



TATA MOTORS

NAME : VITTHAL DNYANDEV BAJGIRRE

TITLE :AUTOMOBILE SECTOR

NAME OF ORGANISATION : TATA MOTARS

SUBJECT :ENTERPRISE ANALYSIS &DESK
RESEARCH

CO-ORDINATOR :Mrs. POOJA GAVANDE MAM



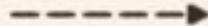
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FOUNDER OF TATA MOTORS

JOURNEY OF TATA & SONS



Jamsetji
Nusserwanji
Tata



Jehangir Ratanji
Dadabhoy
Tata
(J.R.D.)



Ratan
Naval
Tata



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VISION AND MISSION

- 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

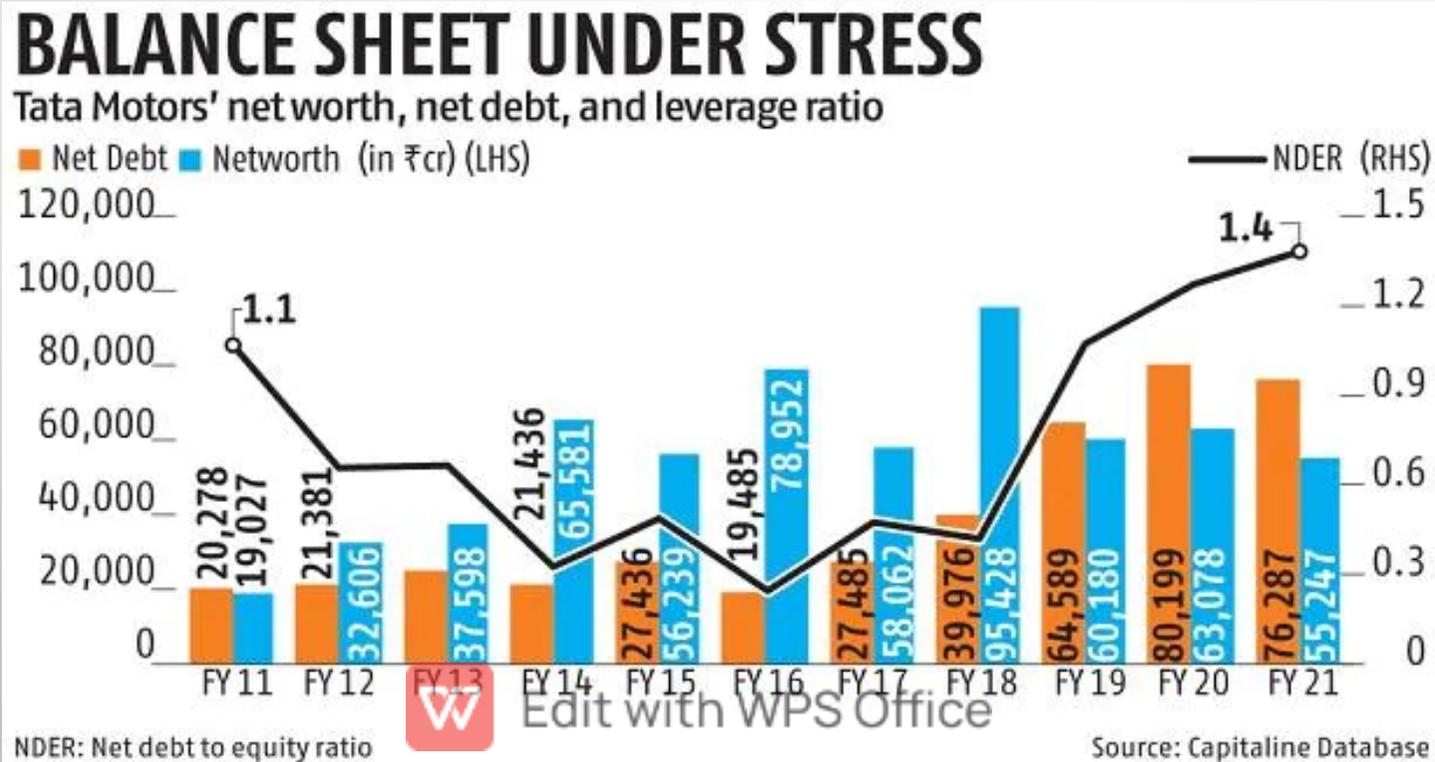


MANAGEMENT STRUCTURE

Name	Designation
Al-Noor Ramji	Non Exe.Non Ind.Director
Girish Wagh	Executive Director
Guenter Butschek	Managing Director & CEO
H K Sethna	Co. Secretary & Compl. Officer
Hanne Sorensen	Ind. Non-Executive Director
Kosaraju V Chowdary	Ind. Non-Executive Director
N Chandrasekaran	Chairman & Non-Exe.Director
Om Prakash Bhatt	Ind. Non-Executive Director
P B Balaji	Group Chief Financial Officer
Ratan N Tata	Chairman Emeritus
Thierry Bollor 	Non Executive Director
Vedika Bhandarkar	Ind. Non-Executive Director



FINANCIALS GRAPH TATA MOTARS



CHALLENGES AT THE TIME OF COVID-19

CHALLENGE : PROBLEMS IN THE SUPPLY CHAINDelayed deliveries disrupted production plansLimited availability of resources required manufacturers to shift production linesSupplier diversification was a necessity to avoid order fulfillment issues

CHALLENGE : MORE COMPETITIVE MARKETFocus shifted from offline to online, putting more pressure on delivery timeManufacturers had to improve their Just in Time (JIT) strategiesA reactive demand-driven approach was implemented as part of the JIT strategyThe more competitive the online market, the higher the need for product configurations

CHALLENGE : INTERNAL PROBLEMSLack of personnel due to illness and quarantine measuresSupply chain limitations and unstable demand impacted production capacityEnhanced hygienic procedures had a direct impact on production efficiency.

SALES OF TATA MOTARS DURING COVIDAND POST 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.
- While a few leading manufacturers have reported decline in their annual sales for FY21, Tata Motors has reported strong positive growth for the period.
- The company's total domestic PV sales stood at 222,025 units in FY21 when compared with 131,196 units in FY20, recording its highest-ever annual sales in the last 8 years.
- Its PV volumes in March 2021 stood at 29,654 units as compared to 5676 units in lockdown hit March 2020.
- The PV industry witnessed a strong growth in Q4FY21 on a low base with robust demand for personal mobility and new launches driving demand. Tata Motors PV Business posted its highest ever sales in 9-years, in March 21 and Q4 FY21," said Shailesh Chandra, President, Passenger Vehicles Business Unit, Tata Motors Ltd.
- In FY21 the business registered its highest ever annual sales in 8 years, while posting a growth of 69% over FY20.



HOW TATA MOTARS HANDLED HIS EMPLOYEE DURING COVID

- 1) They give more precaution and safety to their employees.
- 2) Provide Medical facilities to employees
- 3) Honda was launched Health care social media campaign to encourage employees offer doctors, nurses etc.



POLICIES OF THE GOVERNMENT AND SUPPORT

- Home IconPress Releases Tata Motors joins hands with the Government of Maharashtra, to support setting up of a vehicle scrapping facility 17 December, 2021 Tata Motors, India's largest commercial vehicle manufacturer, today signed
- A Memorandum of Understanding (MoU) with the Government of Maharashtra, through the Industries, Energy and Labour Department, Government of Maharashtra, with an intent to support setting up a Registered Vehicle Scrapping Facility (RVSF) in Maharashtra.
- The MoU was signed at the Conference on Investment Opportunities in Highway, Transport and Logistics in Mumbai, Maharashtra, in presence of Hon'ble Minister of Road Transport and Highways, Government of India, Mr. Nitin Gadkari and other delegates. The proposed scrappage centre will have the capacity of recycling up to 35,000 vehicles a year for end-of-life passenger and commercial vehicles.



- Industries, Energy and Labour Department will support in facilitating the necessary approvals as per the rules and regulations of the State Government of Maharashtra and the draft vehicle scrappage policy released by the Ministry of Road Transport and Highways (MoRTH) for setting up of the RVSF. It will address the intent of all stakeholders with benefits such as low import bill for scrap and crude oil, job opportunities for MSMEs, the possibility of upside in new vehicle sales for OEMs, low operation cost for vehicle owners, safer and cleaner vehicles for consumers and a sustainable environment for all.
- Tata Motors will set up the scrapping centre in association with a partner. Tata Motors had earlier signed a MoU with the Government of Gujarat for setting up a Registered Vehicle Scrapping Facility (RVSF) in Ahmedabad and will continue to work with other Government bodies to more initiatives to support the vehicle scrappage policy. Commenting on the partnership, Mr. Girish Wagh, Executive Director, Tata Motors, said, "We are happy to partner with the Government of Maharashtra to support in setting up a scrapping facility in Maharashtra. Besides the well-known benefits that appropriate vehicle scrapping offers – boosting the setup of a circular economy, this initiative will also help in reiterating our commitment to strengthen our leadership in sustainable mobility space.
- We are proud to partner with the policymakers on this initiative of setting up scrapping facilities across the country. It is the beginning of a new chapter and a step in the right direction for India's transportation sector."About Tata Motors



Part of the USD 109 billion Tata group, Tata Motors Limited (NYSE: TTM; BSE: 500570 and 570001; NSE: TATAMOTORS and TATAMTRDVR), a USD 34 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses, offering extensive range of integrated, smart and e-mobility solutions. With 'Connecting Aspirations' at the core of its brand promise, Tata Motors is India's market leader in commercial vehicles and amongst the top three in the passenger vehicles market.

Tata Motors strives to bring new products that fire the imagination of GenNext customers, fueled by state of the art design and R&D centers located in India, UK, US, Italy and South Korea. With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, the company's innovation efforts are focused to develop pioneering technologies that are sustainable as well as suited to evolving aspirations of the market and the customers.

The company is pioneering India's Electric Vehicle (EV) transition and driving the shift towards sustainable mobility solutions by preparing a tailor-made product strategy, leveraging the synergy between the Group companies and playing an active role liaising with the Government in developing the policy framework. With operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia, supported by a strong global network of 103 subsidiaries, 9 associate companies, 4 joint ventures and 2 joint operations as on March 31, 2021, Tata Motors' commercial and passenger vehicles are marketed in countries, spread across Africa, Middle East, South & South East Asia, Australia, South America, Russia and other CIS countries.

Thank
you!



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