



TATA STEEL

Jamsetji Tata





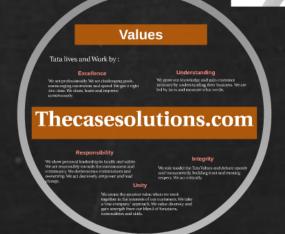


Tata Steel

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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.









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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, encouraging innovation and speed. We get it right first 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 debate 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 functions, nationalities 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.

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









STP

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Segment Strip & long Steel products, Iron

ore mining, Agricultural

implements

Target Group Construction, automotive infrastructure, capital goods

Positioning The glo

The global steel industry benchmark for value creation and corporate citizenship

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Key Players

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

Local Players in India SAIL JSW Steel

