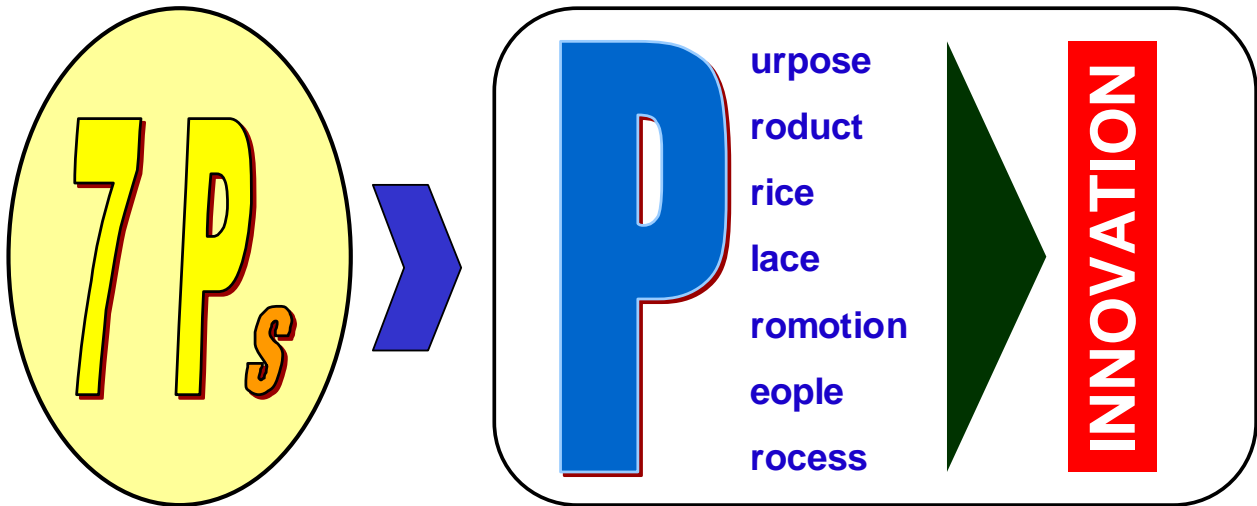
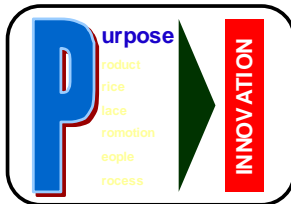


INNOVATION has been the key approach in Tata Motors for Demand Creation and building internal capabilities

Path breaking ideas, conceived and implemented in one or more of the **7 Ps**, has been the principle followed by Tata Motors for Innovation



P1. PURPOSE



Underlying reason for creating a product / service which emanates from identification of unfulfilled need of market / customers or an opportunity the organization recognizes due to changing business environment

EXAMPLE – TATA ACE

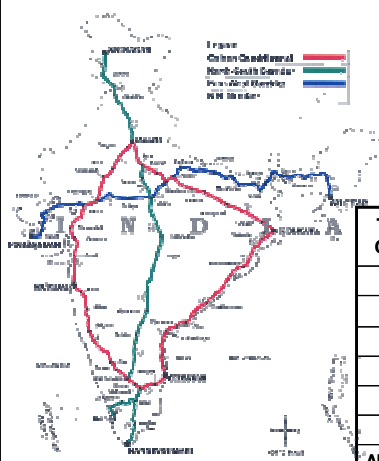


Creating product first of its kind...

- Last mile goods distribution through narrow city by-lanes
- Quicker and reliable than existing vehicles
- Offering better comfort & safety to the driver
- & Aspirational purchase

4 W functionality at 3W's price

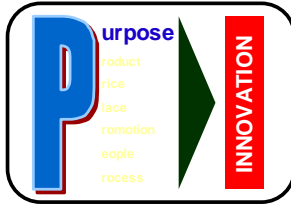
Development of Road network – Hub & Spoke transportation model



Town Class	Population	No of Towns		% Growth
		1991	2001	
I	1Lakh & above	322	423	24
II	50,000 – 99,999	421	498	15
III	20,000 – 49,999	1,163	1,386	16
IV	10,000 – 19,999	1,450	1,560	7
V	5,000 – 9,999	969	1,057	8
VI	Less than 5,000	290	237	-22
All India		4,615	5,161	11

TATA Motors – not present in last mile goods distribution !

P1. PURPOSE



Underlying reason for creating a product / service which emanates from identification of unfulfilled need of market / customers or an opportunity an organization recognizes due to changing business environment

EXAMPLE – TATA NANO

The idea took birth on a rainy day in 2002

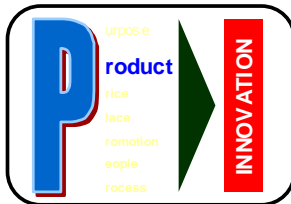


Unfulfilled need...

- Safe
- Affordable
- All weather alternative



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 ACE

Product development & design

- Innovative 2 cylinder Indica engine
- Semi monocoque body to withstand abuse
- Rigid front axle & rear wheel drive for low cost
- Conforming to M1/ N1 class safety norms
 - Flat face v/s semi forward face

