



IICMR@MBA

# Enterprise Analysis & Desk Research

Submitted to - Mrs Puja Gawande



**TATA  
MOTORS**

# TATA MOTOR

Tata Motors Group (Tata Motors) is a \$37 billion organisation. It is a leading global automobile manufacturing company. Its diverse portfolio includes an extensive range of cars, sports utility vehicles, trucks, buses and defence vehicles. Tata Motors is one of India's largest OEMs offering an extensive range of integrated, smart and e-mobility solutions

Our mission – across our globally dispersed organisation – is to be passionate in anticipating and providing the best vehicles and experiences that excite our global customers.



STUDIO SHODWE

# TATA MOTORS

## 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

## Mission

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



# Quality Policies

At Tata Motors, we ensure that all our facilities deploy standardised systems to deliver superior experiences. Our manufacturing divisions have been certified for ISO TS 16949 (QMS standard for the automotive industry), ISO 9001 and ISO 14001 (Environmental Management System), as well as for OHSAS 18001 (Occupational Health and Safety). In order to ensure reliable and responsible suppliers for automotive production and service parts, we have mandated that all our suppliers adopt the ISO 9001/ TS 16949 QMS framework. We also encourage our dealers to follow the quality, environmental and safety management systems.

With our strict adherence to the highest standards in quality, we have established a culture of excellence across our operations. This is a result of our commitment to people, environment, and the ecosystem at large.



# Financial structure

Particulars	Mar 2022 (₹).Cr	Mar 2021 (₹).Cr	Mar 2020 (₹).Cr	Mar 2019 (₹).Cr	Mar 2018 (₹).Cr
<b>SOURCES OF FUNDS :</b>					
Share Capital	765.88	765.81	719.54	679.22	679.22
Reserves Total	19171.88	18290.16	16800.61	21483.30	19491.76
Equity Share Warrants	0.00	0.00	867.50	0.00	0.00
Equity Application Money	6.39	0.00	0.00	0.00	0.00
<b>Total Shareholders Funds</b>	<b>19944.15</b>	<b>19055.97</b>	<b>18387.65</b>	<b>22162.52</b>	<b>20170.98</b>
Secured Loans	2952.53	6027.08	4288.45	3061.53	2950.14
Unsecured Loans	20576.54	16411.85	21761.86	15578.10	15513.70
<b>Total Debt</b>	<b>23529.07</b>	<b>22438.93</b>	<b>26050.31</b>	<b>18639.63</b>	<b>18463.84</b>
Other Liabilities	2448.61	2565.13	2894.06	1680.63	1511.85
<b>Total Liabilities</b>	<b>45921.83</b>	<b>44060.03</b>	<b>47332.02</b>	<b>42482.78</b>	<b>40146.67</b>



# Manufacturing at covid during time

- Tata Motors JLR to suspend production at 2 UK plants due to lacking of semiconductor in during covid
- Tata Motors' suppliers are unable to deliver products and it could be forced to stop production in some or all of its plants if it is unable to ensure the supply of critical parts from the country.

# Sales forecasting at covid during time

Tata Motors said on Sunday February domestic sales stood at 38,002 units, down 34% yoy. That included total commercial vehicle (CV) sales of 25,572 units as against 39,111 units sold a year earlier.

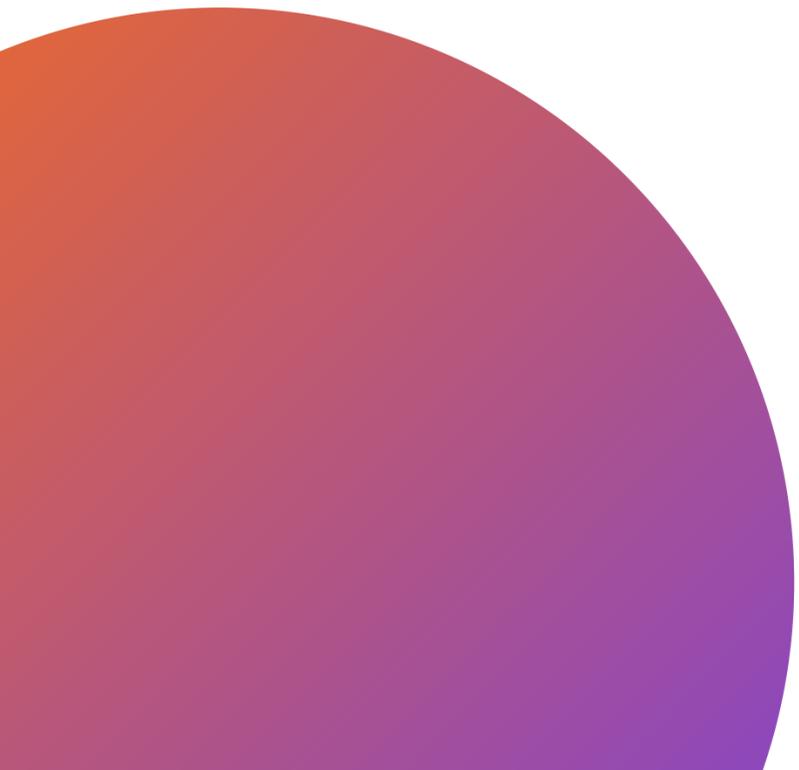


# Sales after covid

Tata Motors has bucked the Indian passenger vehicle market trend in Covid-19-battered FY21 as the company ended the fiscal with whopping growth of 69% year-on-year and record volumes.

# Employee handle during covid

Tata Motors, India's largest automobile company by revenues asked about 3000 of its employees with office-based roles to work from home



# Govt support

- Promoting Evs
- Subsidy to customers
- To making scheme for manufacturing parts of Evs and other transport in india

# Thank You

SUBMITTED BY SACHIN KUMAR  
SHARMA