

Rozy Andrianto

From: Rozy Andrianto
Sent: Tuesday, January 30, 2018 5:07 PM
To: David Freddynanto
Cc: Ayi Ratna Maria
Subject: RE: 2018 APD BHL Dealer Advisory Invitation Letter - Colombo Sri Lanka - 5th-6th April - Please RSVP by 15th Feb

Ok Pak David,
I will submit my TCAR right away

Best Regards,

Rozy Andrianto

General Manager - FORAG & CONSTRUCTION Marketing

PT Trakindo Utama

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A member of **Tiara Marga Trakindo Group**

From: David Freddynanto
Sent: Monday, January 29, 2018 7:35 PM
To: Rozy Andrianto <randrianto@trakindo.co.id>
Subject: Re: 2018 APD BHL Dealer Advisory Invitation Letter - Colombo Sri Lanka - 5th-6th April - Please RSVP by 15th Feb

Rozy,

For Dealer Advisory meeting, I would suggest GM to attend this meeting. No need to bring your manager.

Best regards,
David

Sent from my iPad

On 29 Jan 2018, at 19.19, Rozy Andrianto <randrianto@trakindo.co.id> wrote:

Pak David,
I propose myself and Aryawiguna to attend this event.

This will be good to have best practice sharing on setting up 426 NPI launching, not just for the commercialization but also marketing campaign, price positioning against competition, product cannibalization etc

Hope this proposal meet with your requirement.

Best Regards,

Rozy Andrianto

General Manager - FORAG & CONSTRUCTION Marketing

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Begin forwarded message:

From: Lavnish Prashar <Prashar_Lavnish@cat.com>

Date: January 29, 2018 at 19:02:42 GMT+7

To: Rozy Andrianto <randrianto@trakindo.co.id>, Aryawiguna <aryawigu@trakindo.co.id>

Cc: Steven Siau <Siau_Steven@cat.com>, Arunachalam Ramamoorthy

<Ramamoorthy_Arunachalam@cat.com>

Subject: 2018 APD BHL Dealer Advisory Invitation Letter - Colombo Sri Lanka - 5th-6th April - Please RSVP by 15th Feb

Dear Pak Rozy & Pak Arya,

We are delighted to invite you for the 2018 APD Backhoe Loader Dealer Advisory in Colombo, Sri Lanka on 5th April and 6th April 2018.

During the advisory, each of our dealers will have 45 - 60 minute discussion about some of the key activities, marketing & sales initiatives with 426F2 and the rest of the Backhoe Loader product range.

From the Product Group side, we will also take this opportunity to present our 426F2 Phase 2 NPI program along with BCP Industry team.

Kindly refer to the enclosed invitation for further details/agenda.

Flights:

- This would be at the dealer's expense.

Hotel Rooms - Taj Samudra Hotel (25, Galle Face Center Road, Colombo, Sri Lanka)

- Rooms and Lunch/Dinners in the agenda will be paid for by Caterpillar BHL Product Group.
- We will provide hotel confirmation details upon RSVP to our email.

Please RSVP to us by Wednesday Feb 15th 2018 with two nominated dealer personnel & below details for arranging the invitation letters.

Please let us know if you have any **nutritional/dietary/special requirements** so we could cater for those.

- 1) Consulate Details_ - With Address
- 2) Passport Number:
- 3) Name as appearing in the Passport:
- 4) Date of Birth:
- 5) Passport issued by (Country):
- 6) Issue Date
- 7) Expiry Date:

Thanks in advance.

Best regards,

Lavnish Prashar

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<APD Dealer Advisory invitation_2018.pdf>