

The Risk-Reward Framework at Morgan Stanley Research

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Working with Kholi

"Under-promise and over-deliver"

"If you believe in something there there is always a way to communicate it"

The 'Can Do' attitude.

Challenges leads to continuous improvements.

Out of the comfort zone.

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License Raj

2012

- TCSA, Foreign Exchange Regulations Act
- FEMA and Companies Act India
- Bureaucracy with Demerits

2013

- The reforming group
- The reformer's role

2014

- Collaborating with Government

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Business Strategy

2015

- The Business Strategy
- The Business Strategy

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2011

- The Business Strategy
- The Business Strategy
- The Business Strategy
- The Business Strategy

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The History: Building TCS

2011

- The Business Strategy
- The Business Strategy
- The Business Strategy
- The Business Strategy

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2012

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The Business Strategy

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2013

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It's not just a Story..

Thecasesolutions.com

It's a Journey



2014

- The Business Strategy
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AN AUDACIOUS VISION

Top 10 by 2020

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License Raj

2012

- FDI in Foreign Direct Investment (FDI)
- FDI and Overseas Direct Investment (ODI)
- Working with Deming

2013

- The relationship with
- The relationship with

2014

- Relationship with

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2012

- The relationship with
- The relationship with

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The History: Building TCS

2012

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It's a Journey



2015

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It's a Journey

AN AUDACIOUS VISION

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Top 10 by 2010

The History: Building TCS

1962: JRD Tata and Colonel Sawhney set the vision.

1966: Moved the division under Tata Services

1968:

- Able-Baker-Charlie, 8th Floor, Nariman Building, Bombay.*
- Tata Computer Center which became TCS later on.*

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1969:

- *Faqir Chand Kohli as General Manager.*
- *TCS positioned itself as **Management Consultants.***
- *Worked with many public sector units .*
- *"India's Silicon Valley Start-up"*

1972: *S. Ramadorai joins TCS.*

1974:

- *Kohli becomes Director Incharge of the death of PMA.*

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License Raj

1973:

- *FERA: Foreign Exchange Regulation Act*
- *IBM and Coco-Cola left India*
- *Partnership with Burroughs*

1974:

- *The **outsourcing** beings*
- *First overseas work*

1978:

- *Relationship with Burroughs ends*

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The American Experience

1979

- *Ramadorai moves to New York as Resident Manager*
- *The Mody effect.*
- *The determination to Prove.*
- *"not building a business but an industry for India".*
- *The big break- contract with Institutional Group Information Corporation.*
- *Developed the concept of "Offshore/Onshore" development.*

1981:

- *Ramadorai returns to India.*

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