

Who is Tata? Thecasesolutions.com



Established by Jamsetji Tata
 Jamsetji Tata Corporation is one of the largest Indian companies in the world. It is a conglomerate of companies in various industries including:
 • Chemicals
 • Steel
 • Information Technology
 • Power
 • Telecommunications
 • Hotels
 • Education
 • Media
 • Real Estate
 • Infrastructure
 • Automobiles
 • Shipping
 • Airline
 • Insurance
 • Banking
 • Finance
 • Retail
 • Services
 • Healthcare
 • Pharmaceuticals
 • Agriculture
 • Food Processing
 • Textiles
 • Paper
 • Glass
 • Ceramics
 • Electronics
 • Automobiles
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 • Airline
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 • Healthcare
 • Pharmaceuticals
 • Agriculture
 • Food Processing
 • Textiles
 • Paper
 • Glass
 • Ceramics
 • Electronics

History of IIA
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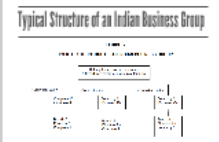
Key issues of IIA
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Brand Equity Business Promotion (BEBP)



Overhead Corporation in the West
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Value of being part of the Tata Group
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BEI-NEE
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What is Corporate Parenting Advantage??

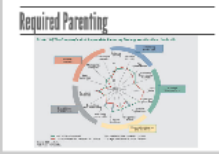
- Create more value.
- Competitive advantage.
- A whole really is bigger than the sum of the parts.

Value Creation
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Value Destruction
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What can be done?
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Effect of Cash Dividend
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Should Tata Group be approached like a portfolio company?
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Government's Role
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Indian Industries affect Tata's Honorary Degree



The Tata Group

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Legal structure of Tata
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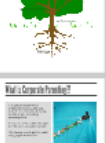


BEI-NEE
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Market or not?
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Leading Strategy
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What is the difference between a Division Structure and a Divested Subsidiary Structure?



Parenting Strategies

- Hands-off (Financially)
- Financially Supportive
- Strategic Guidance
- Financial Leadership
- Hands-on Management

Should the government allow foreign firms to buy Indian companies?
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References
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Tata Chemicals Ltd.: Global Acquisitions

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- Established by Jamsetji Tata
- More than 100 companies operating in 7 business sectors
 - Communication and IT.

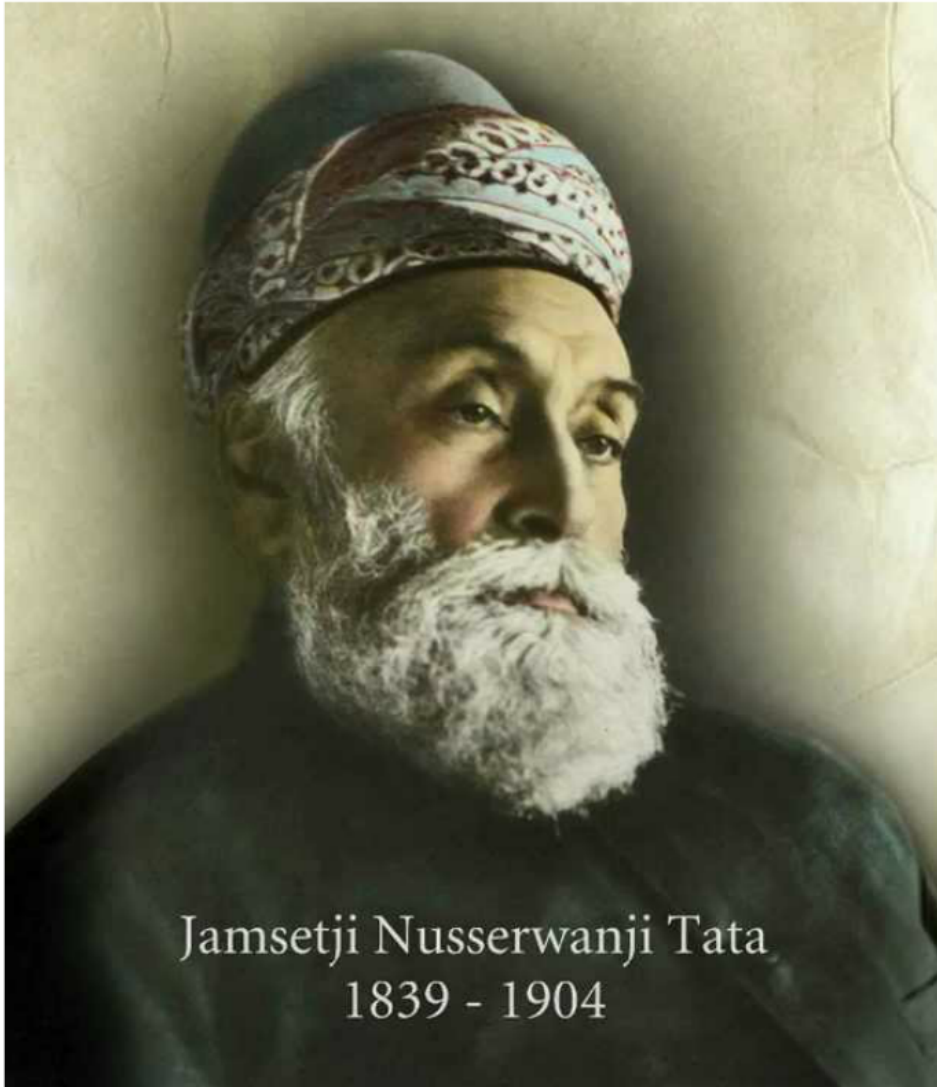
The Tata Group

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- A Global business group with products and services in over **150** countries.
- Over **580,000** employees and operations in over **100** countries
- Group revenue of **\$103.27** billions with **67%** generated outside India.

Largest company in India

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Jamsetji Nusserwanji Tata
1839 - 1904

- Established by Jamsetji Tata
- More than 100 companies operating in 7 business sectors
 - Communication and IT.
 - Engineering
 - Materials
 - Services
 - Energy
 - Consumer products
 - Chemicals
- Operating in more than 80 countries all over the world across over 6 continents

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Largest company in India

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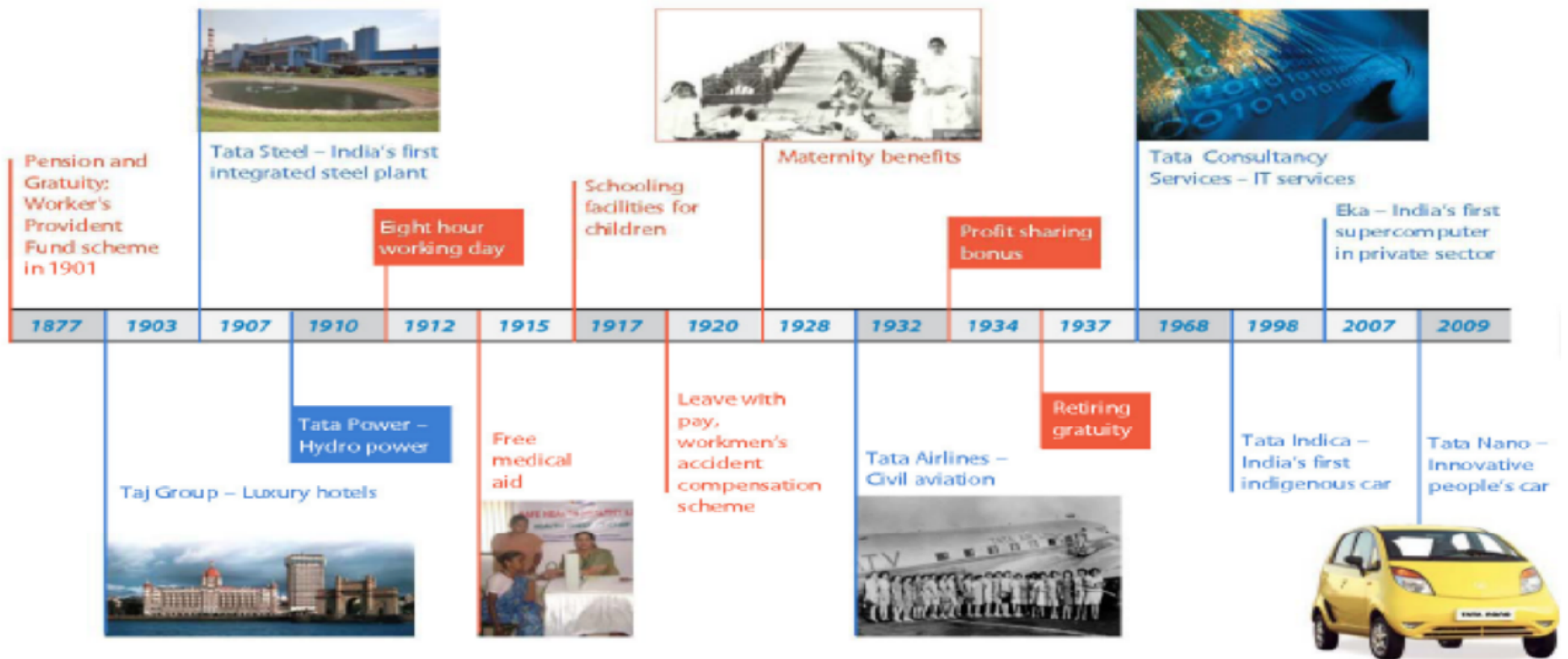
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- Tata Motors
- Tata Steel
- Tata power
- Tata consultancy Services
- Tata Power
- Tata Communications
- Tata Chemicals
- Titan Company
- Tata International
- Tata Global Beverages
- Voltas
- Tata AIA Insurance



- Indian Hotels (Taj Group)
- Tata AutoComp Systems
- Tata Housing
- Tata projects
- Tata Capital
- Tata AIG Insurance
- Infinity Retail
- Tata Sky
- Tata Teleservices
- Trent

History of TATA



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Key success of TATA

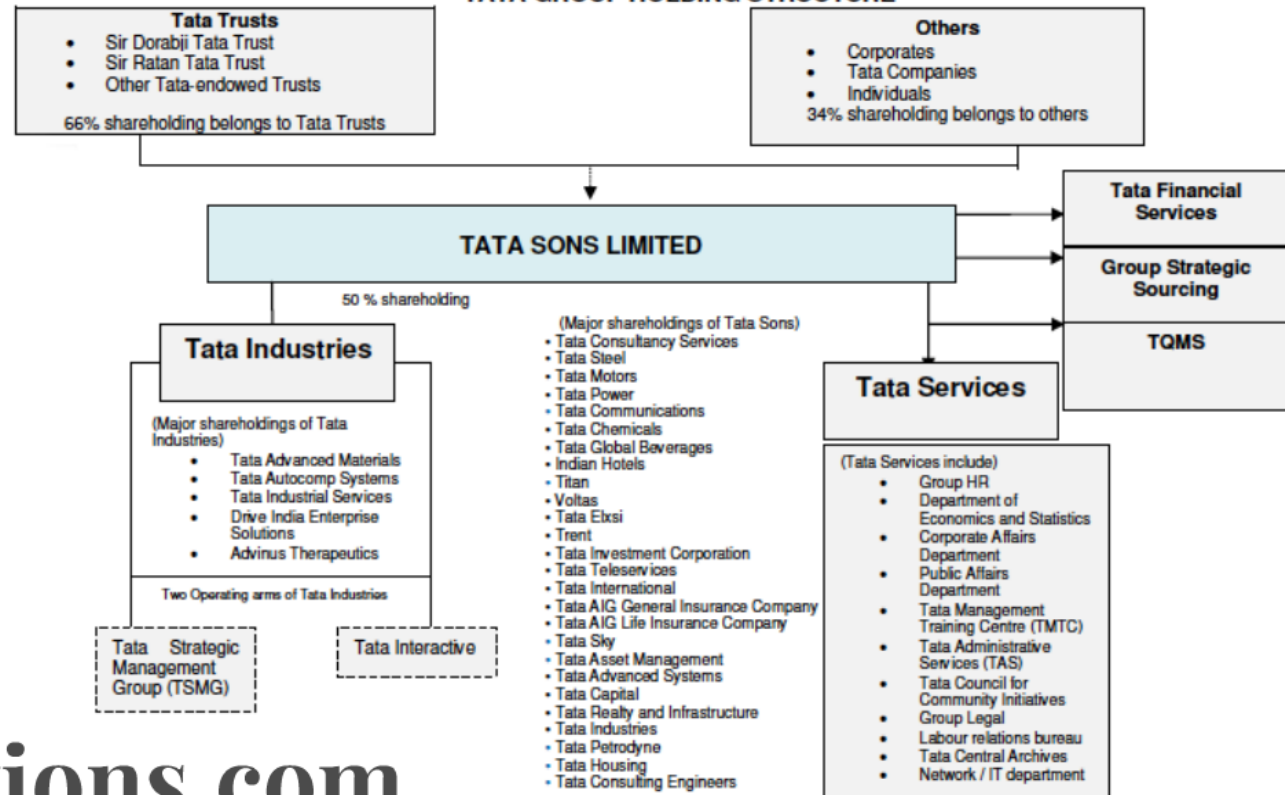


- 11th most reputable company in the world
- 34th in the fortune 500 companies
- Tata Communications—The world's largest wholesale voice carrier.
- Tata Motors —Top 5 manufacturers in the world
- Tata Steel—Top 10 best steelmakers
- TCS—Top 10 IT Service Companies
- Tata Global Beverage—2nd Largest player in tea industry

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Organizational Structure of TATA

EXHIBIT 4
TATA GROUP HOLDING STRUCTURE



TATA sons



- The Holding company of TATA group.
- Owner of Tata name and Trademark
- 66% of Shareholding in Tata Sons
- The biggest two of these trusts are the Sir Dorabji Tata Trust and the Sir Ratan Tata Trust, which were created by the families of the sons of Jamshedji Tata.
- Governed by the Brand Equity and Business Promotion Agreement (BEBP)

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