wider range of products with cutting edge technology.

We are putting consistent efforts to enhance our brand presence in the market. Digitization is the new mantra at TGY and we are extensively focussing on Digital Marketing Activities. The recent highlights on this front have been tie up with Tata World and Tata Shop Share Smile (TSSS) to connect within large Tata Fraternity. Our Customer Support team has also leveraged it to offer paperless warranty in the market.

There has also been a unique initiative across major cities in India during the Unlocked phases of conducting free battery check-up camp in societies as part of our initiatives to enhance Brand recall.

On the OEM side, we have captured new business from Jawa besides adding new platforms from Honda and Yamaha into our fold. There has also been tie up with Maruti to sell cobranded batteries for its vehicles. Further, new customers have been added from Gen set industry as well. All of these additions will mean more opportunities for us to increase our Brand visibility and expand our Aftermarket business.

With rest of the year offering huge opportunities in both After Market and OEM, we have to Strive on three counts: Safety, Results and Excellence. Given the turbulent time and our determination to wade through it, our mantra for FY2020-21 is being rightly termed as 'Strive! TGY Strive!'

I request all of you to continue to stay strong and committed team members. I assure you of an exciting and electrifying journey ahead.

May this festive season bring good health and prosperity to you all.

**Ravi Gupta**  
Chief Executive Officer

## HEAD MARKETING SPEAKS



Dear Team TGY,

I am privileged to re-launch our channel magazine 'Bandhan', which is our quarterly newsletter which will cover TGY's journey on all fronts both at front end as well as back end going forward.

This edition is also very special considering the pandemic which has impacted everyone across the world and has forced everyone to make changes in the manner we look at our work and life in general.

We are fortunate enough, thanks to the steps taken by our organization to keep the pandemic infections away from us to the maximum possible extent. Be it 'We Care' app, sanitization at workplaces, norms at offices and factory on how to go about working on

daily basis, continuous follow ups etc. we all really blessed to be working for this caring organization and really proud to be member of the great TATA Group.

We have taken many steps to lower the effect of the pandemic and still continue to towards achieving our monthly goals. Our mantra for this year 'Strive, TGY Stive' is exactly what we need to depict in this tough times, as we face multiple challenges both at back end as well as front end. We have depicted our commitment and dedication through, going a mile extra attitude, working with constraints and still deliver the goals set for us in the 1st half of FY 2020-21. We have bigger challenges going forward as the markets open and we should be ready to take it in our stride to win in the market place as well as in the factory.

I am glad to present to you this 'Bandhan' magazine which covers all our achievements, great moments, celebrations, new initiatives, new innovations and many other things that we have witnessed in the 1st half of FY 2020-21.

Thank you to all the TGY team members who have contributed in re-launching of 'Bandhan' magazine. Look forward to suggestions from all of you to make this magazine better than what its being presented today to all of you.

**Anil Bhamre**  
Vice President - Sales and Marketing

## FROM THE EDITOR'S DESK



Hope you all are doing well. Last few months had been really trying on all of us. With COVID-19 posing a major threat to existence of mankind, we as a Species learned to adapt.

The Lockdown period taught us to go back to basics of life like maintaining hygiene, handwashing, and taking precautions like using masks, sanitizer. With almost the entire population locked up at home, it also gave us an amazing opportunity to revitalize the bonds with family and relatives.

Welcome all to the world of Bandhan, a medium to talk to you, our channel partners and retailers on various developments in plant and where we showcase our brand and products.

In this edition of Bandhan you will get to know about our plant expansion, how the company came out of the lockdown with efforts to help the community, the latest updates from OEM and distribution business, marketing efforts like Branding ka Bog Boss contest, new design brand stores to name a few. One of the major highlights is the launch of Paperless warranty which makes us one up on the competition.

It's rich, it's exciting! I am sure you will enjoy your journey through this new edition of Bandhan magazine.

**Arko Ray**  
Brand Manager

For more creative suggestion or feedbacks you can mail us at

[info@tatagreenbattery.com](mailto:info@tatagreenbattery.com)

or

Visit the feedback section on our website on the link mentioned below

<https://www.tatagreenbattery.com/feedbackdetail>

&

For all periodic updates connect with us on our social media sites on the below links

<https://www.facebook.com/TataGreenBattery>

<https://www.linkedin.com/company/tata-autocomp-gy-batteries-pvt-ltd./>

<https://twitter.com/tatagreenbattery/>

<https://www.instagram.com/tatagreenbatteries/>

[Youtube: https://www.youtube.com/c/tatagreenbatteries](https://www.youtube.com/c/tatagreenbatteries)



## TOP STORIES

THROUGH CHALLENGES  
WE RISE!



NEW PRODUCT  
LAUNCH



PRODUCT LISTING IN  
TATA SHOP SHARE SMILE



PLANT EXPANSION



NEW OEM BUSINESS  
WITH JAWA



# THROUGH CHALLENGES WE RISE!



The beginning of 2020 had ushered in a sense of enthusiasm like any other year. But merely in two months, an unforeseen challenge came forth and engulfed the world. Though it was unprecedented in recent times, we were determined to manifest the human spirit that wins over all obstacles. Thus, with proper care and vision for the current times, TGY rose to the challenge and accepted the new normal.

The health and safety of our employees, their families, our suppliers and vendors is always of paramount importance to us. Thus, to protect our employees, we undertook a number of initiatives during this COVID-19 pandemic.

### Before the Lockdown:

- Regular communication through various online platforms from CEO and Senior Leadership Team members to employees, suppliers, customers and Channel Partners about 'COVID-19 Precaution, Health Updates, Do's & Don'ts, Initiatives by TGY, Tata Autocomp & Tata Sons
- Advisories issued regarding Travel ban, Social Distancing norms, Work from Home, Use of audio, video, WebEx etc. Visit to Group office and all types of face to face meetings stopped. Many mailers were sent including Do's and Don'ts besides display of posters in plants.
- Fumigation of factories and sanitization of employee transport buses carried out.
- Thermal screening was being done of all employees at all locations with the help of Infrared Thermal scanner.
- Continuous communication with all employees (Plant: 450+, Sales & Customer Support: 100+, Staff: 250+) about their health, family welfare, preparedness to join back and precautions against COVID-19 vi. Implemented SOPs for Plant and CFA's for taking precautions against COVID-19

### During the Lockdown:

We have undertaken various engagement initiatives and Innovation practices during pandemic situation:

Sl.No.	Key Theme	Initiatives Implemented	Objective
1	We Care for YOU	Daily Concall to check well-being of employees Drawing, Essay, Video etc. competitions for employees and their family and their children	Wellbeing and Engagement
2	Daily Work Management	Encouraged employees to remain engaged for business meetings through WebEx, Conference call etc.	Business continuity
3	Learn from Home	E-learning platforms have been provided to the employees and Online training given through Internal Trainers	Skill enhancement Time utilization
4	On Line suggestions	Online suggestion / Kaizen scheme have been launched in business units.	Engagement & Cost saving
5	We Care App	Installation and usage of We Care - In-house Employee Connect App	Wellbeing and COVID-19 case tracker

### Resuming Operations:

While re-opening, we have followed SOPs (Standard Operating Procedure) strictly to ensure safety of our employees. Any violation was liable for strict disciplinary action.

### Who will join the duty:

- Employees staying outside containment zone
- Employees returning from hometown - self quarantine for minimum 14 days
- Work From Home to continue wherever possible
- Any employee with Covid-19 symptoms not allowed to join duty

### Before day of joining:

- Self-Declaration - travel & health history

- Fumigation of complete premises
- Maintenance as per NDMA guidelines
- Earmark safe quarantine area
- Earmark teams for specific tasks

### After opening of plant:

- Thermal screening thrice a day
- Issue reusable mask & compulsory usage
- Social distancing everywhere
- Corona Commandos at each plant
- Encourage Social Policing
- SOP adherence responsibility with Plant Head

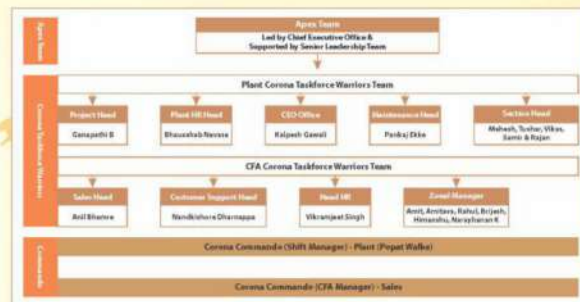
### Glimpses of Initiatives taken by TGY

**We Care App:** Artificial intelligence based health monitoring application for detecting COVID-19 prospects. It is an online application, which monitors temperature and other health conditions of employees. It provides analytical dashboard to identify abnormal cases, before employee reaches the plant or warehouses across India.



### Introduced 3 tier 'Corona Warriors Task Force Team at Plant and CFAs:

In order to monitor the issues at plant and CFA level, core apex team was formed to monitor the workplace at Plant and CFA's



### Precautions Taken at Plant and CFAs:

In order to take precautions against COVID-19, there were lot of improvement initiatives taken at Plant and CFA's such as Social Distancing in Bus, Partitions in Canteen, Sanitization of Vehicles, Temperature Monitoring, Sensor based water taps and fumigation.

Short Video of initiatives taken by TGY:  
[https://www.youtube.com/watch?v=5X2Q\\_oUys\\_g&t=16s](https://www.youtube.com/watch?v=5X2Q_oUys_g&t=16s)



## IMPACT ON ECONOMY AND AUTO INDUSTRY

Unusually challenging times have led to changes in our industry, especially in the short term. Highlights of these changes can be listed as:

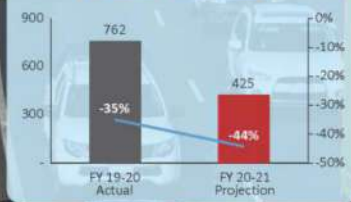
- Financial sector to rebound owing to support from government & RBI
- Consumer spending remains constrained for short period followed by rapid recovery
- Factory output ramps up to 70% of capacity
- Cost pressures in the short term

Delayed recovery with a loss of output

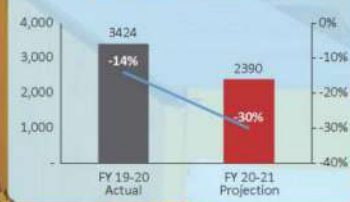
- Factories to resume with ~50% of capacity
- Impact on employment and per capita income
- Loss in consumer sentiment leading to delayed purchases further impacting the sector
- Loss in income and uncertainty driven change in consumer behavior
- Severe impact on auto industry - fear of large scale unemployment



### Passenger Vehicles



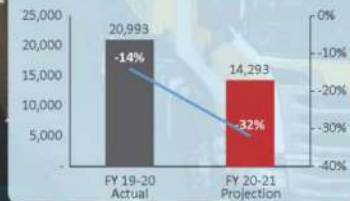
### Commercial Vehicles



### Two Wheelers



### Tractors & Off-highway



## KEY HIGHLIGHTS OF H1 - FY 20-21

### Front End

- Rolled out new Sales and Distribution policy for 2020-21
- Launched distinct schemes with focus on Retailer appointment & After-Market tie-ups and continued to adopt Guerilla Warfare
- Received 'Zero PPM' rating from Honda, Maruti Suzuki and Toyota
- Communicated to 5 lacs customers through online media and SMS on 'How to maintain the battery during lockdown'
- TGY is currently doing business in India & Nepal, but now we have expanded internationally and reached the Sri Lanka and Maldives Market. We are also exploring few gulf regions which will be added in our market list soon!

### Back-end

- Launched TGY E-learning portal for 2 sections: Battery Technology and Channel Management
- Celebrated Environment Day with various activities like Tree Plantation and Poster competition
- Launched Quality Handbook to provide awareness to Operators and Plant staff on 'Quality and TQM Concepts'
- Leveraged 'Voice of Customer Approach in Quality Function Deployment' for E-Rickshaw Battery
- Started production in 4th line of 2w assembly



### Quality Handbook



## Environment Day Celebration at TGY Plant



Tree Plantation at Plant



Tree Plantation at Home



Awareness on Biodiversity

## EXPANSION UPDATE

**WE ARE SPREADING OUR WINGS TO TAKE OFF TO NEW HEIGHTS!**

### New Shade and New Office Building

Our new Plant Building boasts of 4 lines of 2W batteries and 1 line of Automotive Battery. With an independent Utility Plant, Stores and Charging Facility and Direct Connectivity with existing plant building for Lead Oxide movement, we are all set to conquer new horizons!



### Expanded Grid Technology

We have Expanded Grid Machine with Rotary Expander Technology, the first of its kind in India for Positive as well as Negative Plates, for both 2W and 4W batteries. The technology is from the World's leading Battery Manufacturer – GS YUASA. This Expander Grid will help reduce the battery weight becoming suitable for future readiness.



### 2W Expansion (4th Line)

Installation of 4th 2 wheeler battery production line resulted in increase in capacity from 4.4 mn/ annum to 5.8 mn/ annum. It is compatible with Expanded Grid Plates. It will also have automated stacking & plate insertion in assembly and vacuum acid filling technology.



## ★ ★ AWARDS ★ ★

**OUR TEAM HAS MADE US PROUD YET AGAIN BY WINNING THESE HONOURS!**

### TBEM Award

TATA Autocomp Systems awarded as the Emerging Industry Leader.

Tata Business Excellence Model (TBEM) is a framework which helps companies to achieve excellence in their business performance. This is the chosen model by the TATA group to help in building globally competitive organizations across TATA Group companies.

We are pleased to announce that TATA Autocomp Systems has received 'Emerging Industry Leader' Award at the JRD QV Program held on 29th July 2020 for scoring 568 points in TBEM Assessment. JRD QV Award Program happens every year on 29th July in the memory of JRD Tata on his birth anniversary.

Fueled by the efforts of the whole TATA Autocomp Systems family, this is yet another significant milestone added in our Business Excellence Journey. Let us keep delivering on our promise and achieve greatness time and again!



### Awarded 1st Prize in 3rd CII National Kaizen Competition:

for We Care – The AI based Health Monitoring App

### Winner in 'DIGITAL TRANSFORMATION AND TECHNOLOGY ADOPTION'

category at 4th National HR Circle Competition Organized by Confederation of Indian Industry (CII).



## NEW PRODUCT LAUNCHES

### Launch of TGZ9 For Royal Enfield Motorcycles

Launching TGZ9- Original 2W VRLA Battery (24+24 months warranty) for Royal Enfield application, as a part of our Original 2W VRLA Velocity Plus series of batteries.

Along with Royal Enfield, it will also be a fitment for Electra 350, Classic 350, Thunderbird 350 and Bajaj; Pulsar 200 NS, KTM Duke 200.

This launch is special, as it will be our 1st launch in new look and feel of 'Velocity Plus Series'.



### Launch of YTZ6V-H HMSI Co-Branded Battery

Presenting our second HMSI Co-Branded battery i.e. YTZ6V-H - Original 2W VRLA Battery (24+24 months warranty) for Honda Shine SP 125cc (BSVI) & Honda Activa 125 FI (BSVI) application. We are the sole manufacturer and supplier of YTZ6V-H, which gives us an edge over competition. This will be part of our Original 2W VRLA Velocity Plus series of batteries.

This launch is special as it will be our 2nd launch in HMSI Co-Branded battery range with new look and feel of 'Velocity Plus Series'.



### Launch of YTZ7 For Honda Premium Motorcycles

Tata Green Batteries is focussed on enhancing our 2W VRLA product portfolio by developing new SKUs in line with OEM development. Presenting before you, our latest offering in the After-market is the brand new YTZ7 VRLA battery (6 Ah) which will cater to a versatile range of 2 Wheelers e.g. Mahindra Gusto (125 cc), Hero Karizma ZMR, Honda Stunner and Honda CBR350R to name a few.

As clearly evident from the OEM fitment, this battery will power up some of the most premium motorcycles like Karizma and Honda CBR250.



### USPs of 2W VRLA Battery

- World No 1 Technology from GS Yuasa
- Highest Vibration resistance
- Complete maintenance-free battery
- Highest cranking power
- Major OEM fitments in Honda 2W, TVS, Yamaha and Suzuki
- 5% extra discount on MRP during pro-rata replacement (25 to 30 months)

### SLV Series Packaging Re-Launch

The tactical SLV series was launched in August 20 in fresh look and feel giving it its own aesthetic identity.



### Launch of 34B19L & 34B20L for After Market

We recently launched 34B19 and 34B20 in after market for fitment in key Maruti cars, e.g. Alto 800, New Swift (P), Dzire/ Dzire Tour (P) and S-Presso.



## THE ALL POWERFUL E-RICKSHAW BATTERY AND ITS AMAZING BENEFITS!

**sawaar-e**<sup>®</sup>  
E-Rickshaw Battery



### BENEFITS OF CHOOSING SAWAAR-E BATTERY

- Best alloys inside, highest ever battery life!
- Best ever mileage @~80KMS/Charge, superior quality plates!
- Fastest refresh charging (less than 9.4hrs), lowest running cost!
- Superior Japanese technology, designed for rugged Indian e-rickshaw application!
- Ultra low maintenance, extra savings!
- Paperless warranty, faster after sales service!



We are confident that Sawaar-e will continue to grow and achieve great goals ahead!

## NEW OEM BUSINESS

### TGY WINS JAWA MOTORCYCLE BUSINESS!

Tata Green Batteries has bagged the prestigious order of supplying YTZ14S battery for 334 CC Jawa Perak, the iconic Czech motorcycle brand.

The powerful YTZ14S battery is backed by World Class VRLA Technology from GS YUASA, Japan. The batteries are being supplied to the Two-Wheeler plant of Mahindra Group at Pithampur (MP), where JAWA Bikes are getting manufactured.



### TGY BAGGED BUSINESS FROM INDIA YAMAHA MOTOR PVT. LTD.

TATA Green Batteries has captured LCI of India Yamaha Motor Pvt. Ltd., bestowing TGY with supply rights of YTZ4 battery for their new FZ series motorcycles which are BSVI compliant.

TGY continues to supply YT5A, YTZ5S and YTZ6V batteries for other models like Fascino, RayZR, RayZR Street Rally, to India Yamaha Chennai and Surajpur plants.



### TGY BAGS YTZ7 VRLA BATTERY SUPPLY ORDERS FOR NEW HONDA H'NESS CB350 MOTORCYCLE

Honda Motorcycles and Scooters India (HMSI) reinforce trust in Tata Green Batteries for its latest offerings- Honda H'NESS CB350 Motorcycle, which will now be powered by the new YTZ7 VRLA Battery.

TGY launches its presence in the Big Wings portfolio of Honda, thereby positioning itself in the cruiser bike segment.



## OEM & INSTITUTIONS: CUSTOMER PORTFOLIO

### OEM BRANDS

TATA Green Batteries is a proud partner to leading OEMs in India. Their confidence in us is testimony to our quality, service, reliability, delivery and performance.



### INSTITUTIONAL BRANDS

TATA Green Batteries takes pride in serving large institutional partners such as:



and counting ...



## AFTER MARKET TIE-UP STATUS UPDATE

TATA Green Batteries has entered into an Aftermarket Tie-Up with the Maruti Suzuki India Limited (MSIL), from October 19 onwards, thus further strengthening its expanding distribution network.

TGY is the first company to get into this tie up with most prestigious OEM despite being the last entrant in MSIL.

This tie-up shall enable TGY to sell co-branded batteries (Maruti Suzuki + Tata Green) in replacement market at all MSIL sales & Service Centres/Workshops and Dealership network of MSIL across the country.

As of now TGY is the **only MSIL authorized aftermarket partner in Battery segment.**

This tie up will also help TGY in expanding distribution and achieving our objective of city centricity, especially in PC-UV segment where city centric sales and distribution is more critical.

Formal agreement was signed by Mr. Ravi Gupta (CEO, Tata Green Batteries) and Mr. Deepak Thukral (Executive Vice President -PACC, MSIL) on 25th October 2019.

With this tie up, Tata Green batteries (co-branded) are available at all **MSIL authorized workshops / dealerships (~2000 nos).**

SKUs chosen for start of supplies to MSIL dealership networks are **34B19 and 34B20 with a warranty of 48 months (24 months flat + 24 months pro-rata).**

**Battery Fitment in Vehicles: Maruti Alto 800(P), Swift (P), Dzire/Tour (P/CNG), Espresso(P) and others.**

**The MSIL network services 1.5mn vehicles at their service centres and dealerships on a monthly basis.**

Now after HMSI,TKML and KOEL, MSIL is the 4th aftermarket tie up for TGY to expand its reach and brand visibility in the market place.



## Honda Motorcycles and Scooters India (HMSI)

We are happy to announce that Tata Green Batteries has achieved highest share of business in HMSI dealerships with better sales and service support.

TGY also extended presence in Honda 2W network with addition of latest battery - YTZ6V-H (co-branded) in after-market. TGY now has two co-branded batteries - YTZ4-H & YTZ6V-H with OEM supplies to Active BSVI and Shine-SP.

Our last sales promotion scheme during H1 FY 19-20 & Q4 FY 19-20 was a major success story with more than 300 dealerships qualified in scheme and 15+ dealership qualified for Foreign trip.



## NEW MEMBERS OF TGY FAMILY!

TGY family extends across the length and breadth of the country. We are glad to add more retailers as they take the decision to join forces with us. We have recently added more than 3000 new retailers, taking our total retailer base to 12000! We have also welcomed 40 new 4 wheeler battery distributors and 9 new 2 wheeler batteries bulk distributors.

### New cities added with new Distributor

- Alappuzha - Kerala
- Bellary - Karnataka
- Barh - Bihar
- Debra - West Bengal
- Ernakulum - Kerala
- Golaghat - Assam
- Hatta, Damoh - MP
- Indapur - Maharashtra
- Kaithal - Haryana
- Keonjhar - Odisha
- Maikangiri - Odisha
- Malshiras - Maharashtra
- Mayiladuthurai - Tamil Nadu
- North Goa - Goa
- Varanasi - Uttar Pradesh
- Barbigha - Bihar
- Tiruchirappalli - Tamil Nadu
- Meerut - Uttar Pradesh
- Chinnasalem - Tamil Nadu
- Kakod - Rajasthan
- Hubli/Dharwad - Karnataka
- Lucknow - Uttar Pradesh
- Cuttack - Odisha
- New Delhi - Delhi
- Khammam - Telangana
- Bulandshahr - Uttar Pradesh
- Baramati - Maharashtra
- Rudrapur - Uttarakhand
- Dahradun - Uttarakhand
- Ghaziabad - Uttar Pradesh
- Mathura - Uttar Pradesh



## TOP SCHEME ACHIEVERS

### TOP 3 DISTRIBUTORS OF FY 2019-20

RANK  
1



**Krishnashray  
Automobiles**  
Vadodara, Gujarat

RANK  
2



**Bharat  
Batteries**  
Moga, Punjab

RANK  
3



**Jaiswal Battery  
Corporation**  
Bareilly, Uttar Pradesh

### TOP 3 RETAILERS OF FTS SCHEME OF H1 2019-20

RANK  
1



**Jagtar Shergill  
Auto Electric**  
Sunam, Punjab

RANK  
2



**Santram Battery  
and Auto Elec.**  
Khatre, Gujarat

RANK  
3



**Hindson Sales  
Corp.**  
Barnala, Punjab

## ALL INDIA CHANNEL MEET IN ISTANBUL

We celebrated the success of foreign travel scheme (H1 FY 2019-20) by conducting 3N and 4D trip to Istanbul, Turkey. The contingent included around 117 qualifying retailers and channel partners who were accompanied by around 15 TGY employees. The highlight of the trip was gala event held at Gar Club in Istanbul, which witnessed TGY top management represented by Mr. Anil Bhamre (VP - Sales and Marketing) and Mr. Vikramjeet Singh (Head - Human Resources) addressing the gathering and rewarding top performers.



## TATA WORLD

Tata Group has more than 7 lakh employees. In order to cater this huge Tata Fraternity, Tata Green Batteries (TGY) has designed a unique Engagement Program for Tata Group Employees for hassle free, value for money battery buying experience.

### Benefits for Tata group employees:

Up to 20 percent discount on MRP and Doorstep Delivery

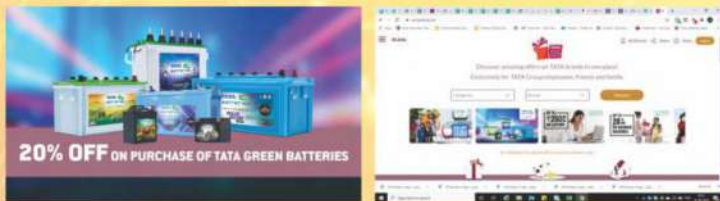


## TATA SHOP SHARE SMILE

Tata Green Batteries is now Live on 'Tata Shop Share Smile platform' online shopping platform for Tata Group Employees for Tata branded products/services.

This enables Tata Green Batteries to reach to more than 7 lakh Tata group employees online where other brands like Tata Sky, Tata Motors, Titan, Starbucks, Croma etc are also present.

Tata Shop Share Smile is a dedicated e-commerce website which showcases offers from all Tata Group companies exclusively for Tata employees, friends and family.



## OVERDRIVE

Tata Green Batteries Journey was published in OVERDRIVE Magazine (March 2020), India's highest circulated auto magazine for bike & car community over the last 20 years.

Senior Leadership from TGY, Tata AutoComp and GS-YUASA expressed their views about Turnaround Story of TGY, World Class Technology, Unique positioning of Tata Green Batteries, Tata Autocomp and GS-YUASA joint venture, Supply Chain Management and leveraging best practices in HR for Employee Value Proposition.

This achievement created significant Brand Awareness for Tata Green Batteries in Indian Bike and Car Community.



# IMPROVED REACH AND ENGAGEMENT THROUGH DIGITAL MARKETING

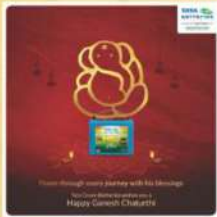
TGY is very active on social media platforms like Facebook, Instagram, LinkedIn and Twitter where we regularly connect with our audience on various occasions like Indian festivities like Ganesh Puja, Guru Purnima, important national and world events like Independence Day and World Environment Day.

We also look forward to engage our audience through dedicated product bank promotional campaigns for individual segments like PC/LV, Tractors, CV etc.



## OUR MAJOR CONSUMER ENGAGEMENT CAMPAIGNS

### FESTIVE OCCASIONS



Ganesh Chaturthi Post



Guru Purnima Post



Rakshabandhan Post

### SERIES ON NEW NORMAL – POST COVID19



NAYA NORMAL,  
Mask up, Sanitizer in, Stay Safe!



MASK UP! SANITIZER IN,  
ALL SET!



KEEP YOUR MEETINGS VIRTUAL!

### IMPORTANT EVENTS



Yoga Day Post



Independence Day Post



Teacher's Day Post

### PRODUCT BANK PROMOTION - TRACTOR



Tractor Battery Post



Tractor Battery Post



Tractor Battery Post

### PRODUCT BANK PROMOTION - CARS & UV



Car Battery Post



Discount on Car Battery Post



Car Battery Post



## BRANDING KA BIG BOSS CONTEST II

Branding ka Big Boss returns for a season III With the aim to improve TATA Green brand visibility in market place, this contest encourages sales outlets to display point of sale merchandise in effective ways. The winners are rewarded with a trophy, certificate and exciting prizes (gift vouchers, giveaways and more!)

Branding ka Big Boss Contest II was held between 1st July to 31st October 2020.

Under the initiative more than 4000 battery stores across the country was branded with high visual branding materials, thereby successfully increasing brand visibility.



## STORE BRANDING

### PERFECT ENTERPRISE, ODISHA



### SM BALIGA, BANGALORE



## EK MULAQAT



**Mr. Vinod Kumar**  
Green Power System,  
Panipat

### On the fast track to success!

TGY boasts of channel partners that are as determined to deliver as we are! Meet Mr. Vinod Kumar of Green Power, Panipat who started business with TGY in April 2019. Our TGY Sales Executive, Ankush Gaba, approached him and he decided to join hands with our brand. Let us know his experience of growth and success in his own words -

**Q. This journey must surely be full of challenges. Please share some of them with us and how did you overcome them?**

**Vinod Kumar:** Initially, you need to do a lot of leg work in the market, which is important to create long term mutually benefitting relationship with retailers. You need to win their confidence. Product quality matters. Brand name of Tata helps for extended credit in market to convert the competition. One should have dedicated manpower for service, to attend to complaints immediately. My retailers have faith in me because of this insight and responsive nature.

**Q. Your growth journey from 200 - 550 batteries per month within 5 months is really inspiring! What is your Guru Mantra of your success?**

**Vinod Kumar:** Hard work in the market, relationship building, belief and confidence in your customer is very important. Multiple visits indicate your dedication. If sales are not getting converted, I have also sent customers directly for demand building. This improves the reliability factor of the brand.

**Q. Tell us about your family and hobbies.**

**Vinod Kumar:** I am a family man, living in a happy joint family. I also enjoy Boxing and Kabaddi in my free time as I have represented them on competitive levels. These motivate me to work better!

*Here's wishing this dynamic asset of ours a bright future ahead with TGY!*

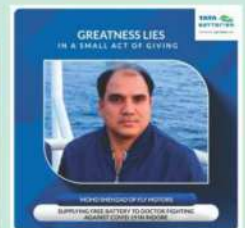
## FOR THE COMMUNITY

Being a Tata Group Company, we recognise our responsibilities towards the community, especially during distress. Stepping up to combat these adverse times, we undertook several activities:

- Distributed 6000 nos. of masks, 1780 bottles of sanitisers, 200 litres of liquid soap and 80 litres of Sodium Hypochlorite to Delhi and Pune Police (Covid 19 warriors)
- Distributed food items to stranded labourers Ranjangaon Pune (600 Kg Rice, 300 Kg Dal, 50 Litres of Oil)



### CONTRIBUTION BY TATA GREEN BATTERY DISTRIBUTORS



### Tata AutoComp Systems - contribution to fight against COVID-19

Tata Group is diversifying its focus in Health Care Sector and now, it has opened up new arena in testing equipments with immediate focus on ventilators. Tata AutoComp has opened up new facility for ventilator manufacturing. Tata AutoComp is also the Product Development & Manufacturing Partner for Medical Devices by Tata Group. They have teamed up with Tata Motors to locally develop ventilator designed by Medtronic, USA.

Tata AutoComp also supported Tata Sons for procurement of Medical devices and testing equipment.

#### PPE Kit

- 250k PPE kit procured from other countries
- 20K PPE kit procured locally in India
- 1 Million N95 Mask bought from BYD Ventilators
- 1150 Ventilators ordered from China
- 164 Ventilators ordered from Indian Suppliers
- 100 Ventilators ordered from USA

#### COVID-19 Testing Kits

- 260K COVID-19 tests ordered from SD Biosensor
- 1400 Viral Transport kit ordered and distributed

## LAUNCH OF PAPERLESS WARRANTY

### ONLINE REGISTRATION FACILITY FOR THE END CONSUMERS

With the vision of **Paperless Warranty**, we have launched the **online registration facility for the end consumers** which will help our team and channel partners to eliminate paperwork.

#### Advantages to Consumers:

- No Paperwork
- Authenticity of fitment
- Empowerment through self-registration
- Avail service anytime anywhere in India without carrying warranty card or bill

#### Advantages to Channel partners and dealers:

- No need to maintain any separate manual record on warranty registration and claims.
- Easy to record complain as historic customer/battery details can be easily retrieved through app, for future communication/reference.
- TGY Connect app utility as it also contain application chart and hence ensures correct fitment.

**TATA BATTERIES**  
TATA GREEN BATTERIES

**TGY CONNECT**

**CONNECTING YOU WITH US, DIRECTLY!**

The TGY Connect app now connects the consumer with TATA Green Batteries in just one tap!

Scan the QR Code for Online Registration Page

GET IT ON Google Play

**DOWNLOAD THE APP TODAY TO GET**

- Customer Feedback & Survey
- Battery application chart
- Online registration and tracking of warranty

And much more!

**TATA BATTERIES**  
TATA GREEN BATTERIES

**WARRANTY GOES DIGITAL!**

**TATA GREEN BATTERIES**  
Launches Online Warranty Registration

The smart and convenient way to get your warranty!

Why choose to go digital?

- No paperwork!
- Authenticity of fitment guaranteed
- Empowering customers with self registration
- Avail service anywhere in India, without carrying warranty card or bill.

**WARRANTY REGISTRATION IS MANDATORY TO AVAIL CLAIM BENEFITS**

Connect to the link <https://bit.ly/2X77r1r> OR Scan the QR code

**BATTERY HELPLINE: (0) 9213 100000 | TOLL FREE: 1800 419 8888**  
[info@tatagreenbattery.com](mailto:info@tatagreenbattery.com) | [www.tatagreenbattery.com](http://www.tatagreenbattery.com) | Follow us on:

Five panels showing the TGY Connect app interface in different languages: English, Hindi, Marathi, Gujarati, and Kannada. Each panel displays the app's features and registration process.

## BATTERY CHECKUP CAMPS IN SOCIETY#RESTARTINDIA

Tata Green Batteries (TGY) is conducting **Free Battery Check-up Camps** at housing societies. It has seen huge response all across India. **Till now, we have conducted 23,000+ flats across 18+ cities in India.** During the lockdown, TGY has leveraged this opportunity to build the customer connect, which has provided significant results in increasing awareness of TGY Brand. We met owners and checked their car and two wheeler batteries as the vehicles have been stationary for a long time. Customers were very happy with this unique service as they could not venture far beyond their houses for maintenance.



## OUR HAPPY CUSTOMERS

**TATA Green Batteries  
thanks you  
for your trust!**



“My car battery was down when I needed to use the car immediately. I got to know about TATA Green Batteries services and they provided me with prompt service as well! It is a very good service for batteries and I thank them for their work.”

**Kushal Moitra,**  
Gurgaon

“TATA GREEN BATTERIES team visited our apartment complex having about 100 vehicles and gave a service free of cost during this lockdown. The batteries were also given at reasonable rates. We are very thankful for their help during this time.”



**Arti Singh,**  
Bengaluru



“Services like checking the battery, jump starting and water filling were done very well. All the residents of our housing society are happy with the service. We are thankful to team TATA Green batteries for their service!”

**Arindam Roy,**  
Kolkata

“The name of TATA is unmatched in goodwill and trust! It is proven yet again by TATA GREEN BATTERIES by providing valuable free service for our vehicles during lockdown. With the trust we have in the name, we rest assured of quality and service.”



**Chandrakant Gawali,**  
Pune

**AUTHORIZED DEALER**  
**LINKWELL TELECOM SERVICES.**  
1/4, Puranik Building, Near Old Post Office,  
Panvel, Navi Mumbai, Maharashtra, India-410 206.  
Tel. No. : 022-27462199.  
[www.linkwelltelecom.com](http://www.linkwelltelecom.com)

“I just wanted to share a quick note about TGY and let you know that the TATA Green Batteries' team really did a very good job. It's been over one year now dealing with TATA Green Batteries and I'm glad I decided to work with TGY. Having spent 11 years in garment industry with no knowledge in sales and service of battery, the team was kind enough in imparting the required knowledge. The initial hand holding period was excellent and certainly helped boost my confidence in taking forward this business. My confidence on TATA brand has further strengthened. The products are really outstanding. My customers and I feel proud in dealing with TATA Green Batteries. I would highly recommend TATA Green Batteries to any firm that is looking for a partner committed to high quality, professionalism & proactive management and I look forward to continuing our business relationship for many years to come.”

**M.B Suresh Kumar,**  
Sambhavi Exports (Distributor, Tata Green Batteries)

“I have been dealing with TATA Green Batteries for the last 10 years from Amana associates. I would like to share that TATA Green Batteries sales and services team, along with Amana associates, have been extremely helpful. My sales have steadily grown over a period of time. I am really thankful to the TATA team for manufacturing a world class product. I am proud to be associated with TATA Green Batteries and Amana associates and wish them the best for future.”

**Abdul Gafoor,**  
Zyn Batteries (Retailer, Tata Green Batteries)

“I, Ritesh, from Patna Battery House would like to give the feedback about TGY group that it is a fast growing company. The company's sales and services division is good. I am associated with TGY for 9 years and I am satisfied with the services.”

**Ritesh Kumar,**  
Patna Battery House (Retailer, Tata Green Batteries)