

Tata Steel Limited: Convertible Alternative Reference Securities (B)



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TATA STEEL
Jamsetji Tata

[illegible]

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Tata Steel

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Tata Steel Limited (TISCO) is an Indian multinational steel-making company headquartered in Mumbai, Maharashtra, India, and a subsidiary of the Tata Group.



Vision

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We aspire to be the global steel industry benchmark for Value Creation and Corporate Citizenship

Values

Tata lives and Work by :

Excellence

We act professionally. We set challenging goals, encourage innovation and spend the right time. We share, learn and improve continuously.

Understanding

We grow our knowledge and gain customer intimacy by understanding their business. We are led by facts and measure what we do.

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Responsibility

We show personal leadership in health and safety. We act responsibly towards the environment and community. We demonstrate commitment and ownership. We act decisively, empower and lead change.

Integrity

We role model the Tata Values and behave openly and transparently, building trust and earning respect. We act ethically.

Unity

We create the greatest value when we work together in the interests of our customers. We take a 'one company' approach. We value diversity and gain strength from our blend of horizons, traditions and skills.

Mission

Consistent with the vision and values of the founder Jamsetji Tata, Tata Steel strives to strengthen India's industrial base through the effective utilization of staff and materials.

The means envisaged to achieve this are: high technology and productivity; consistent with modern management practices.

Tata Steel recognizes that while honesty and integrity are the essential ingredients of a strong and stable enterprise, profitability provides the main spark for economic activity.

Overall, the Company seeks to scale the heights of excellence in all that it does in an atmosphere free from fear, and thereby reaffirms its faith in democratic values.

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Quality Mission 2016

We aspire to be the most trusted and preferred domestic supplier of value added steel with world class quality of products and services.



Vision

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for Value Creation and Corporate Citizenship*

Values

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Excellence

We act professionally. We set challenging goals, encouraging innovation and speed. We get it right first time. We share, learn and improve continuously.

Understanding

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Mission

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Analysis

Parent Company: Tata Group

Category: Iron & steel

Sector: Industrial products

Tagline/ Slogan: Values stronger than steel

USP: The top ten global steel companies with an annual crude steel capacity of over 28 million tonnes per annum



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STP

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Segment Strip & long Steel products, Iron ore mining, Agricultural implements

Target Group Construction, automotive infrastructure, capital goods

Positioning The global steel industry benchmark for value creation and corporate citizenship

Key Players

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Arcelor Mittal(Global)
BaoSteel(China)
POSCO(South Korea)
JFE Holdings(Japan)

Local Players in India
SAIL
JSW Steel



SWOT Analysis

Strengths

1. High efficiency in cost control
2. High efficiency in production
3. High efficiency in distribution
4. High efficiency in service
5. High efficiency in innovation
6. High efficiency in management
7. High efficiency in marketing
8. High efficiency in finance
9. High efficiency in HR
10. High efficiency in IT

Opportunity

1. New markets
2. New products
3. New services
4. New channels
5. New partners
6. New technologies
7. New regulations
8. New trends
9. New challenges
10. New opportunities

Weakness

1. High cost of production
2. High cost of distribution
3. High cost of service
4. High cost of innovation
5. High cost of management
6. High cost of marketing
7. High cost of finance
8. High cost of HR
9. High cost of IT
10. High cost of R&D

Threats

1. High competition
2. High substitution
3. High imitation
4. High piracy
5. High counterfeiting
6. High fraud
7. High corruption
8. High crime
9. High terrorism
10. High war

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