

# TATA GROUP



# TATA

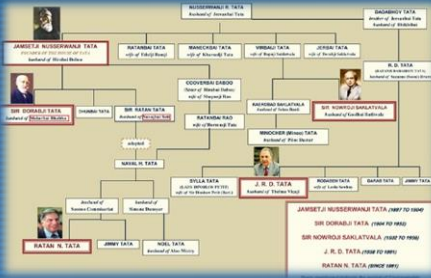
Leadership with trust



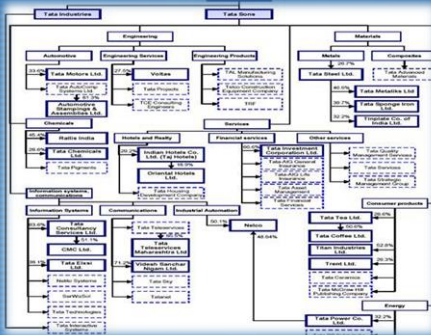
Business English | H1201  
Moor Simon | Rohrer Felix



# TATA Success Story



## TATAs History



## TATA Group

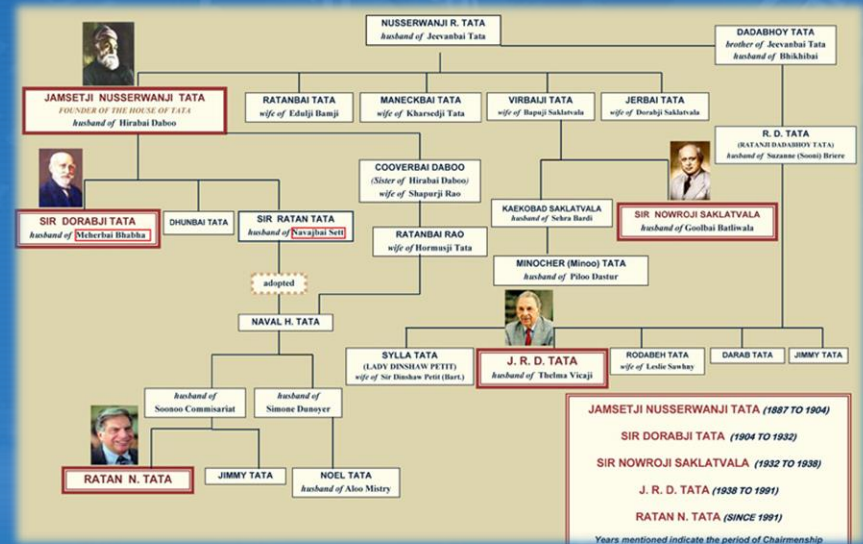


## TATA Products



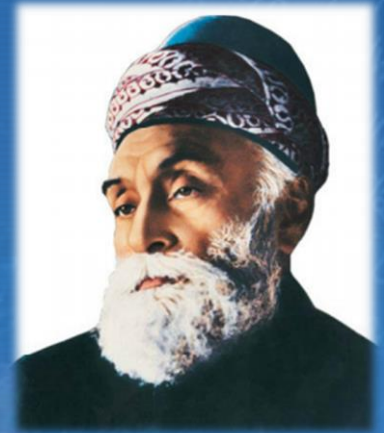
# TATAs History

The company is currently in its fifth generation of family stewardship.



# 1868-1904: Jamsetji Tata

- Tata Group foundation in 1868 as a trading firm
- Established modern textile mills 1874 onwards
- Strong proponent of India's Industrialization
- Committed Group's entry into steel, power and hotels and to creation of Indian Institute of Science





# 1904-1932: Dorab Tata

- Under Dorab's leadership the group quickly diversified, venturing into a vast array of new industries:
  - 1907 Steel
  - 1910 Electricity
  - 1911 Education
  - 1917 Consumer goods
  - 1932 Aviation



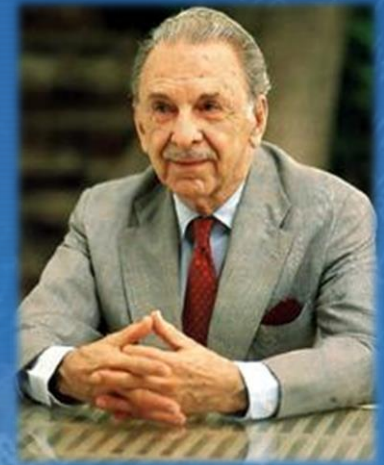
# 1932-1938: Nowroji Saklatwala

- Son of Jamsetji's sister
- Some companies did not survive:
  - Tata Construction
  - Tata Electro-chemicals
  - Sugar Corporation
- The frenetic activity and the Great Depression left Sir Nowroji with the task of consolidation.



# 1938-1991: JRD Tata

- Jehangir Ratanji Dadabhoy Tata
- Led Group into new businesses, including:
  - Chemicals and fertilizers, civil aviation, locomotives and trucks, tea and coffee, computer software, financial services and watches
- Civil aviation pioneer: founder of Air India
- Decorated with Bharat Ratna, nation's highest civilian honor





# Since 1991: Ratan Tata

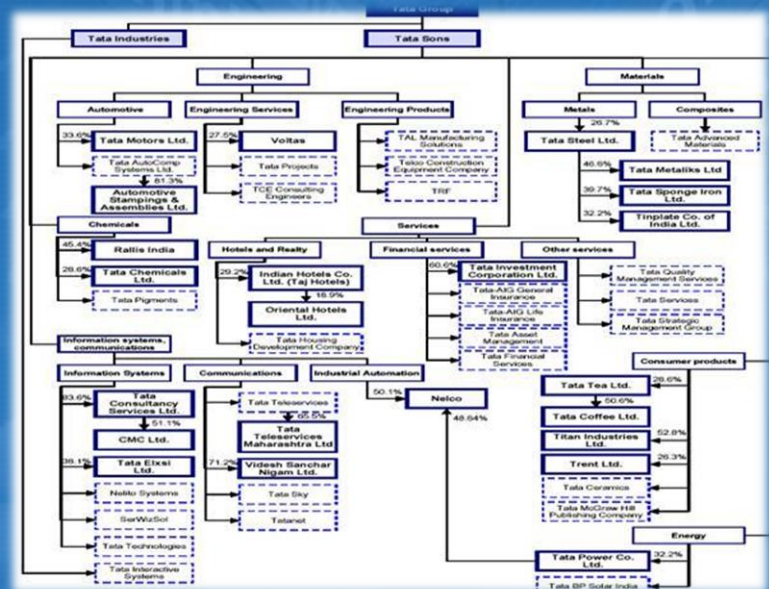
- Founder of Tata Teleservices and also designed and launched the Indica, India's first indigenously developed car.
- Acquired VSNL, India's top international telecom service provider
- 2004: TCS, Tata Consultancy Services
- 2008: Nano, the world's cheapest car





# TATA Group

It has over 100 operating companies each of them operates independently.





# TATA GROUP

India's **largest** business group

with businesses in **seven** sectors

and operations in over **80** countries;

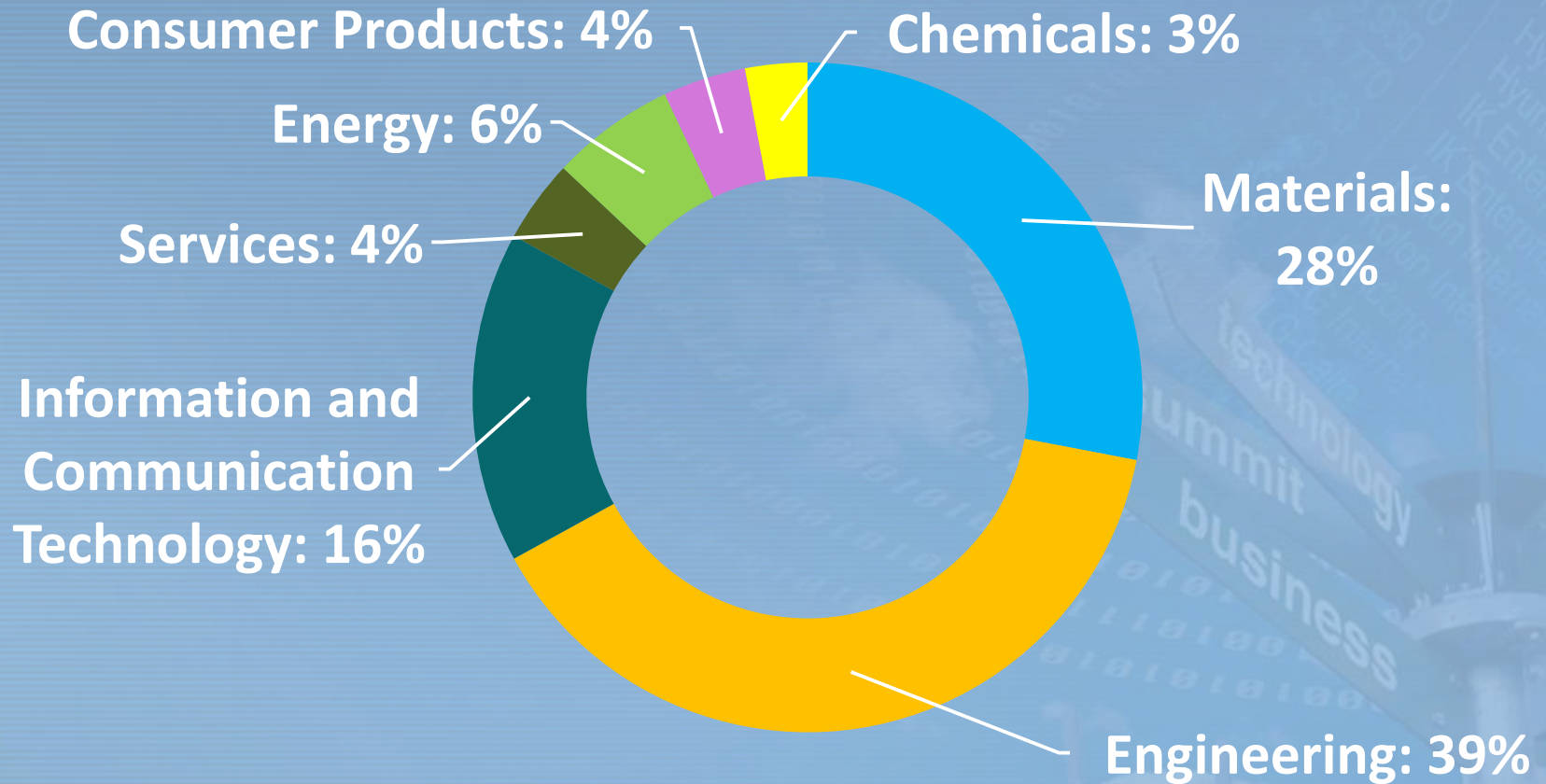
with products and services available in over **85** countries

and over **456,000** employees.

Group revenue of **\$ 100.09 bn**;

**58%** in geographies other than India

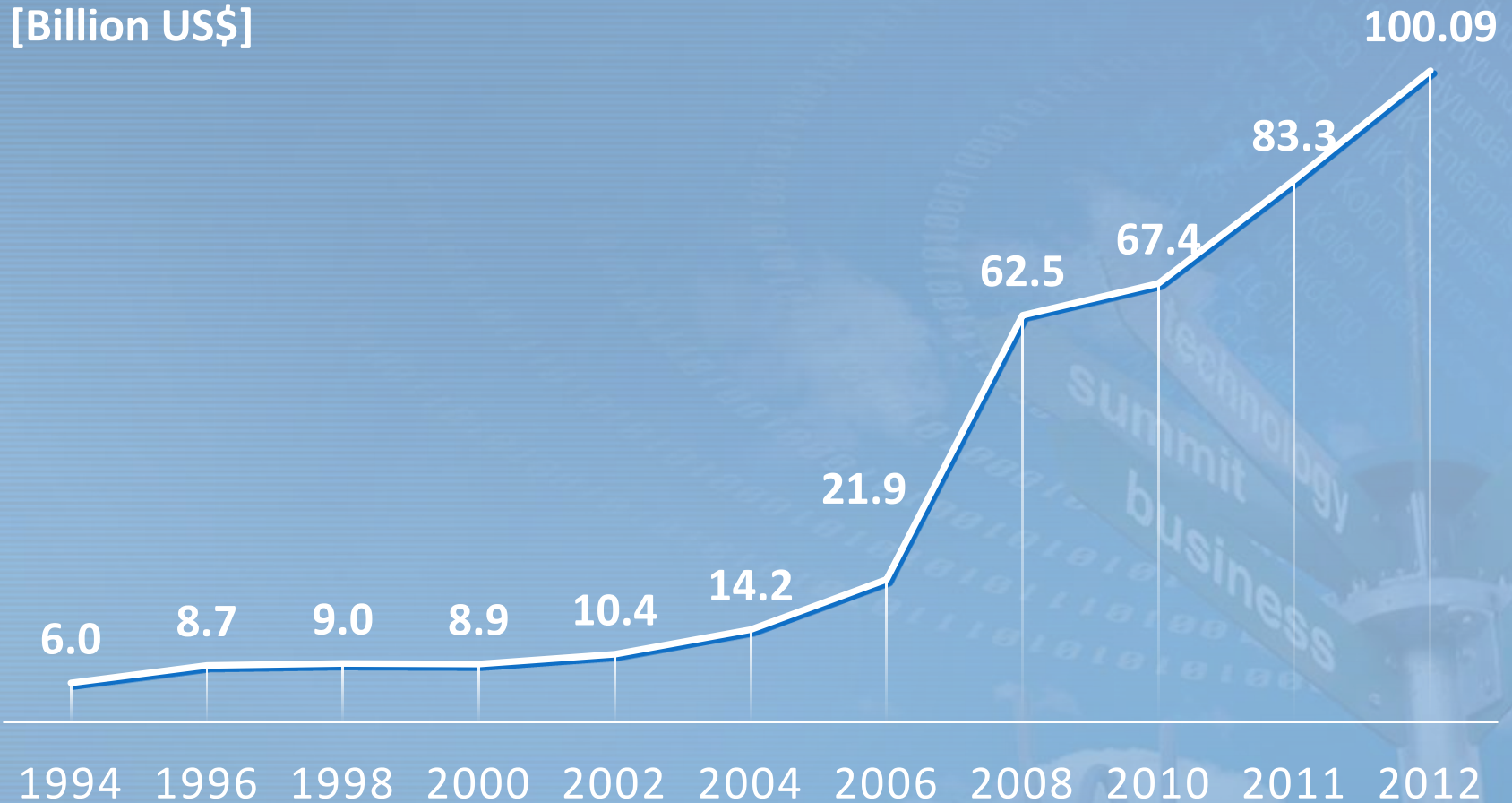
# Business Sectors





# Group Revenue

[Billion US\$]



# TATA Motors

- Founded 1945
- Turnover: 36.58 billion US\$
- Employees: 59,759 (2012)
- Owns Jaguar, Range Rover, Daewoo





# TATA Steel

- Founded 1907
- Turnover: 27.73 billion US\$
- Employees: 81,622 (2012)
- annual crude steel capacity of 24.2 million tones



# TATA Power

- Founded 1911
- Turnover: 3.68 billion US\$
- Employees: 81,622 (2012)
- Total capacity: 8,250MW in renewable energy (solar, wind, water, thermal, nuclear power plant Gösgen ~1,000MW)





# TATA Products

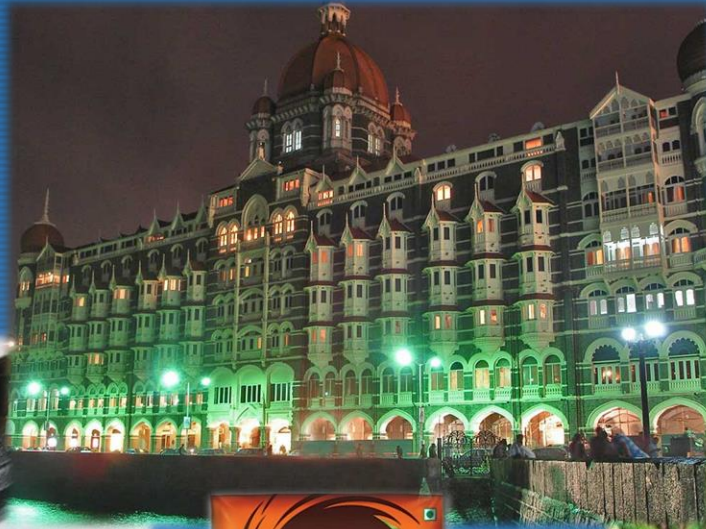
Areas of business:

- Information systems
- Communications
- Engineering
- Materials
- Services
- Energy
- Chemicals
- consumer products





# TATA Products





# TATA Motors

- Tata Nano
  - Launched in 2008 as a car for everyone
  - approximately \$2,000
  - ~600kg
  - 2 cylinder engine
  - 624cc
  - ~38PS
  - 3.94 l / 100km



# Ratan Tata's Vision 2020

A \$500-bn global Empire



**TATA**