



Overview of Tata in North America

Prepared by: **TATA SONS LIMITED**

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SNAPSHOT: THE TATA GROUP

- ▶ India's largest business Group
- ▶ Over 100 companies operating in seven sectors; communications and information technology, engineering, materials, services, energy, consumer products and chemicals.
- ▶ Operations in more than 80 countries across six continents, and its companies export products and services to 85 countries
- ▶ The total revenue of Tata companies, taken together, was \$100.09 billion in 2012, with 58% coming from business outside India.
- ▶ Tata companies employ approximately 450,000 people worldwide





SNAPSHOT: THE TATA GROUP

- ▶ The market capitalization of 32 listed companies (BSE) was approximately \$94.5 billion (Feb. 21, 2012)
- ▶ 7.3% of the Bombay Stock Exchange's market cap
- ▶ 3.8 million shareholders
- ▶ 5 largest companies:
 - ▶ TCS
 - ▶ Tata Motors
 - ▶ Tata Steel
 - ▶ Tata Power
 - ▶ Tata Industries
- ▶ Global Rankings
 - ▶ Tata Communications 1st - int'l voice (wholesale)
 - ▶ Tata Global Beverages 2nd – Tea products
 - ▶ Tata Chemicals 2nd – Soda Ash
 - ▶ Tata Motors 2nd – Bus Manufacturer
 - 4th – Medium / Heavy CVs
 - ▶ Tata Steel Group 8th – Steel
 - ▶ TCS 9th – IT Services (revenue)



BEYOND BUSINESS

- ▶ 66% Shareholding in Tata Sons, the promoter company, is owned by charitable trusts (Sir Dorabji Tata Trust, Sir Ratan Tata Trust)
- ▶ Endowments for creation of national institutions
 - ▶ Indian Institute of Science
 - ▶ Tata Institute of Social Sciences
 - ▶ Tata Memorial Hospital
 - ▶ Tata Institute of Fundamental Research
 - ▶ National Center for the Performing Arts
- ▶ Development assistance – including for livelihoods, health, education, micro-finance, bio-diversity, water harvesting
- ▶ Foreign scholarships – science & engineering
 - ▶ JN Tata Endowment
- ▶ Disaster relief
- ▶ Grants in FY 12 was approximately \$92million



SNAPSHOT: TATA PRESENCE IN CANADA



- ▶ 8 Companies
- ▶ \$1.3 billion (approx) in revenue generated by Canadian market (FY 11), recent \$700 million capital investment by Tata Steel at its facility in Quebec
- ▶ 2,000 (approx.) employees in Canada
- ▶ Well-known brands include: Jaguar Land Rover and Tetley tea
 - ▶ Tetley Tea is the No. 1 black tea in Canada
- ▶ Operations include (but not limited to):
 - ▶ soda ash distribution centers in Quebec and New Brunswick;
 - ▶ iron ore mine in Quebec;
 - ▶ Telecom facility in Montreal and Toronto
 - ▶ IT development center in Mississauga, Ontario



TATA COMPANIES OPERATING IN CANADA

Jaguar Land Rover North America, LLC

- Canada HQ in Toronto with dealerships across Canada

Tata Chemicals North America

- Distribution centers in Valleyfield, Quebec and St. John, New Brunswick

Tata Consultancy Services (TCS)

- Offices in Calgary, Montreal and Mississauga, Ontario

Tata Communications Ltd.

- Office and data center in Montreal and Toronto
- HQ for Global Voice business unit in Montreal

Tata Global Beverages

- Tetley ranked No. 1 in Canada

Tata Interactive Systems

- Sales and marketing operations in Canada

Tata Steel

- Tata Steel Minerals Canada Limited (TSMC) is a joint venture between Tata Steel Ltd and New Millennium Iron Corp. in Quebec
- Corporate office in Montreal, offices in Vancouver, St. John's and Schefferville, QC

Tata Technologies

- Office in Windsor, Ontario



SNAPSHOT: TATA PRESENCE IN THE UNITED STATES



- ▶ 12 Companies
- ▶ \$8 billion (approx) in revenue generated by U.S. market (FY 11)
- ▶ 24,000 (approx.) employees in U.S.
- ▶ Well-known brands include: Jaguar Land Rover, The Pierre hotel, Tetley and Good Earth® teas, and Eight O'Clock Coffee®
- ▶ Operations include (but not limited to):
 - ▶ soda ash mines in Wyoming
 - ▶ coffee manufacturing plant in Maryland
 - ▶ steel manufacturing facilities in Ohio and Pennsylvania
 - ▶ tea manufacturing and processing in Florida, Georgia, and New Jersey
 - ▶ hotels in New York City, Boston, and San Francisco
 - ▶ animation labs in California
 - ▶ IT development centers in California, Michigan, and Ohio



TATA COMPANIES OPERATING IN THE UNITED STATES

Jaguar Land Rover North America, LLC

- Headquartered in New Jersey
- Dealerships across the United States
- Training facility in California

Taj Hotels Resorts and Palaces

- New York, Boston, San Francisco

Tata Chemicals North America

- Headquartered in New Jersey
- Mining and manufacturing facilities in Wyoming

Tata Consultancy Services (TCS)

- Headquartered in New York
- Delivery centers and regional offices in Arizona, California, Florida, Georgia, Illinois, Massachusetts, Michigan, New Jersey, North Carolina, Ohio, Texas, and Washington

Tata Communications Ltd.

- Headquartered in Virginia
- Cable landing station in New Jersey and Oregon

Tata Elxsi Ltd.

- Offices in California, Michigan, Massachusetts, New Jersey, Texas

Tata Global Beverages

- Headquartered in New Jersey
- Coffee processing and packaging plant in Maryland
- JV tea manufacturing and packaging in Georgia
- Packing plant in Florida and New Jersey

Tata Interactive Systems

- Sales and marketing operations based in New Jersey

Tata Interactive Systems

- Corporate office in Illinois

Tata Steel Europe

- Sales and marketing office in Illinois
- Manufacturing facilities in Ohio and Pennsylvania

Tata Technologies

- Headquartered in Michigan



TATA RELATIONSHIPS WITH U.S. COMPANIES

JOINT VENTURES

Tata McGraw-Hill Education (1970)

Educational materials

Tata Cummins (1992)

Automobile engines

Tata Johnson Controls (1996)

Automotive seating

Sikorsky (Nov 2009)

Aerospace components

Tata AIG General Insurance Company (Jan 2001)

Tata AIG Life Insurance Company (Feb 2001)

Insurance and financial services

PepsiCo (Apr 2010)

Non-carbonated, ready-to-drink beverages

Lockheed Martin (Jul 2010)

Defense equipment and aircraft parts

Tata Starbucks Ltd (Jan 2012)

Retail coffee shops

INVESTMENTS

Indigene Pharmaceuticals (2005)

Design, development and delivery of multiceutics

Piaggio Aero America (Oct 2008)

Medium-sized aircraft manufacture

Sun Catalytix (Oct 2010)

Renewable energy

Activate (Oct 2010)

Performance beverage and bottled water

STRATEGIC PARTNERSHIPS

Boeing (Feb 2008)

Aerospace components



TATA RELATIONSHIPS WITH U.S. UNIVERSITIES

Cornell University (2008)

The Tata Education and Development Trust created a \$50 million endowment

Harvard University (2010)

Tata group companies, the Dorabji Tata Trust and the Tata Education and Development Trust gave a gift of \$50 million to the Harvard Business School

Johns Hopkins University School of Advanced International Studies (SAIS) (2009)

University of Wisconsin – Madison (2009)

University of California – Berkeley (2009)

Tata Study Grants: facilitate scholarly excellence among undergraduate and/or graduate students interested in pursuing research on contemporary Indian issues

Massachusetts Institute of Technology (2008)

Purdue University (2008)

University of California – Berkeley (2008)

Industry-liaison programs including collaborative research, funded studies and exchange of expertise between professors, students, and Tata executives; internships have been created to host university students

University of California – Berkeley (2007)

The Tata International Social Entrepreneurship Scheme (Tata ISES) provides students with an opportunity to contribute to community initiative projects of Tata Group companies in India.

University of Pennsylvania The Wharton School (2010-2012)

University of Chicago Booth School of Business (2007-2012)

Northwestern University Kellogg Business School (2007-2009)

Lead sponsorship of the India business conference



CORPORATE SUSTAINABILITY / COMMUNITY INITIATIVES

Group Level Activities Led by Tata Sons North America

Commitment to Education and Wellness

Education has always been a core value of the Tata group. Promoting education continues to be the focus of the Group's community initiatives in North America.

Tata and First Book join to give more than 150,000 books to children across North America

In late 2007, Tata companies in North America formed a sustainable partnership with award-winning social enterprise First Book to provide high quality new books to low income children. Since then, Tata has given over 150,000 new books valued at more than \$1.2 million to communities across North America.

Tata Sons and SOS Children's Villages Illinois have created "The Wellness Garden by Tata," a community garden project on the south side of Chicago. Cultivated by children at SOS Children's Villages Illinois, the Garden will serve Chicago's Auburn-Gresham and Englewood neighborhoods. The Garden aims to encourage healthy eating among residents, and ultimately seeks to help address the challenge of inaccessibility of fresh produce within low-income areas throughout Chicago. It will also offer educational programs where the children will experience the tangible benefits of their work through vegetable production, personal health, and selling produce grown in the Garden.

Tata group companies support education in Appalachia

The Tata group of companies in North America partnered with the Foundation for Appalachian Ohio (FAO) via a three-year grant to support education in the low income counties of Appalachia, particularly in the STEM field. In addition to supporting the I'm a Child of Appalachia® Corporate Partnership, the Tata gift enabled eight elementary schools in two counties to welcome a traveling science program. It has also provided three Clermont County educators with Tata Strive for Excellence Mini-Grants, to support classroom experiences promoting (STEMM).



INNOVATION

Commitment to Innovation

Innovation is a critical vector for improving quality, performance and competitiveness

Three-pronged strategy to encourage and enhance innovation across business sectors, companies and regions:

- ▶ Better communication and recognition of innovative ideas and efforts
- ▶ Facilities and initiatives that enable learning from other companies
- ▶ Support for collaborative research and partnerships with academia

Innovation Facilities

- ▶ Advinus Therapeutics' Drug Discovery Centre in Pune
- ▶ Tata Steel Europe Research, Development and Technology (RD&T) business
- ▶ Tata Chemicals Innovation Centre in Pune
- ▶ Tata Motors European Technical Centre in University of Warwick, Coventry, UK
- ▶ TCS Innovation Labs across the world



INNOVATION

Jaguar Land Rover

- ▶ R&D on technologies to minimize carbon dioxide emissions from its vehicles including hybrids, flywheels, lightweight and recycled materials, and its ambitions stretch to its logistics supply chain

Tata Chemicals/Rallis

- ▶ Ethanol and bio-diesel
- ▶ Nanotechnology and biotechnology
- ▶ More Pulses Project to improve pulse cultivation to address the shortage faced by India's growing population and to address widespread protein malnutrition among children
- ▶ New process to purify fluoride impurities from sodium bicarbonate in soda ash leading to green-friendly products.

Tata Power

- ▶ Alternative energy including wind and solar

Tata Technologies

- ▶ eMO Concept – unveiled in January 2012 at the International Automotive Show in Detroit is the world's first complete vehicle program developed by an India-based engineering services company. This program features innovation in automotive packaging and design, as well as EV engineering benchmarks