



Multi-industry / Editor's Choice



TataGroup

Develop Deliver Delight

The Tata Group of companies are reassembling and even reinventing themselves with a view to strengthen the bond with the essential aspect called the consumer and the process to ripe benefits out of the same has been quick to accrue



Tata Group companies work towards enhancing the quality of life towards the communities they serve. They are focused towards the same by striving for leadership and global competitiveness in the operating business sectors.

Tata Industries was set up by Tata Sons in 1945 as a managing agency for the businesses it promoted. Following the annulment of the managing agency system, Tata Industries' directive was recast, in the early 1980s, to promote Tata's entry into new and high-tech businesses. Tata industries have been the key influencer behind Tata ventures in varied sectors including control systems, information technology, financial services, auto components, advanced materials, telecom hardware and telecommunication services.

With their regular attempts of serving back to the society what they earn conjures trust among consumers, employees, shareholders and the community at large. Tata Group is stanch to protect this heritage of leadership with trust through the manner in which they can conduct their business.

THE ONGOING BUSINESS

In order to improve the quality of life of the communities they serve globally through long-term stakeholder value creation based on leadership with trust.

Tata Group works with a mission that by 2025, almost 25% of the world's population will sense the Tata Commitment to promote the quality of life and will thus be ranked amongst the 25 most admired corporate brands globally. The group aims at a market capitalization comparable to the 25 most valuable companies in the world.

One of the key factors that have helped Tata Group to expand globally is the strong and determined business excellence movement.

The businesses that flourish under the Tata Group are supported in their efforts to achieve world-class standards in all aspects of operations following the systems that encourage and enable business excellence.

DESIGNED TO DELIGHT

Soon after their recent collaboration, Tata Group is playing a key role in transforming India into a premium car market. In accordance to the favorable demographics, India is considered to be one of the 'youngest' markets in the luxury automobiles ownership.

The group believes that due to rising wealth and aspiration levels, buyers of the Jaguar and Land Rover brands in India are getting younger. Today's youth is very status-conscious and wants to make a statement about their level of professional and personal achievement.

Tata Group is targeting the Luxury Indian automobile segment with two lately launched variants called the Jaguar and Land Rover. The consumers who fall under the category of Indian luxury market targets, the wealthy and those joining the rich club are in rapidly increasing numbers. The strategy of the brand is thus fixated on raising brand and product portfolio awareness while offering a world-class customer experience through our burgeoning network of dealerships.



CERTITUDES

- Introduced labour welfare benefits long before they were enacted by law
- Started the first power plant
- Pioneered civil aviation
- Brought insurance to the country
- Started the country's first chain of luxury hotels
- Led commercial vehicle production

BEACON OF TOMORROW

- Tata Steel: Among the top ten steelmakers in the world
- Tata Motors: Among the top five commercial vehicle manufacturers in the world
- Tata Global Beverages: Second-largest player in tea in the world
- Tata Chemicals: World's second-largest manufacturer of soda ash