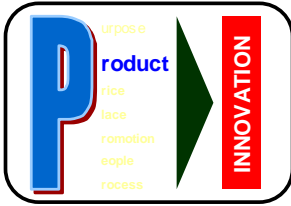


P2. PRODUCT



- Creating products first of its kind
- New design features or use of special material, components or systems in manufacture of products which translates into a good value proposition for the customers

EXAMPLE – TATA NANO

Product

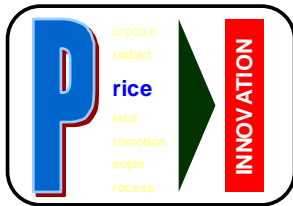
- Space
 - Comfortable seating for 4 persons
 - Mono volume design
 - Power train at rear
- Fuel efficient engine
 - All Aluminum, 2 cylinder 623 cc, 33 PS MPFI engine
 - Designed for maximizing performance per unit of energy
- Exceeds current Safety requirements
 - Crumple zones, intrusion resistant doors
 - Seat belts and strong seats
- Compliant with Emission requirements
 - Lower pollution than 2 wheelers
 - Low carbon footprint



Unveiled in Jan 2008

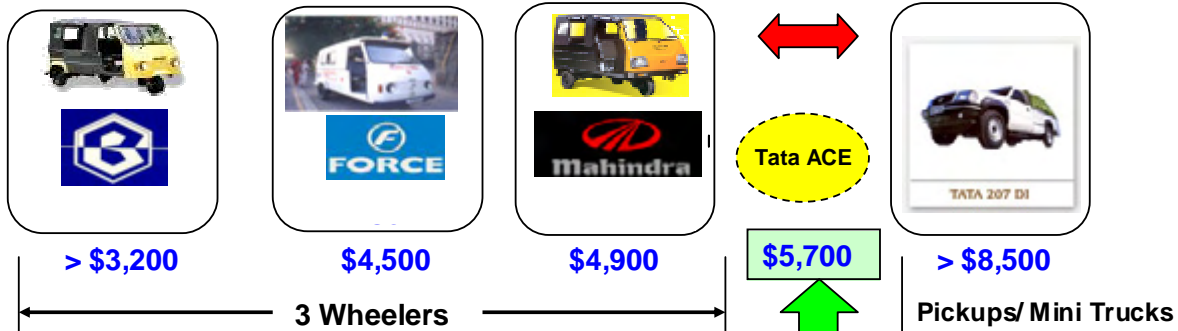
With 34 patents, the Tata Nano is a promise well delivered

P3. PRICE



Creating products with features exceeding customer expectations at a given price point, is an innovation and a source of competitive advantage for the organization

EXAMPLE – TATA ACE

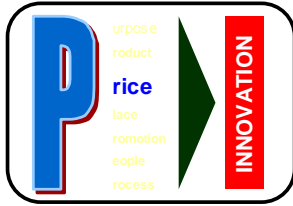


Tata Ace was a winning concept with 4 Wheeler functionality and price close to that of 3 Wheelers.

✓ Launch Price : \$5,700

✓ Volumes : More than 1,00,000 in one year

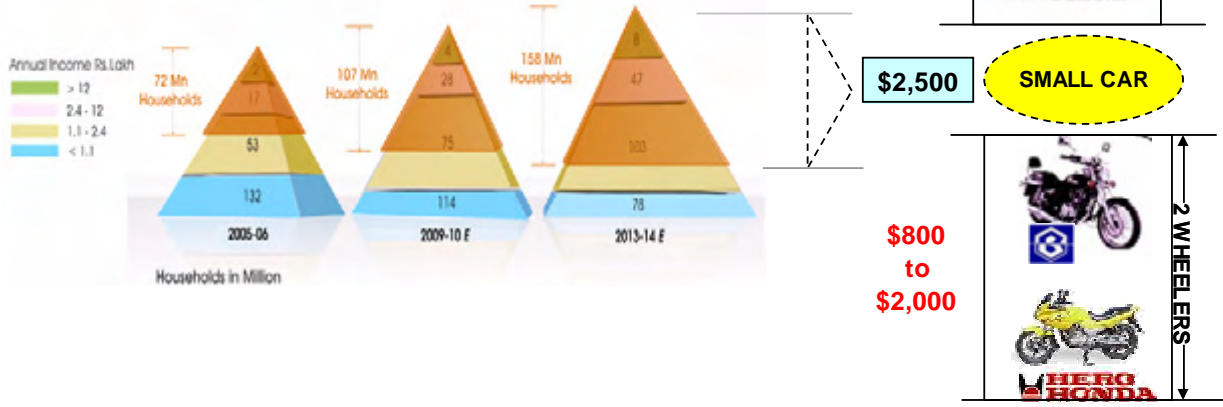
P3. PRICE



Creating products with **features exceeding customer expectations at a given price point**, is an innovation and a source of competitive advantage for the organization

EXAMPLE – TATA NANO

Products focused at affordable price levels would open new growth areas



P4. PLACE



Availability of products at the **right place, right time** and in **right quantities**.

Lever available: **Channel Partners, Penetration**

Logistics

Technology – Internet, CRM

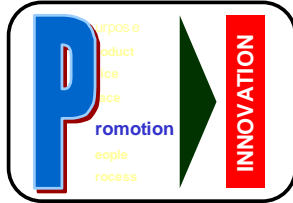
EXAMPLE – TATA ACE



- Sales outlets at every 50 to 100 Km
- ~300 sales outlets at launch time
- 5 year financing for ACE (durable design)
- Trained rural mechanics free of cost, toolkit, mobile workshops

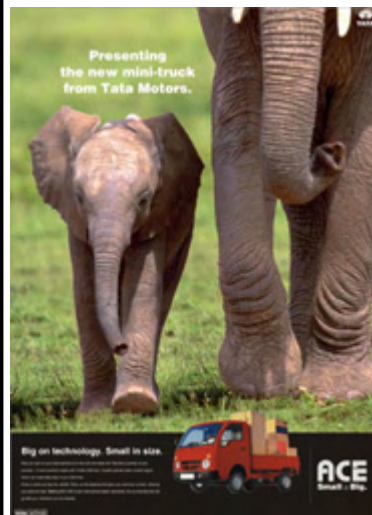
*For **TATA NANO** non conventional channels are being planned for greater reach.*

P5. PROMOTION



Approaching, informing and educating the **Target customer group** about the organization and its products through various sales promotion methods.

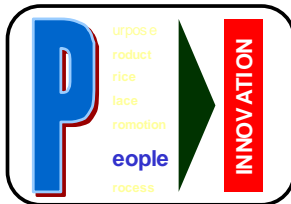
Innovation lies in reaching the right customers always and **communicating in a simple and effective manner**.



Simple but effective ...

Adoption of CRM and innovative use of analytics is helping us in understanding the profile of customers better, which in turn helps us in better designing of campaigns and promotions

P6. PEOPLE



Innovative organization require set of people who are aligned to organization's objectives and are **motivated, committed, creative**, fit in as **good team members** and are **ready to take challenging assignments**.

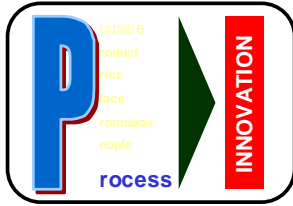
They are supported, sponsored and guided by the Top management and fully empowered for effective delivery of their assignment

People development

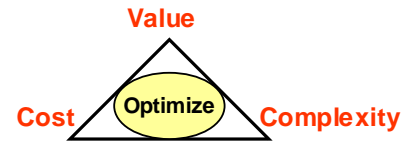
1. Right People
2. Challenging assignments / International exposure
3. Meritocracy
4. Changes in Organizational Structure

Relatively young and empowered team was given the challenging assignment of developing the People's Car (TATA NANO) under the Top Management's guidance and support

P7. PROCESS

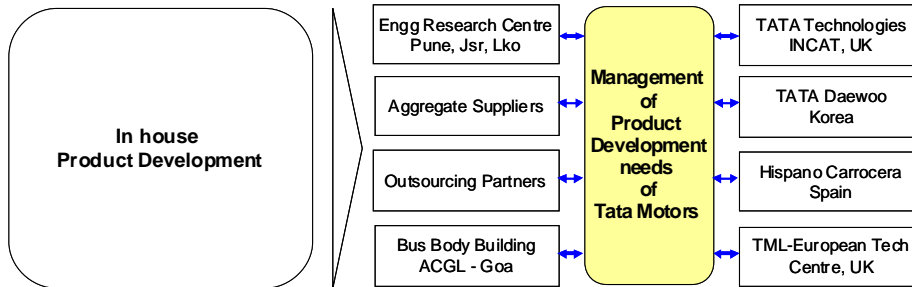


Tailoring the business value stream to provide intended value to the customers, with optimized complexity and at least possible cost.



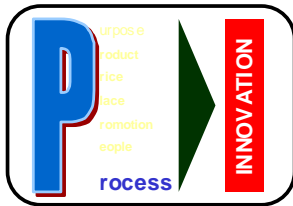
PRODUCT DEVELOPMENT

Moving from 'Developing Products' to 'Managing Product Development'

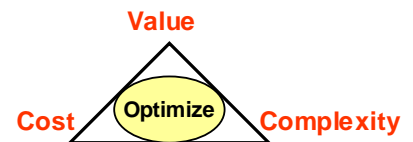


- **Product Life-cycle Management (PLM) system** for effective product data management & analysis
- Incorporating '**Voice Of Customer**' – for meeting Customer expectations
- **Stage Gate process** for New Product Development

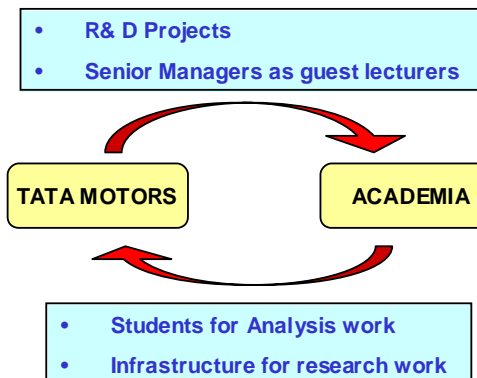
P7. PROCESS



Tailoring the business value stream to provide intended value to the customers, with optimized complexity and at least possible cost.



Tata Motors has joined hands with Academia for its R&D initiatives



Research Institutes

Indian Institute of Science (IISc), Bangalore

Indian Institute Of Technology (IIT), Mumbai

Indian Scientific Research Organization (ISRO)

Council for Scientific & Industrial Res.(CSIR)



TATA Motors, Today

India's largest Automobile company	Strong Domestic Position	Robust Financial performance
<ul style="list-style-type: none"> • 2nd largest company in Private sector • Globally ranked as :- <ul style="list-style-type: none"> • 2nd largest Bus manufacturer • 5th largest Bus & Truck manufacturer • Largest Indian Exporter of Automobiles • Largest portfolio of products by an Auto major :- <ul style="list-style-type: none"> • Mini, Light & Heavy Trucks • Range of Buses & Coaches • Passenger Cars & Utility Vehicles • Indigenously developed & India's 1st <ul style="list-style-type: none"> • Light Commercial Vehicle (1986) • Sports Utility Vehicle (1998) • Passenger Car (1998) • Mini Truck – ACE (2005) • Small Car – NANO (2008) • Largest R&D network in India with offshore centers in :- <ul style="list-style-type: none"> • Korea (Gunsan) • Spain (Zaragoza) • UK (Midlands) • 1st Engineering company to be listed on NYSE (2004) 	<ul style="list-style-type: none"> • Market leader in Commercial Vehicles in domestic market with 62.7% MS • 3rd largest player in Passenger Cars in domestic market with 14.2% MS • Nation wide Sales, Service, Spare parts and Auto financing network with over 1,400 customer touch points 	<ul style="list-style-type: none"> • Sales 586,000 vehicles • Revenues USD 8.1 Bn • Profit USD 0.5 Bn (Post Tax) <p style="text-align: right; font-size: small;">[1USD=R.s. 40.5 (31st Mar'08)]</p>



Thank you !