

TITLE: Presentation on Enterprise Analysis &Desk Research

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DIVISION: A

TOPIC: TATA MOTORS

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Founder Of TATA MOTORS



J. R. D. Tata

INTRODUCTION

- Tata Motors Limited is an Indian multinational automotive manufacturing company.
- Headquartered in Mumbai, India.
- Member of TATA Group.
- Founded in 1945.
- The company is ranked 226th on the Fortune Global 500 list of the world's biggest corporations as of 2016.

MISSION

We innovate mobility solutions with passion to enhance the quality of life

VISION

By FY 2024, we will become the most aspirational Indian auto brand, consistently winning, by

- Delivering superior financial returns
- Driving sustainable mobility solutions
- Exceeding customer expectations, and
- Creating a highly engaged work force

VALUES

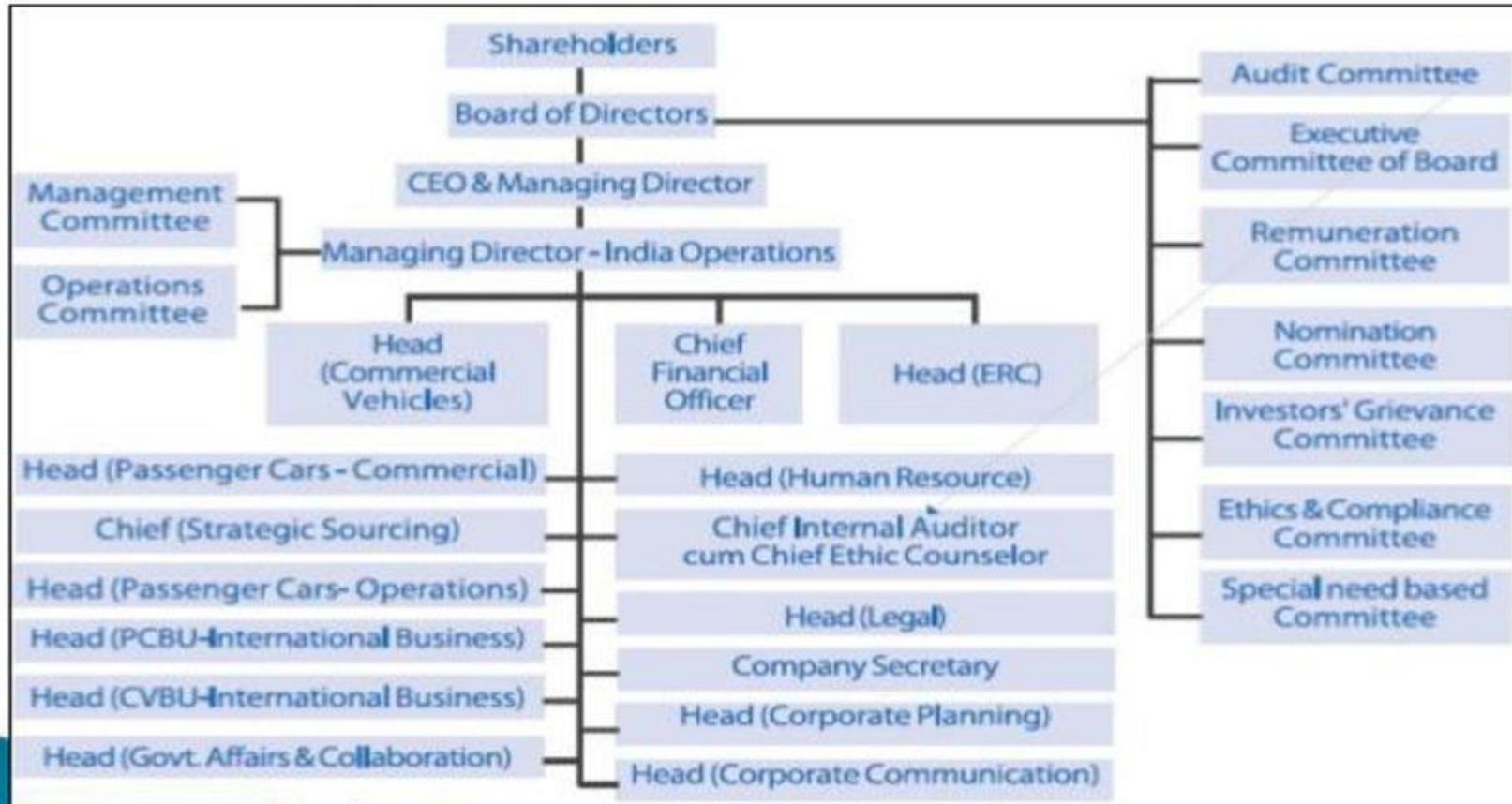
- Integrity
- Teamwork
- Accountability
- Customer focus
- Excellence
- Speed

Quality Policy

- ▶ Tata Motors and the entire auto industry is in an extremely dynamic situation.
- ▶ Over the recent years, while the focus on quality standards has gone multiple times higher, at the same time, quality as a requirement has remained most basic but an important hygiene factor for the end customer.
- ▶ Tata Motors also has a commitment towards improving the Quality of life of its direct stakeholders,
- ▶ Tata Motors, have embarked on our Transformation Journey, which means we are now more committed to transform the consumer experiences

Tata Motors

Organisational Structure



Capital Structure - Tata Motors Ltd.

Period		Instrument	Authorized Capital (Rs. cr)	Issued Capital (Rs. cr)	- P A I D U P -		
From	To				Shares (nos)	Face Value	Capital (Rs. Cr)
2021	2022	Equity Share	1000.0	766.0	3829164903	2.0	765.8
2020	2021	Equity Share	1000.0	765.9	3828810661	2.0	765.8
2019	2020	Equity Share	1000.0	719.6	3597476790	2.0	719.5
2018	2019	Equity Share	1000.0	679.3	3395851065	2.0	679.2
2017	2018	Equity Share	1000.0	679.3	3395851065	2.0	679.2
2016	2017	Equity Share	900.0	679.3	3395850719	2.0	679.2
2015	2016	Equity Share	900.0	679.3	3395680306	2.0	679.1
2014	2015	Equity Share	900.0	643.9	3218680067	2.0	643.7
2013	2014	Equity Share	900.0	643.9	3218680067	2.0	643.7
2012	2013	Equity Share	900.0	638.0	3190115771	2.0	638.0
2011	2012	Equity	900.0	634.7	3173546570	2.0	634.7

Challenges During Covid -19

- ▶ The Covid induced lockdown and uncertainties impacted volumes IN of FY2019-20.
- ▶ The shortage of drivers during the respective quarters affected fleet utilization.
- ▶ The availing of moratorium by truckers had a negative impact. It resulted in limited finance opportunity for fleet expansion.
- ▶ The change in the way of doing business due to the pandemic has impacted CV OEMs ability to reach their customers.
- ▶ The major challenges that impacted the M&HCVs were the fall in replacement demand due to business environment change.
- ▶ The lockdown impacted the overall financial health of the transporters.

Effect On Sales During Covid

Category	Mar '20	Mar '19	% change	FY20	FY19	% Change
Total PV	5,676	17,810	-68%	1,31,197	2,10,143	-38%

Category	Mar'20	Mar'19	% change	FY20	FY19	% Change
M&HCV	1,601	15,327	-90%	75,485	151,105	-50%
I & LCV	1,033	6,730	-85%	41,949	56,996	-26%
Passenger Carriers	1,637	7,239	-77%	37,698	54,207	-30%
SCV cargo and pickup	1,065	21,621	-95%	1,55,723	2,06,384	-25%
Total Domestic	5,336	50,917	-90%	3,10,855	4,68,692	-34%
CV Exports	1,787	5,619	-68%	29,845	51,085	-42%
Total CV	7,123	56,536	-87%	3,40,700	5,19,777	-34%

Category	Mar '20	Mar '19	% change	FY20	FY19	% Change
Total Domestic Sales	11,012	68,727	-84%	4,42,052	6,78,835	-35%

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