

# YORK

## TALK

ISSUE Q4 - 2017-18



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Afrifit Golf day report, South Africa  
Exploring new opportunities with DLT, Sri Lanka  
Sticking to our promises-DHL, Thailand  
York ventures into Agri business segment  
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## A Message from Group CEO

Dear Team York & Partners,

You will be very proud to note that **in the FY 2017-18 ending 31 March 2018, your company has created history!** The York group has been able to achieve **record sales and profits, the highest ever in the history of York**, and has also beaten past numbers by leaps and bounds. This has been possible due to your confidence in your company, and the tremendous support received from you, our partners in progress. And of course also due to the dedication, hard work and sincerity of the York team. I thank each one of you, especially our family members who have also stood side by the side with the York employees, and thus helped them achieve this goal. I am sure that we will all strive to make the coming years more and more rewarding for all us.

Of course, this FY 2017-18 did have number of hic-ups, specially related to adhering to delivery times, which was mainly due to incoming raw material constraints. Our supply team did try their level best to increase suppliers, as many of them defaulted, most due to reasons beyond their control; like environmental issues and orders received beyond their supply capacity. Our production team also worked hand in hand to deliver as fast as possible, given the constraint of raw material component shortages. However, we as York team have ensured that such circumstances are not generated again, and that we are in a much better position to supply as per committed dates in coming years. We do once again thank all our customers, distributors and suppliers from the bottom of our hearts, who have stood by us in these difficult times.

We would also like to announce a very major development in your company, of which you will hear the official news in the coming days. This event should result in making the "York" brand still stronger, and should also help the York brand to grow further in unexplored territories. You will soon be getting updates on this topic.

Thanks once again for your valued support in making your company reach such new heights. We wish all our readers an extremely fruitful, successful, healthy and safe time ahead.

Thanks and with warm regards,



Alok Sharman  
Group CEO & Director



York group has been growing at a tremendous rate every year. The credit goes to each and every member of York family, across the world, who has been working day and night. By this medium, we want to thank you all and recognise some of the very renowned faces of York who have dedicated significant time of their lives to make sure that York achieves heights.

We hereby mention some of the senior members of York Australia. We thank them for their noteworthy contribution in the company.

**BACK ROW – LEFT TO RIGHT:**

- |                   |                 |
|-------------------|-----------------|
| Nancy Zhang       | Finance         |
| Jeff Van Ingen    | Operations      |
| Kemal Beslagic    | Production      |
| Stephen Brown     | Production      |
| Phillip Craker    | Country Manager |
| Mario Angeloni    | Production      |
| Brett Birkett     | Sales           |
| Aaron Donaghue    | Production      |
| David Carroll     | Sales           |
| Anthony Van Ingen | Operations      |
| Mark Chaplin      | Warehouse       |

**FRONT ROW – LEFT TO RIGHT:**

- |                 |                         |
|-----------------|-------------------------|
| Alvin Ooi       | Operations              |
| Nikki Harris    | Operations              |
| Xuna Wang       | Finance                 |
| Ivano Giacomini | Engineering             |
| Ian Bonehill*   | Production – (Ex Staff) |
| Tony Malina     | Production              |
| Alok Sharman    | CEO                     |
| Gary Korp*      | Production – (Ex Staff) |

\*\* Absent – Karen Capp – Finance



## Digging into the intricacies with DLT, Sri Lanka



**Prasanna Haturusinghe**  
COO, DLT

York Transport has an undisputed established presence at a global level. This success has numerous attributes to it. It is not just because of the dedicated team effort and the adroitness of the York members but also the trust of all the customers that has resulted in this fortune.

One of our such customer has been Dutch Lanka Trailer Manufacturer Ltd (DLT). Dutch Lanka Trailer Manufacturers Ltd (DLT), established in 1992, is part of TATA Enterprises since 2009 and became a wholly owned subsidiary of TRF LTD in 2011. DLT is a BOI company in Sri Lanka exporting trailers for Ports and Road trailers

globally. It exports to more than 50 countries and has 30% market share in port trailers in Middle East and 65% market share in Road Trailers in Sri Lanka and Bangladesh.

DLT Commenced trailer production in 1992 from Kelaniya factory in Colombo initially, shifted to 8 acres premises in Dankotuwa near Katunayake International Airport. Today, it has capacity to produce 2500 trailers per annum. Mr. Prasanna Haturusinghe COO of DLT has over 24 years of experience and he pioneered in starting the company. Under his leadership, DLT has been able to achieve new heights in sales. Today, DLT has a market share of 50% in the local Trailer Business and is a leading global player in port trailers.

**DLT is using York Axle for their trailers since 1995. It has supplied over 2500 road trailers and more than 1500 port trailers with York Axle and suspension in the last 23 years.** Recently DLT organised a meeting with York team at its corporate office in Colombo for the introduction of new products such as York Tire Inflation system, 13 & 16 ton new fabricated suspension, YPS Axle and Mechanical lift. During this meeting, York team explained the features and benefits of latest products and also how these products can help end user in decreasing the total total cost of ownership. DLT team much appreciated York's new and significant developments. The team further examined the future potential projects using latest York

products. Overall, It was a very fruitful long meeting where all participants shared and increased their knowledge thru discussions. In the evening, all attendees relished the dinner at a vibrant Chinnomon Red Hotel in Columbo which took everybody out of their formal zone and everybody enjoyed the meal together.

**It was a very pleasant meet which educated both the parties and opened the gates for new opportunities. York team wholeheartedly thank DLT for such a successfully implemented thought and a gracious welcome. It is York pleasure and we hope to continue the endeavour in the same way in many more years to come.**



## A shared commitment with A.A. Trailers, India



Established in the year 1998, A.A. Trailers is one of the distinguished Manufacturers and Suppliers of a wide range of Industrial Trailers. Since their establishment, they are acknowledged for offering an extensive assortment of trailers to numerous operators, fleet owners and for other industrial applications. Their product range includes Flat Bed trailers, Side Wall trailers, Semi Low Bed Trailer, Skeletal Trailer, Bomb Cart trailer and many more. Their products are known for their long lasting life, reliability, compact size, dimensional accuracy and high tensile strength.

It is said that since the time Mr. Ranjan Pahadsingh, the current CEO, took over the company, there has been no turning back. He said, "Thanks to the product expansion and quality enhancement, we were able to clock a production target by accelerating manufacturing Trailers from 35-45 nos. to 160 nos. per month with different varieties and are eyeing at 100 crores by the next fiscal."

A very diligent team of professionals is involved to make this possible. It is a customer centric team that understands the requirements and works hard to make sure that the quality is constantly improved of the product offerings. To guarantee this quality assurance, the company has got all the required ISO certificates as well as ARAI approval on 45 different types of trailer units. Their vast variety of reliable offerings have been able to establish a name in not only Maharashtra but also the states of Gujarat, Punjab, Jammu, Haryana, Delhi, Bihar, Jharkhand, UP, Bengal and Assam.

"We are the only trailer company chasing customer for service after we handover the trailer. We call them to remind them about the service as per service schedule. Owing to the service agreements with suppliers we are able to make available spares in city within 6-10 hours and outskirts within 24 hours. Emphasis on quality has been noticed by everybody and we are in talks with couple of Indian OEMs to develop trailers for them," said Mr Pahadsingh.

Proffering such guarantee over the products and services requires a lot reliable back end services. The team specially mentioned York's name in their list of such dependable vendors. "York is the most preferred choice for our customers (fleet operators). York axles are proven for its reliability in Indian operating condition. Though initial cost is little higher than competitor but it has proven lowest cost of ownership during the 5 years use.

York is preferred by us for our Trailer components requirement due to better quality and customer satisfaction. **York is providing excellent after sales service which is keeping us free from the daily maintenance hassles and we are able to concentrate more on our core trailer manufacturing business.**

We have started using York axles and suspension since last 03 years. Customers like our Trailers since York components are providing reliable performance and better tyre mileage. Customers are directly getting after sales service from York and making us hassle free from maintenance activities. " said the CEO, Mr Ranjan Pahadsingh.

We thank A.A. Trailers for trusting us for their product range and assure them that we will keep providing the excellence in the similar fashion as we have been doing till date!



## Establishing trust with performance: DHL, Thailand



DHL is the world's largest logistics specialist which offers a comprehensive suite of services drawing on the global scale and local insight to deliver across the supply chain. It has established a significant presence in approximately 220 countries and territories and is also recognised as the most international company in the world.

DHL Distribution (Thailand) LTD has entrenched a well rooted stand in Thailand. They have strategically aligned themselves to offer the best industry services to their customers throughout the nation.

Since 2015, DHL Thailand has been entrusting York Transport for their trailer parts. It is very commonly said that great name comes with great responsibilities. This opportunity leaves York with no margin of making mistakes but York products has never let the brand and its promises down. With proven confidence in York products, even DHL has realised how efficient the York products are and so they are using YPS system (York Precision System) (out board axle) on their multitudinous trailers.

DHL trailers that are running on YPS system axles have been observed thoroughly. It has been found that the first service required of the vehicle, using this system, is at 306,000 km. They have build up a confidence of no failure between the trailer



running till then. The YPS system has resulted in no grease change or bearing hub, no hub seal change or any brake lining until 306,000 km. This reduces the maintenance cost of the vehicle significantly.

It is not just the product that York provides but the company makes sure that DHL technicians face no problem in using YPS in the correct manner. This is done by providing a proper training to the technicians on how to prepare before the vehicles runs to 300,000 km and needs service.

"The YPS System seems very easy to use ever since we have received a proper training from York. We have actually seen a significant difference in the cost and operation of the vehicle since the time we have installed YPS", said the DHL technician.

ทางเทรลเลอร์ DHL ที่ทำงานบนเพลาระบบ YPS ได้รับการตรวจสอบอย่างละเอียด พบว่าในการบริการสำหรับทางเทรลเลอร์ครั้งแรกที่ใช้ระบบนี้อยู่ที่ 306,xxx กม. พวกเขาสร้างความมั่นใจในความล้มเหลวระหว่างทางเทรลเลอร์ที่วิ่งไปเรื่อย ๆ ระบบ YPS ส่งผลให้ไม่มีการเปลี่ยนจาระบีหรือลูกปืนล้อ รวมถึงซีลล้อ และผ้าเบรค โดยไม่มีการเปลี่ยนใด ๆ จนถึง ระยะทาง 306,xxx กม. ซึ่งจะช่วยลดต้นทุนการบำรุงรักษาของทางเทรลเลอร์อย่างมาก



## Amazing people with unmatched technology



**Date:** 26 October

**Location:** Zebula golf estate, North west

As the day kicked off, all the enthusiastic suppliers placed at 18 different stands started preparing. These participants were from different companies such as LoadTech, Trail link and Jost. It began at around 10 am and the stream of customers started flowing in as if they were clogged by the obstacle at the neck of the funnel. There were at least one person from Afrit with each group and over 200 people visitors in the event.

York attracted a lot of attention since the start of the affair. York PSI AND YPS were the major attractions for the visitors. Load tech had a product similar to York PSI. The competitive advantage York PSI had was that it is self-regulated and so it automatically inflates the tyres whenever needed. This reduces the maintenance efforts of the riders tremendously. This feature made a big difference in the eyes of the customers and impressed them all.

There were also a lot of customers who were showing their keen interest in York YPS and were eager to understand its functionality, application and advantages.

The event helped York in expanding its network and exploring new business opportunities. Few customers were impressed enough to visit York office eventually and know more about its product range. A total of 144 end users played golf as well which helped fill the voids of the event with a fun filled activity. It also helped visitors as well as suppliers to engage in a very healthy manner. The day ended with a sense of immense satisfaction.

It is always motivational to get such a positive feedback in exhibiting event. York customers were able to reinforce the confidence in our products and our aftersale services. The referral feedback made it more significant and impactful. Overall, it was a successful day for York and we plan to continue spreading the same perception across the world.



## Exploring the unfathomed! YORK ventures into the AGRIC Business Segment

With 68 years of global recognition in the trailer industry and for its undisputed expertise in designing and manufacturing the most reliable and innovative products, York launched its first batch of Agricultural Trailer Axles from its Pune branch, India, on 22nd September, 2017. This is the first move of York making its inroad into the Agricultural Business segment.

Agricultural Trailer Segment, in India, is mostly an unorganized domain barring some of the reputed mid & large sized manufacturers whose choice of products is of the international standards and quality. However, the Indian Agricultural industry is expected to evolve in a more structured segment in the years to come. It has attracted many global Axle and Suspension manufacturers to India and made them introduce their range of products. YORK, already an established brand and a leader in the



Trailer Axle segment, has a much better strategic advantage to excel in the domestic market for the agricultural business segment.

Soon after the launch of the axles, Mr. Alok Sharman – Group CEO & Director, was very upbeat about the foray of YORK into this high growth potential segment. **“My heartiest congratulations to all the people involved. This indeed is a landmark which would open up many more doors for innumerable opportunities for the Group in the Agricultural Segment as well!!”,** was his message to the entire YORK Team.

Mr. G.S. Chatterjee – YORK India CEO, was very optimistic about the future of this business. He stated, **“the way the agricultural segment is making progress in India, I’m sure we’ll soon be selling 1000 axles every month or even higher..”**

It was a proud moment for Mr. J. Antony Ravikumar – Asst. Vice President, heading the Agricultural Business of YORK who quoted, **“We are looking to tap all potential opportunities both in India and overseas markets to grow this business as a strategic line of business for the YORK Group. Thanks to the entire YORK Team for**

**their continued efforts & support for the successful development and launch.”**

YORK plans to launch a range of axles of different tonnage capacities, as well as, mechanical suspensions, turn-tables and aftermarket spares for tractors and other tractor/trailer products so as to meet the requirements of both Indian and International markets. YORK is also in discussion with major Tractor OEMs and Trailer manufacturers in India and International markets for potential tie-ups for the supply of its products for their requirements.



## Unrolling the moments of gaiety FAMILY PICNIC AT YTEI ON 22ND DEC 2017

York is renowned not only for its reliable products and incomparable services but also for the healthy work environment it offers to its employees. The company makes sure that it's not just the employees but also their family members who get involved in various get togethers so as to create a thriving environment for the York members to flourish.

York Transport Equipment India (YTEI) organised yet another similar family event on 22nd December, 2017 at Girivan picnic and adventure Park, India, wherein all the employees came with their family members and mingled as a single order. Mr. G.S. Chatterjee, York india CEO also graced the occasion and joined the event with his family.

The event was shaped to involve each and every participant. It was planned with a lot of activities which caught individual attention and got them close. Some of the sports activities organised were Cricket, Football and Basketball. Games for ladies and kids added the animation to the day. The space was buzzed with laughter on the execution of the games like musical chair, lemon race and passing the ball. The enthusiasm and zeal of the participants made the event a great success.

The games were followed by mouth-watering food. The feast time was witnessed with a stream of joyous pleasure that flowed across the scope. People were seen chatting in groups and kids were playing around the space. Eventually, everybody did various adventurous activities like Rifle Shooting, Commando Rope, Zip Line and rain dance. There was a certain sense of team spirit and vigour that enveloped the people present.

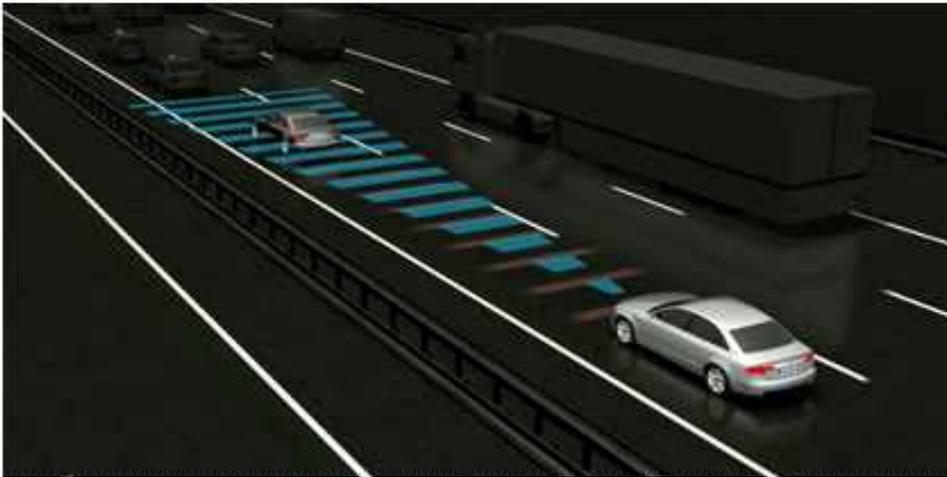
At the end, the CEO awarded the winners of the activities. A wide smile with a sense of contentment could be seen on every face. York team was glad to organise such a successful event and we will make sure that we spread the same joy in the events to come.



## Contribution by Readers

Article contributed by Shubham Kapoor, who is working in Sales & Service Engineer, from York India.

### Intelligent Speed Control System to reduce Road Accidents



Nowadays rate of accidents is escalating day by day. Daily, we encounter some unfortunate stories because of natural weather conditions such as a car crashed into stationary truck because of fog and smoke. According to a report by World Health Organization (W.H.O.), India is the country with highest number of road accidents. It is stated that here in every second, a road accident occurs and that in every three seconds, there is a resulting death. Research also states that in the year 2030 the major cause for death would be road accidents.

Considering these points, we started working on a project with an aim of

developing a system which helps reduce this figure of road accidents. During our research work, we reckoned that when a vehicle is running on a highway and an obstacle comes in the way, we decrease the speed of the vehicle in proportion to the distance between the car and the obstacle. Lesser the distance between the obstacle and the vehicle, slower becomes the speed of the automobile.

In this project we used the same concept and made a prototype in which we used a system consisting the Ultrasonic sensor to calculate the distance between vehicle and the obstacle (in the range of 10-70 meters) and a Micro controller to control the speed of the automobile. During the run, sensor, which is mounted on the front bumper of the vehicle, emits the ultrasonic waves. These waves reach the obstacle and bounces back. This way, the sensor recognizes and calculated the distance between the vehicle and obstacle, and eventually sends signals to the micro controller unit. This unit thus reduces the vehicle speed accordingly.

This technology is proved to be eco-friendly as well as cost effective. It can work in not only the day and night hours but also adverse climatic conditions. By using this technology, we can reduce road accidents significantly.

Below Article published Hindi Newspaper explain how this system works and helps to reduce accidents



## Story - Two Truck Drivers

A thought by **Mr. Suresh Vitthal Patil** who is working in R&D department from York India.

There was an older more experienced truck driver who had been all over the country in his career.

One day, he had to train a new, much younger, inexperienced driver. The old one allowed the younger one to drive for awhile. The young one drove the big 18-wheeler for about five hours and became very tired and asked the trainer to take over for a while.

The trainer drove for 10 hours and was not even tired as he had done this for years. The young man was flabbergasted and asked the old man how he could drive for hours and not get tired.

The old man asked him, "What do you do in the morning just before you leave your house?"

The young man replied, "I hug my wife good-bye and tell her I am going to work."

The old one said, "That is your problem."

The young man asked, "What do you mean, problem?"

The old man said, "When I leave in the morning, I hug my wife good-bye, but I don't tell her I am going to work, I tell her I am going for a drive in the country."

Everything is a matter of attitude.

## Quiz

York is giving 10 special gifts to the first 10 entrants who answer the below questions correctly. Simply email your answers to [piyush.g@yorktpt.com.sg](mailto:piyush.g@yorktpt.com.sg)

- 1) Which company organised a meet in Sri Lanka with York?
- 2) Where did the YTEI family event happen?
- 3) Who is the CEO of A.A. Trailers?
- 4) Which York product was specially recognised by DHL, Thailand?
- 5) Which new segment has York recently ventured into?

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