



Audyogik Tantra Shikshan Sanstha's

Institute Of Industrial And Computer Management And Research (IICMR)

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MBA@IICMR

TOPIC– COVID AND POST COVID ON AUTOMOBILE SECTOR

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TATA MOTORS

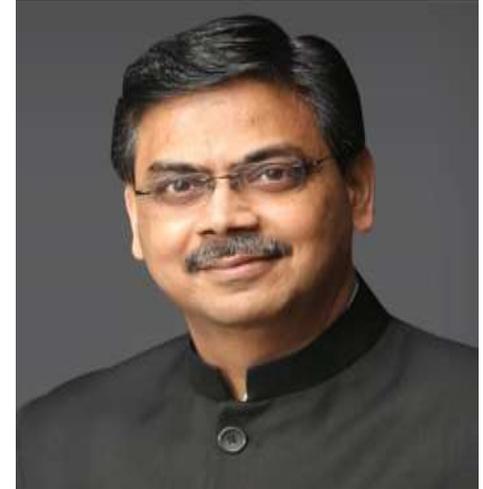




Mr. Natarajan Chandrasekaran
Non-Executive Director
and Chairman



Mr. O P Bhatt
Non-Executive,
Independent Director



Mr. Girish Wagh
Executive Director

Tata Motors Limited is an Indian multinational automotive manufacturing company, headquartered in Mumbai, India, which is part of the Tata Group. The company produces passenger cars, trucks, vans, coaches, buses



01 VISION AND MISSION

VISION:- "To be passionate in anticipating and providing safe, sustainable mobility solutions that excite and enhance the quality of life for our customers, stakeholders, and society as a whole."

MISSION:- "To enhance customer satisfaction by providing safe, sustainable, and innovative mobility solutions at an affordable cost, through continuous improvement in technology and process, and by creating a dynamic, responsive, and learning organization."



02 Quality Policies

Tata Motors has a comprehensive quality policy that outlines its commitment to providing high-quality products and services to its customers. Some of the key elements of Tata Motors' quality policy include:

Customer Focus: Tata Motors places a strong emphasis on customer satisfaction and strives to understand and meet the needs and expectations of its customers.

QUALITY POLICY



Continuous Improvement: The company is committed to continuously improving its products, processes, and services to enhance customer satisfaction and meet changing customer needs.

Compliance with Regulations: Tata Motors complies with relevant laws and regulations, including those related to safety, emissions, and environmental protection.

Employee Involvement: The company encourages its employees to be involved in the quality improvement process and to take ownership of their work.

Supplier Partnership: Tata Motors works closely with its suppliers to ensure that they provide high-quality components and materials that meet the company's standards.

Measuring and Monitoring Performance: The company regularly measures and monitors its performance in key areas, such as customer satisfaction, product quality, and operational efficiency, to identify areas for improvement. This quality policy reflects Tata Motors' commitment to providing safe, reliable, and high-quality products and services to its customers, and to continuously improving its performance in these areas.



03 Management structure

Chairman: The chairman is the highest-ranking executive in the company and is responsible for providing strategic direction and overseeing the overall operations of the company.

Managing Director & CEO: The managing director or CEO is responsible for the day-to-day operations of the company and for executing the company's strategy.

Executive Directors: The executive directors are responsible for managing specific functional areas of the company, such as finance, marketing, and manufacturing.

Management structure



Divisional Heads: *The divisional heads are responsible for the management of specific business units within the company, such as passenger vehicles, commercial vehicles, and defense and government vehicles.*

Other Senior Executives: *In addition to the top management, Tata Motors has other senior executives who are responsible for specific areas of the business, such as human resources, research and development, and legal.*

This management structure allows Tata Motors to effectively manage its operations and to respond quickly to changes in the market. The company's management team is focused on executing the company's strategy, enhancing customer satisfaction, and driving growth and profitability.



04 --- Financial Structure

Equity: Tata Motors' equity consists of the company's stock, which is owned by its shareholders. The equity capital is used to finance the company's operations, invest in new projects, and pay dividends to shareholders.

Debt: Tata Motors has raised debt capital through the issuance of bonds and loans. The debt capital is used to finance the company's operations, fund capital expenditures, and refinance existing debt.

Reserve and Surplus: Reserve and surplus refers to the company's accumulated earnings that have not been paid out as dividends. This capital can be used to finance future growth and investments.

Financial Structure



Assets: *Tata Motors' assets include its cash and cash equivalents, property, plant, and equipment, and investments in other companies. These assets provide the company with the resources it needs to support its operations and growth.*

Liabilities: *Tata Motors' liabilities include its short-term and long-term debt, trade payables, and other liabilities. These liabilities represent the company's obligations to its creditors and must be repaid over time.*

The financial structure of Tata Motors is designed to support the company's operations, growth, and profitability. The company uses a combination of equity and debt capital to finance its operations, while also maintaining a strong balance sheet to support future growth.



05 Covid 19 Impact

The COVID-19 pandemic has had a significant impact on the automobile manufacturing industry, causing numerous challenges. Some of the challenges include:

Supply chain disruptions: The pandemic has caused disruptions in the global supply chain, leading to a shortage of parts and materials for automobile production.

Labor shortage: With widespread lockdowns and travel restrictions, many auto factories were forced to close temporarily, causing a shortage of workers and leading to delays in production.

Covid 19 Impact



Decreased demand: The pandemic has also led to a decrease in consumer demand for cars due to economic uncertainty and job losses, making it difficult for manufacturers to sustain their operations.

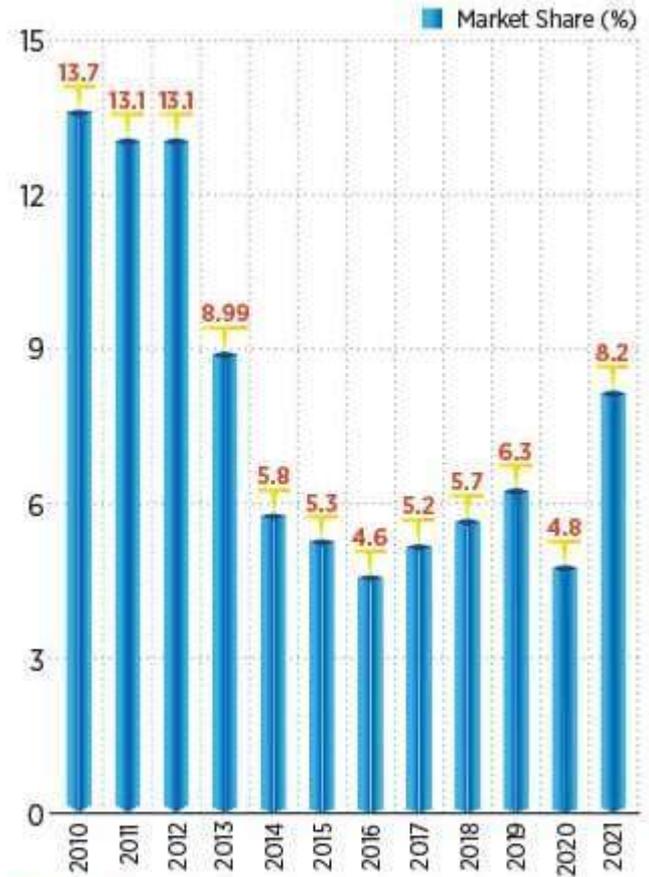
Financial strain: The pandemic has resulted in significant financial losses for many auto manufacturers, making it difficult for them to invest in research and development or to implement new technologies.

Health and safety concerns: The pandemic has raised new health and safety concerns in auto factories, requiring manufacturers to invest in additional safety measures and protective equipment for workers.

Despite these challenges, many auto manufacturers have adapted to the new reality by implementing remote work arrangements, utilizing new technologies, and prioritizing the health and safety of their workers



06 Sales Forecasting



SOURCE: Tata Motors



07

Sales of
repective
sector Covid
and Post Covid

- Q4 FY20: Revenue Rs.62.5KCr; PBT Rs. (9.3) KCr; PAT (post JV and Assoc) Rs. (9.9) KCr
- FY20: Revenue Rs.261.1KCr; PBT Rs. (10.6) KCr; PAT (post JV and Assoc) Rs. (12.0) KCr

Sales of repetitive sector Covid and Post Covid



- After return to profit in the second and third quarters, COVID-19 significantly impacted Q4 & Full-Year Fiscal 2019/20 results
- Retail unit sales fall 30.9% in Q4 and 12.1% in fiscal 2019/20
- Full-year pre-tax loss of £422 million on revenues of £23 billion
- EBIT margin almost breakeven (margin up 0.6% year on year) and Q4 cash flow positive £225 million
- 'Charge' programme savings increased to £3.5 billion; Target for March 2021 increased to £5.0 billion
- Solid liquidity position of £5.6 billion.



MIX BAG

Companies	UNITS SOLD		% change	
	May 2019	May 2022		
Maruti Suzuki	134,641	161,413	19.88	
Hyundai	42,508	51,263	20.60	
Mahindra & Mahindra	43,056	53,726	24.78	
Toyota	12,138	10,216	-15.83	
Honda Cars India	11,442	8,188	-28.44	
Tata Motors	40,155	43,341	7.93	
Bajaj Auto	365,608	275,868	-24.55	
TVS Motors	307,106	287,058	-6.53	

Source: Companies



08 ----- Company handled its employees at the time of covid

Tata Motors, like many companies around the world, was impacted by the COVID-19 pandemic. The company took several measures to support its employees during this challenging time. Some of these measures include:

Work from home: Tata Motors allowed its employees to work from home whenever possible to help slow the spread of the virus.

Health and Safety: The company took measures to ensure the health and safety of its employees, including providing personal protective equipment, sanitizing work areas, and implementing social distancing measures.

Company handled its employees at the time of covid



Financial Support: Tata Motors provided financial support to its employees who were affected by the pandemic, such as those who were unable to work due to illness or quarantine.

Employee Wellness: The company also organized virtual wellness programs, such as online yoga and meditation classes, to help its employees maintain their mental and physical health during the pandemic

Support for the Community: Tata Motors also extended support to the communities in which it operates, including providing medical equipment, setting up quarantine facilities, and distributing essential supplies.

These efforts by Tata Motors demonstrate the company's commitment to its employees and the wider community during the COVID-19 pandemic



09 Policies of the Government

The Indian government has implemented several policies over the years to support the growth of the automobile sector in India. Some of these policies include:

FDI: The Indian government has opened up the automobile sector to foreign direct investment (FDI), allowing foreign companies to invest in and set up operations in India.

GST: The introduction of the Goods and Services Tax (GST) has helped to streamline the indirect tax system in India, making it easier for companies in the automobile sector to do business.

Policies of the Government



Make in India: The "Make in India" initiative was launched by the Indian government in 2014 to encourage companies to manufacture their products in India and make the country a manufacturing hub. This initiative has been beneficial for the automobile sector, as it has encouraged companies to set up manufacturing operations in India.

Electric Vehicles (EVs) Policy: The Indian government has been promoting the adoption of electric vehicles (EVs) in India, with a focus on reducing dependence on fossil fuels and reducing air pollution. The government has offered several incentives, such as subsidies and tax breaks, to encourage the purchase of EVs.

BS VI Emission Standards: The Indian government has implemented the BS VI emission standards, which are more stringent than the previous BS IV standards. This policy has helped to reduce air pollution and promote the use of cleaner fuels in the automobile sector.

These policies have helped to create a supportive environment for the growth of the automobile sector in India and have encouraged companies to invest in and set up operations in the country.



THANK
YOU

