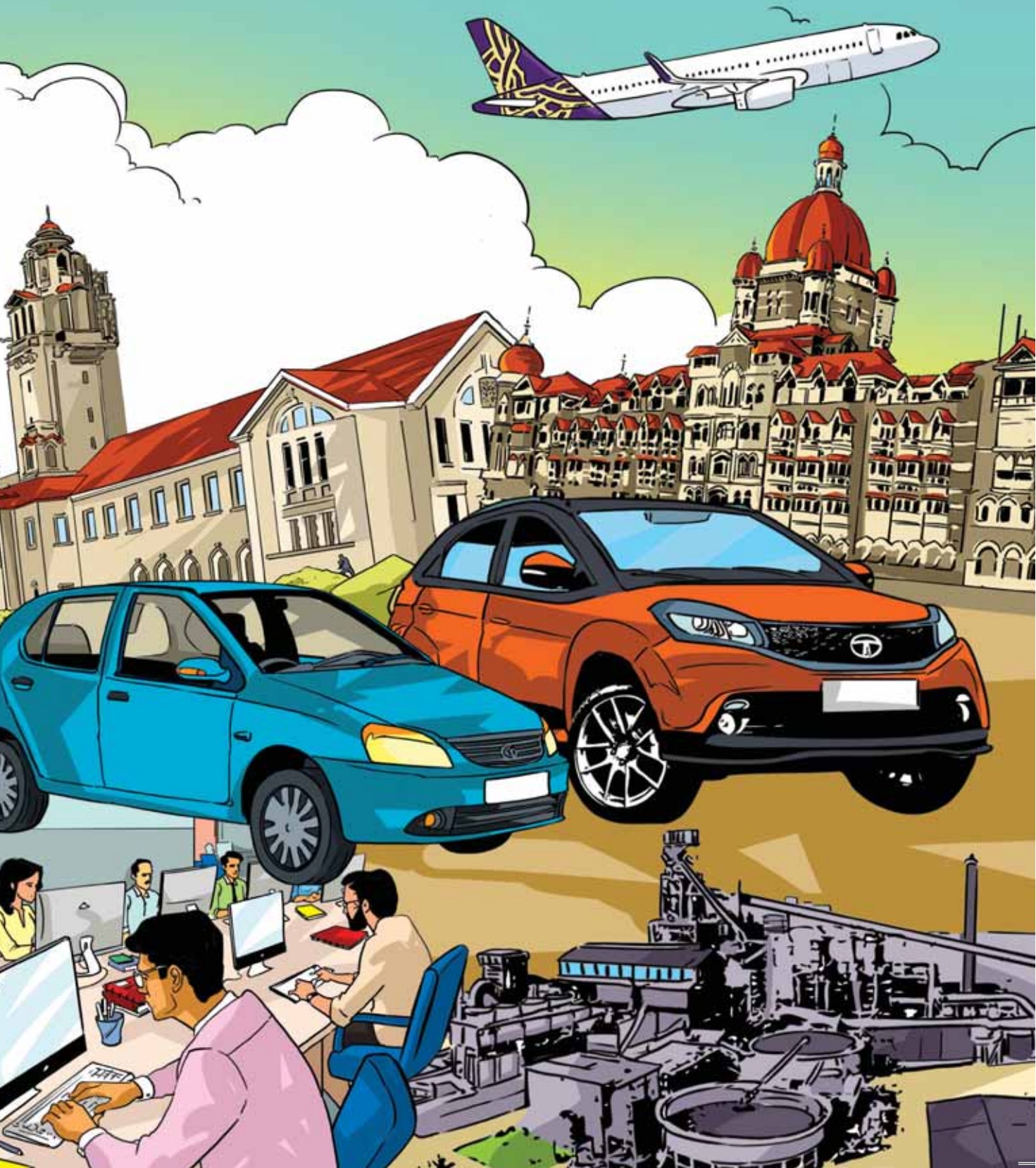




NOT FOR SALE

# THE TATA STORY

150 years : 1868-2018

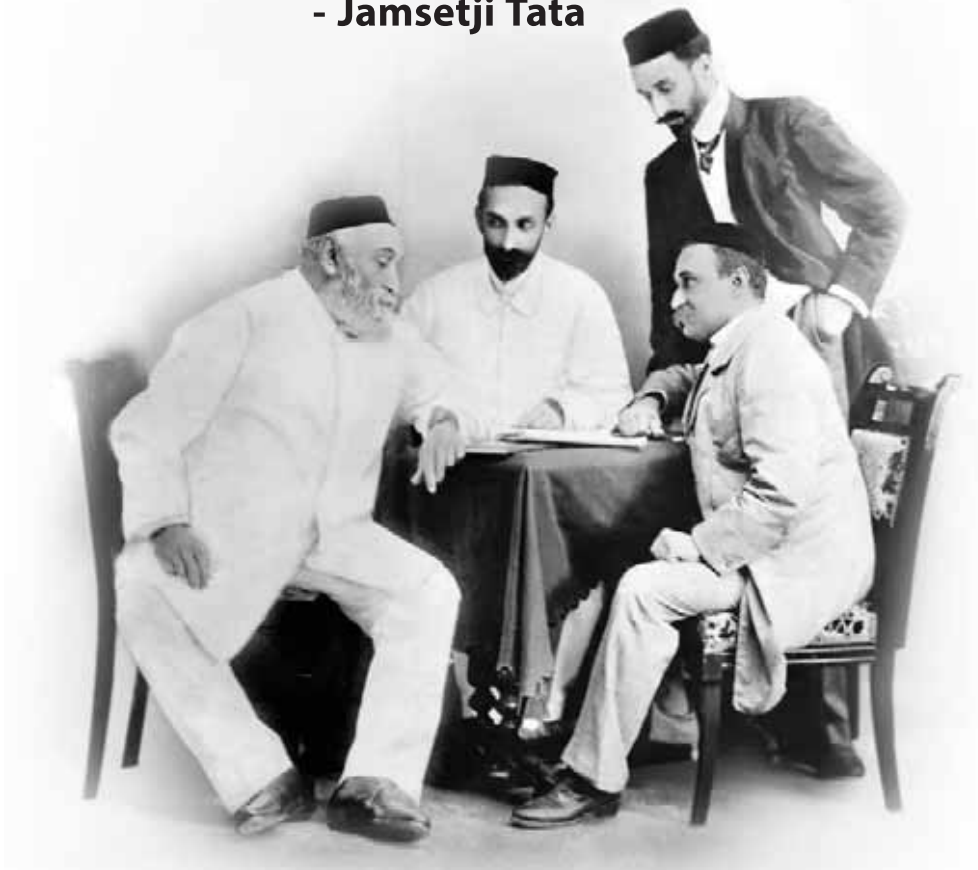


# THE TATA STORY

150 YEARS: 1868-2018

In a free enterprise,  
the community is not just another  
stakeholder in business, but is in fact  
the very purpose of its existence.

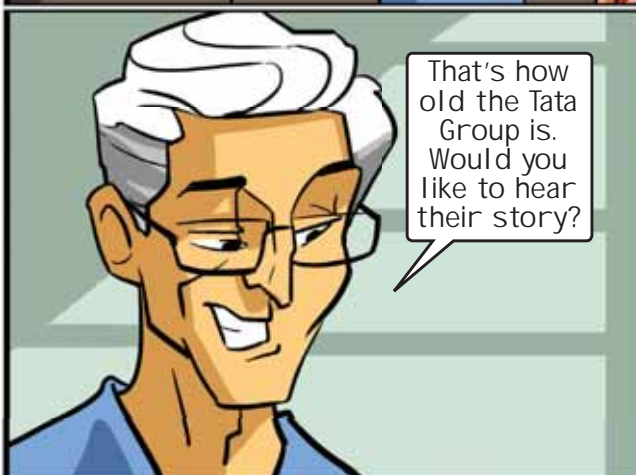
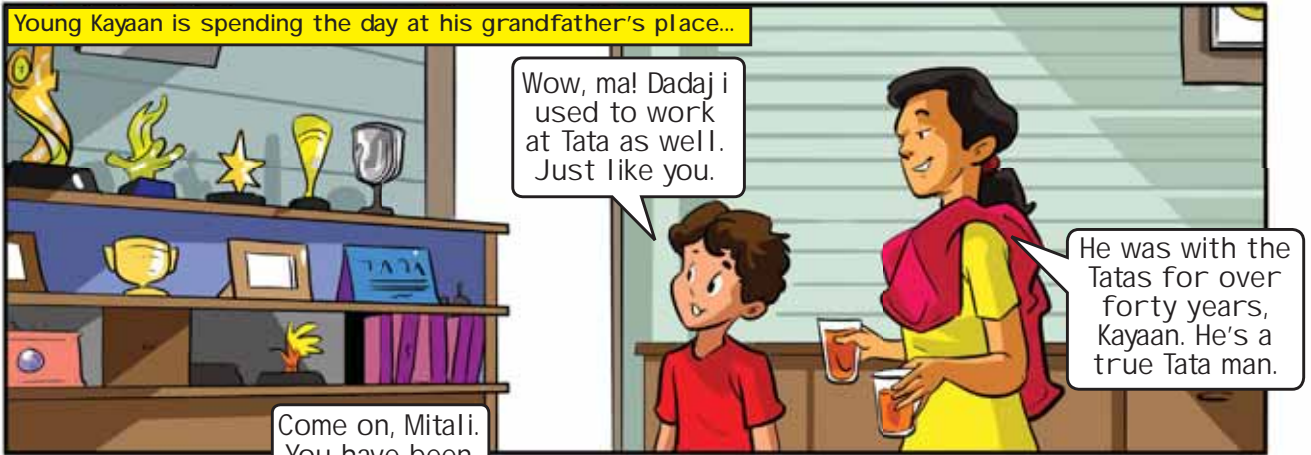
**- Jamsetji Tata**



Picture (left to right): The four partners - Jamsetji Tata, Founder of the Tata Group; R. D. Tata, father of J. R. D. Tata; Sir Ratan Tata, younger son of the Founder; and Sir Dorabji Tata, elder son of the Founder.



Young Kayaan is spending the day at his grandfather's place...



"It was in the year 1868 that 29-year old Jamsetji set up a small trading company with just 21000. His first foray was into the world of textiles.

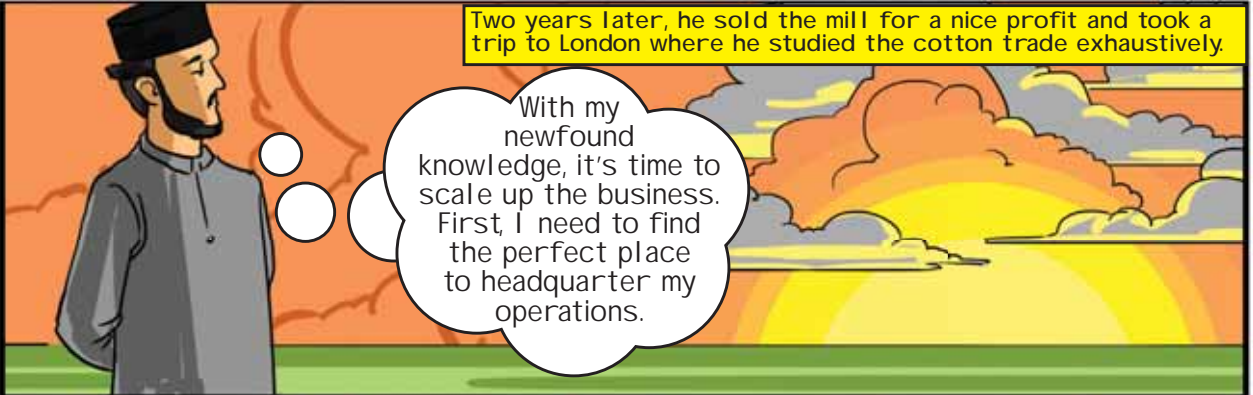
There's tremendous scope for Indian companies in the textile industry. We can give the British a run for their money.

In 1869, he bought an old run-down oil mill in Bombay's Chinchpokili and converted into a cotton mill called Alexandra Mill.



Two years later, he sold the mill for a nice profit and took a trip to London where he studied the cotton trade exhaustively.

With my newfound knowledge, it's time to scale up the business. First, I need to find the perfect place to headquarter my operations.



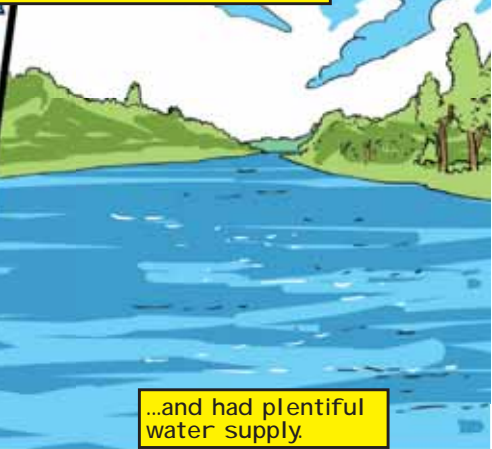
Jamsetji locked in on Nagpur as his new headquarters. This was because of three reasons.



It was close to cotton growing areas...



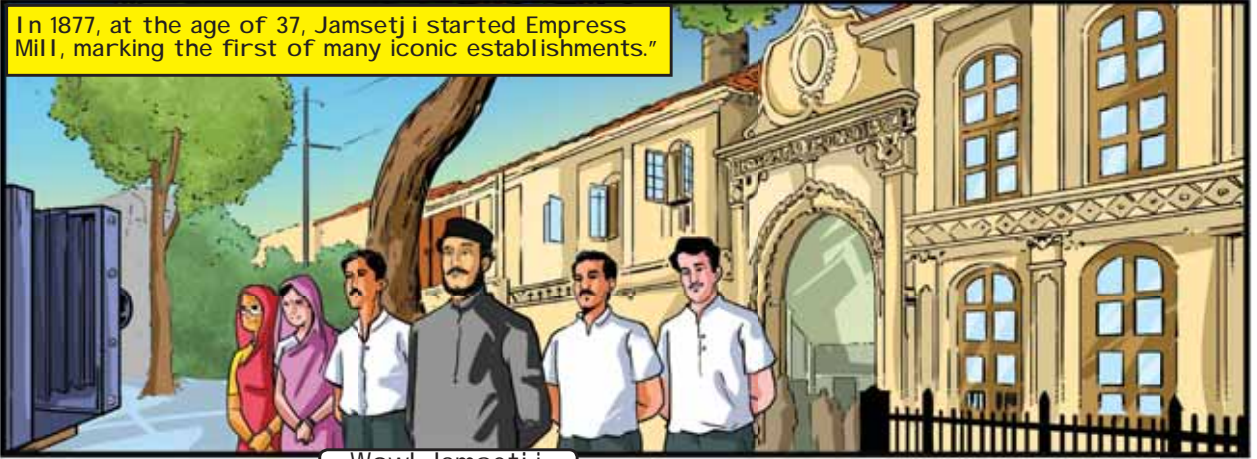
...had easy access to railway lines...



...and had plentiful water supply.

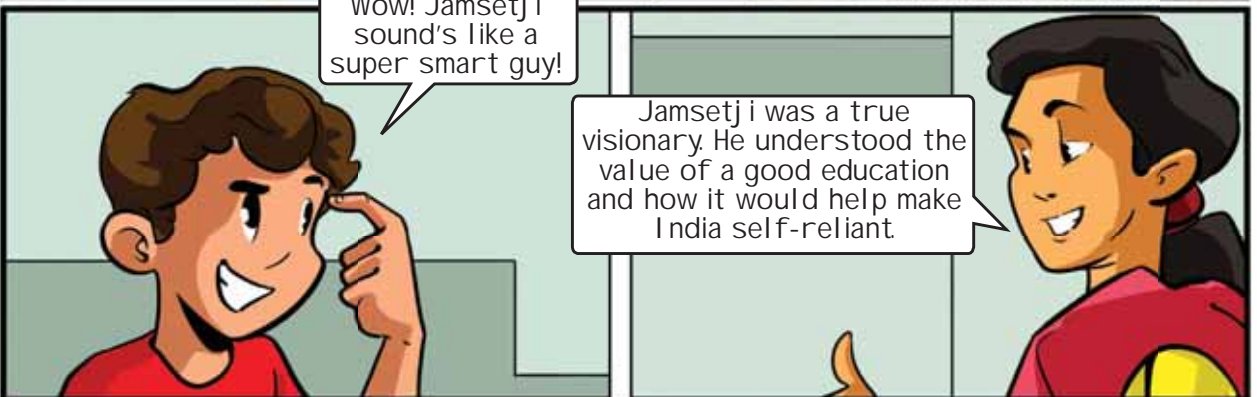


In 1877, at the age of 37, Jamsetji started Empress Mill, marking the first of many iconic establishments."



Wow! Jamsetji sound's like a super smart guy!

Jamsetji was a true visionary. He understood the value of a good education and how it would help make India self-reliant.



"In 1892, he set up an Endowment scheme to help young Indian scholars study abroad. He set aside almost 30 lakhs from his personal fortune for this.

Tata Scholars over the years have included..

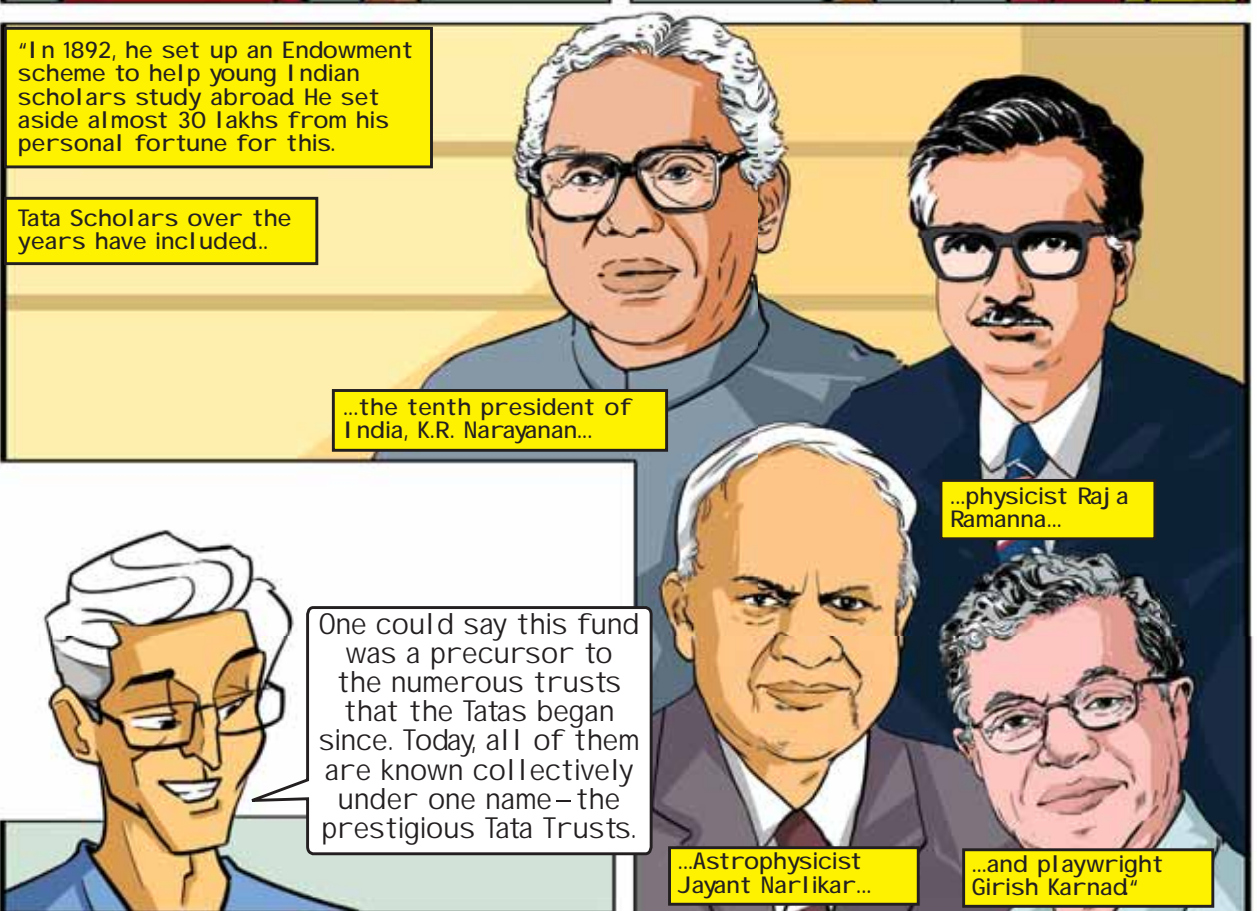
...the tenth president of India, K.R. Narayanan...

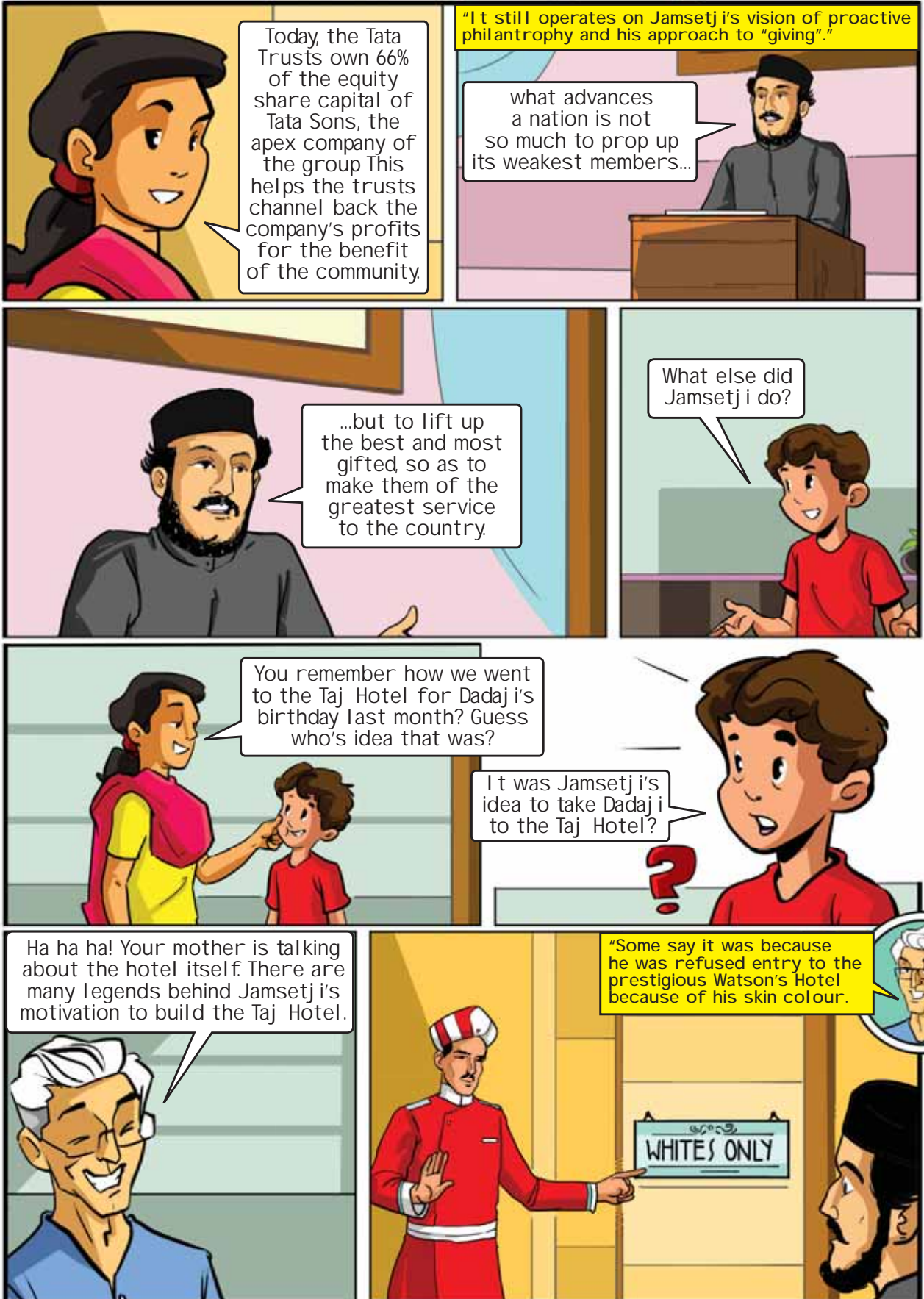
...physicist Raja Ramanna...

One could say this fund was a precursor to the numerous trusts that the Tatas began since. Today, all of them are known collectively under one name—the prestigious Tata Trusts.

...Astrophysicist Jayant Narlikar...

...and playwright Girish Karnad"









Whatever the reason, when it was finished in 1903, India had never seen a hotel as magnificent. It cost over four crores, an unimaginable sum in those days."



Wow! how many zeroes are there in a crore, Ma?

Let's just say a lot, Kayaan!



Jamsetji had three big dreams in his life...

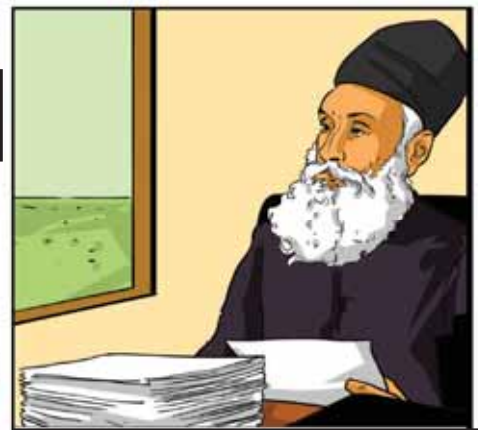
"...First, to set up an iron and steel company..."



...Second, to generate clean hydro-electricity for his beloved city, BOMBAY\*...

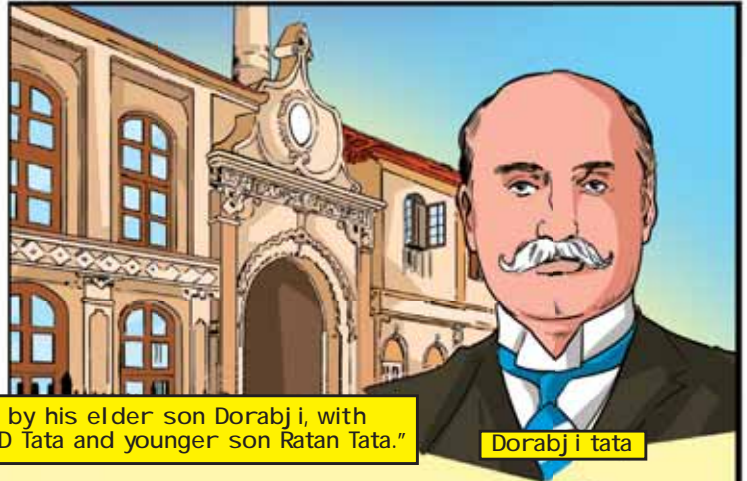


...And third, to create a world class educational institution for Indians dedicated to science.

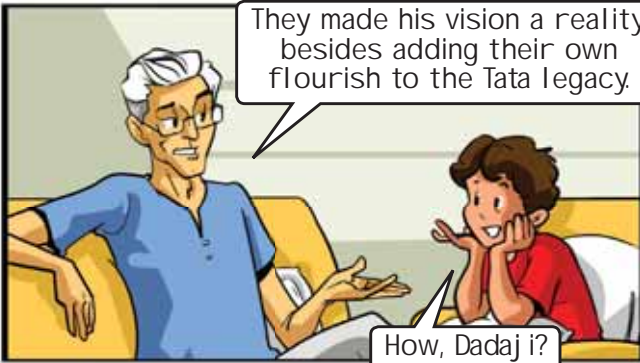


While he worked tirelessly towards realising all three, unfortunately they did not come to fruition in his lifetime. He passed away in 1904."

\*Now known as Mumbai



"The Tata empire was taken over by his elder son Dorabji, with the help of Jamsetji's cousin RD Tata and younger son Ratan Tata."



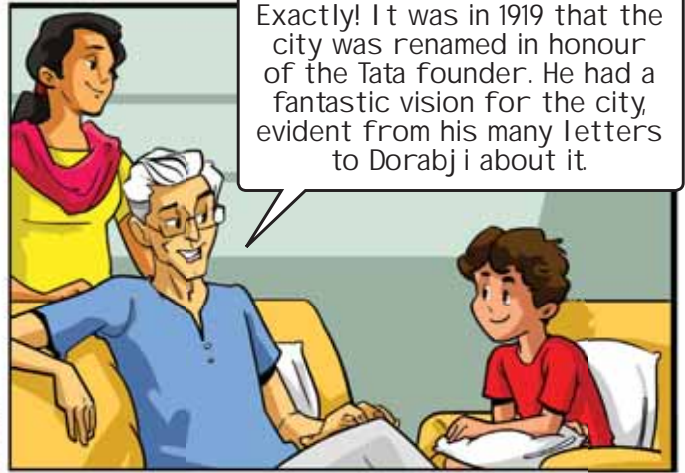
"Well, in 1907, they set up Tata's first company overseas called Tata Limited in London."



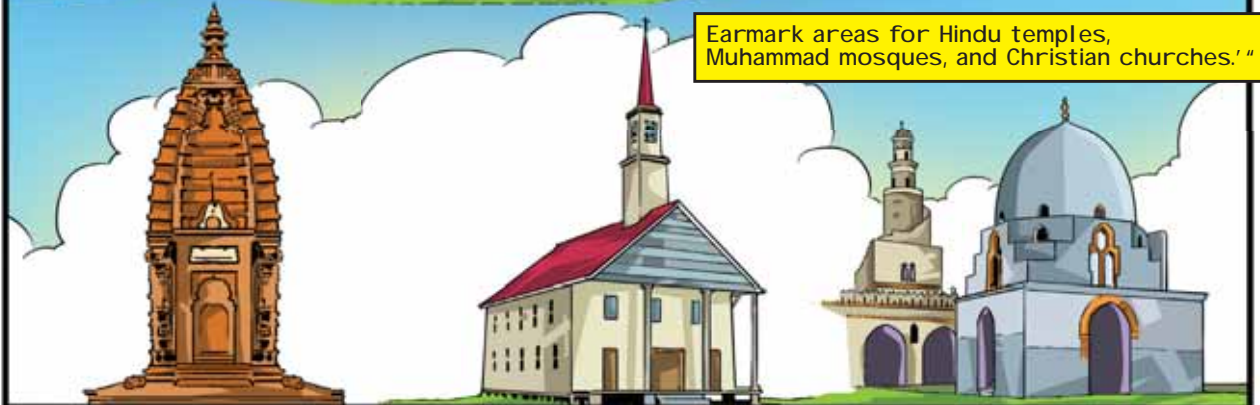
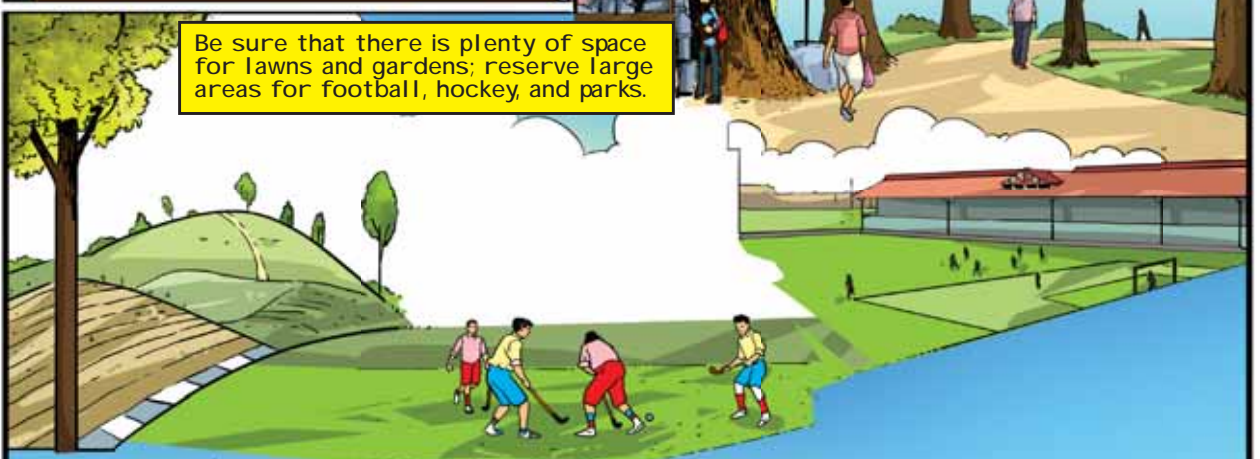
That same year, 1907, Dorabji also started the Tata Iron and Steel Company (now Tata Steel) and set up India's first integrated iron and steel plant in Sakchi, which would later become Jamshedpur."



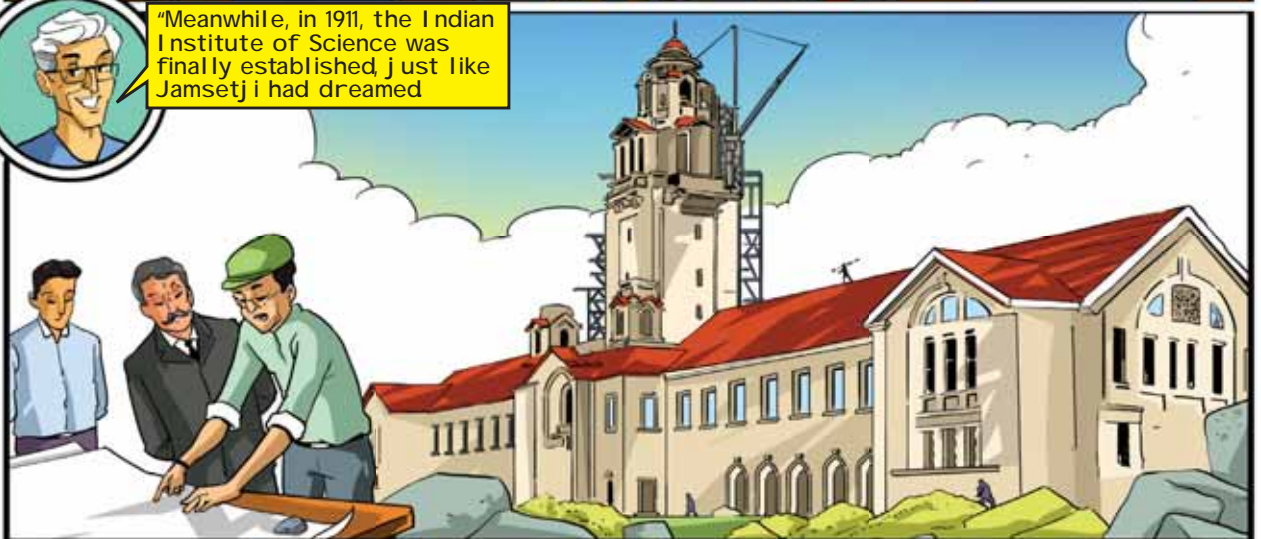
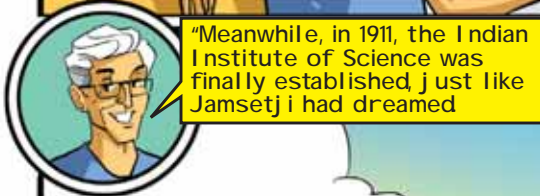
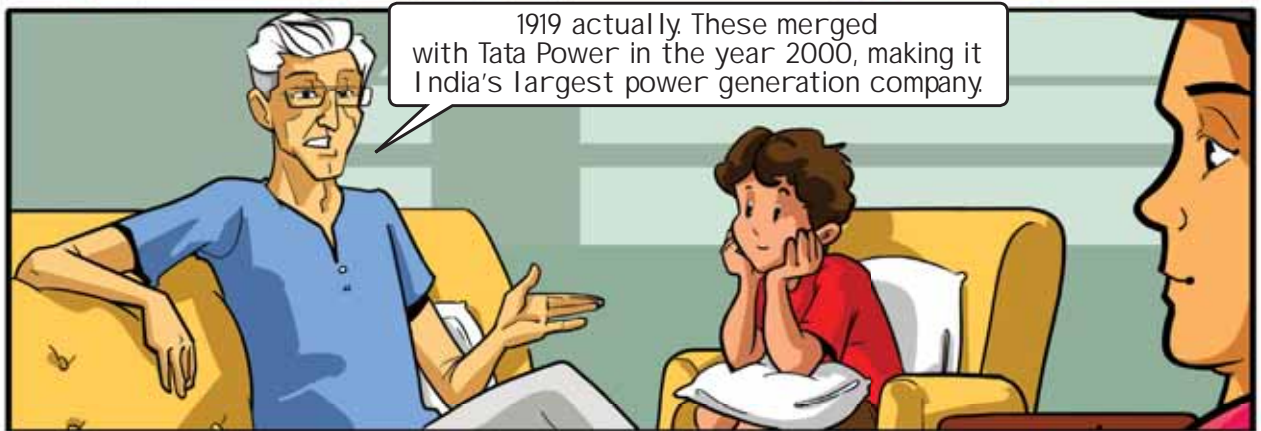
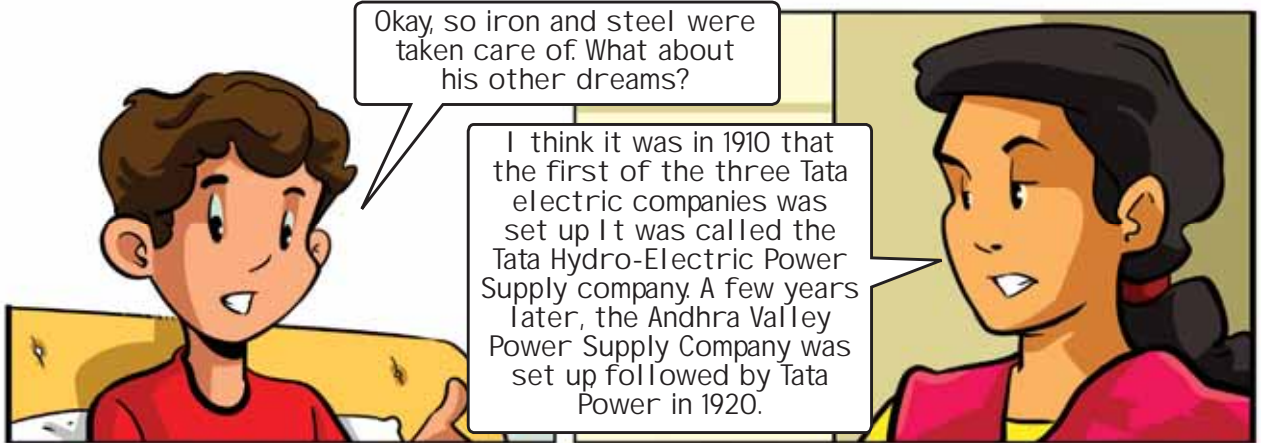




"In one letter, he wrote...



## THE TATA STORY





Of course, the road till there was not an easy one. Jamsetji himself had started planning for it in the late 1800s, after hearing a speech by Lord Reay, the then Governor of BOMBAY.\*



In 1893, he had an accidental meeting with Swami Vivekananda where he first discussed his idea of setting up a research institute.



In 1896, he wrote to Lord Reay, promising half his personal fortune, 14 buildings and four landed properties to set up his dream. Two years later, he set up a provincial committee to implement his vision."



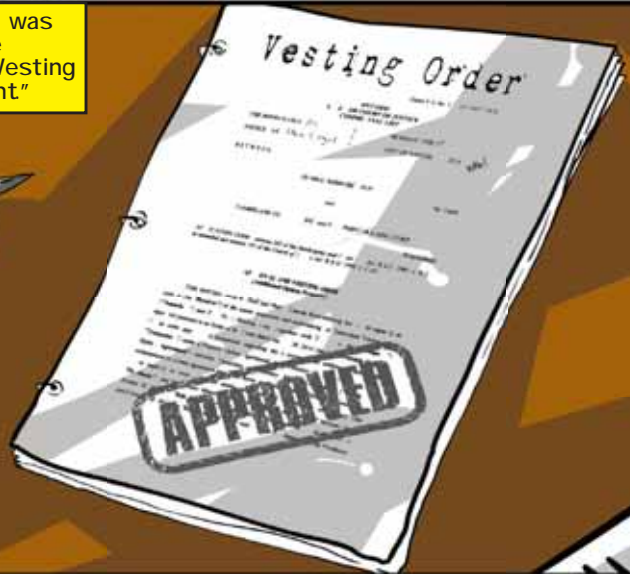
"With the help of the Diwan of Mysore at the time, Jamsetji convinced the Mysore government to donate land for the institution in Bangalore.



\*Now known as Mumbai



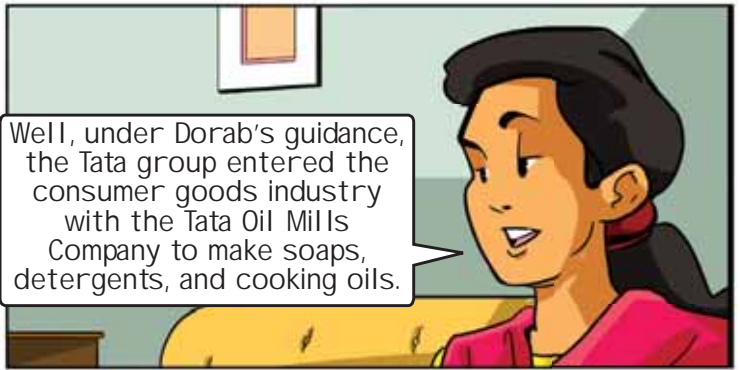
After Jamsetji's death, the project was again stalled. It was in 1909 that the colonial government finally gave a Vesting Order, allowing for its establishment."



So, iron and steel, hy-hydro power and a science school. All three of his dreams were realised. What then?



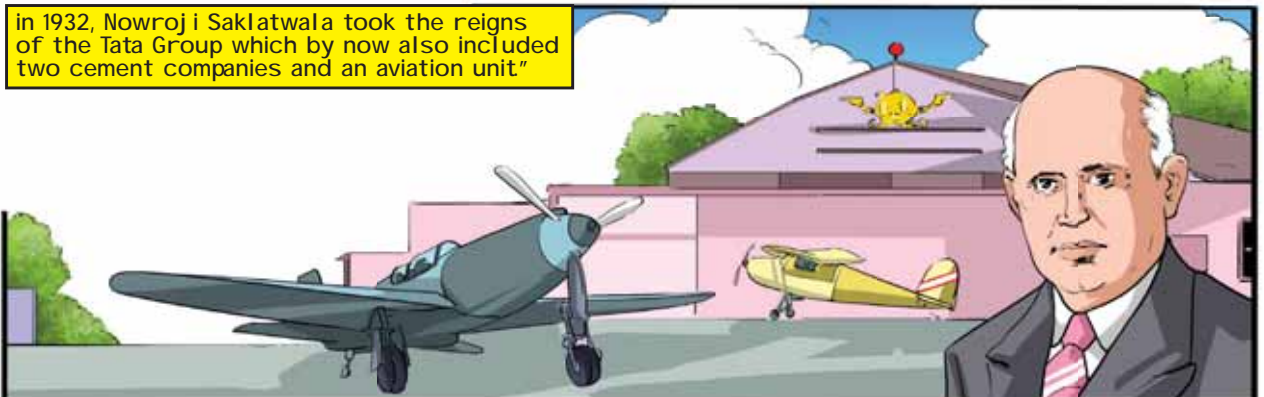
Well, under Dorab's guidance, the Tata group entered the consumer goods industry with the Tata Oil Mills Company to make soaps, detergents, and cooking oils.



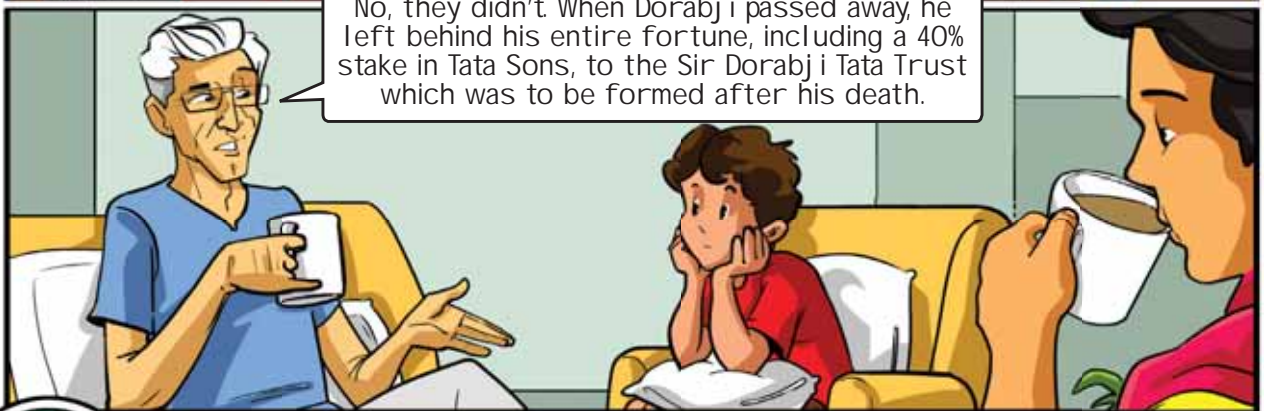
"They also ventured into insurance with the New India Assurance Company in 1919."



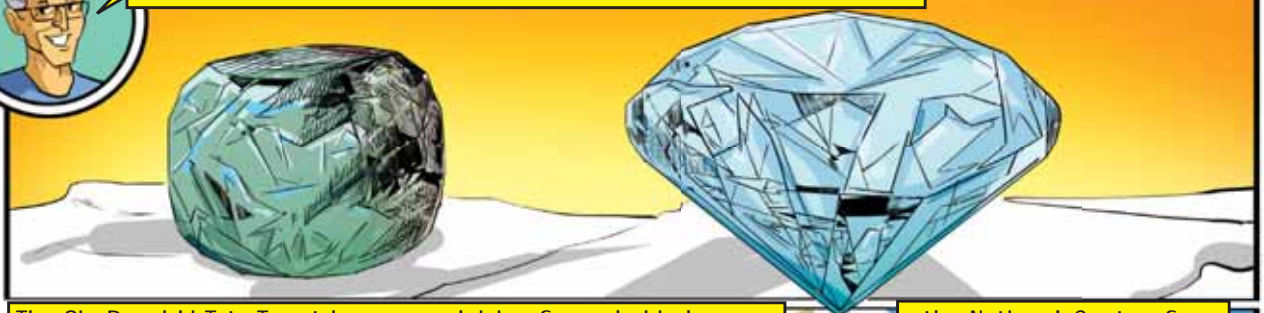
in 1932, Nowroji Saklatwala took the reins of the Tata Group which by now also included two cement companies and an aviation unit."







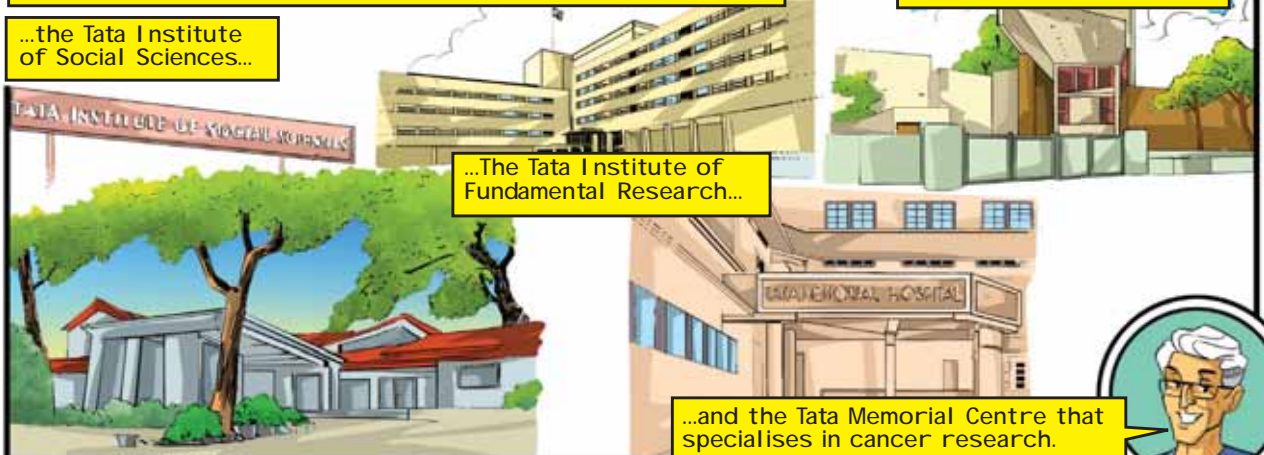
"He also donated all his personal belongings, including his wife's Jubilee diamond, said to be two times larger than the Kohinoor."

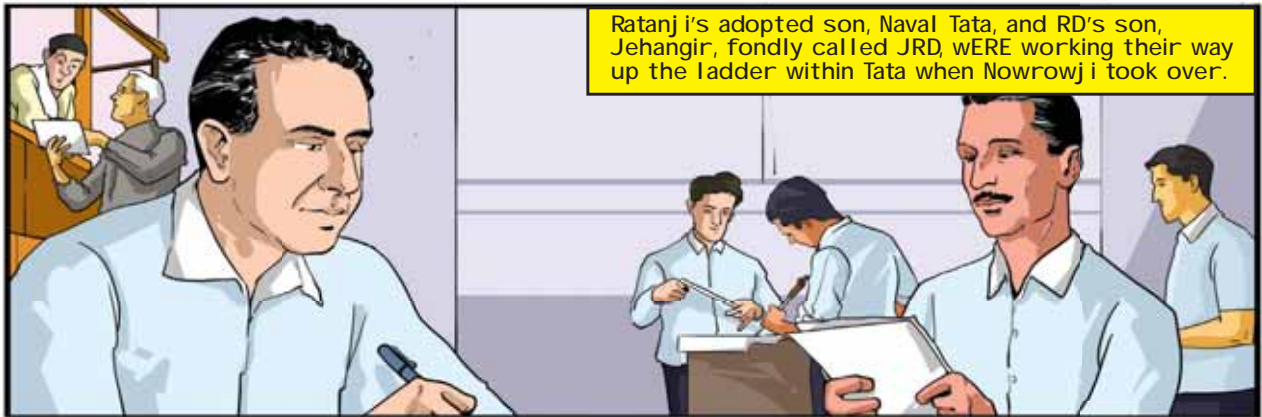


The Sir Dorabji Tata Trust became a driving force behind setting up many of India's premier institutions today, such as...

...the National Centre for Performing Arts...

...the Tata Institute of Social Sciences...





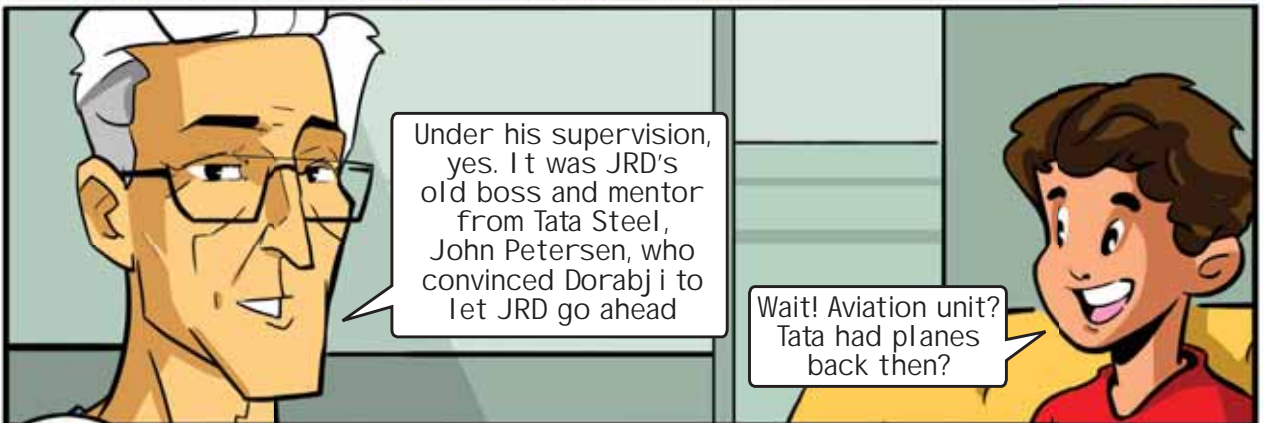
After Nowroji passed away unexpectedly in 1938, JRD took over as chairman of the group a post he held until the early 90s!



"did you know that the aviation unit was actually JRD's idea?"







"Yes, they did JRD was a qualified pilot himself and an avid fan of flying. Tata Airlines started as a mail service, ferrying air mail between Karachi and Madras, via Bombay and Ahmedabad

JRD himself piloted the first flight from Karachi to Bombay's Juhu aerodrome, from where it continued to MADRAS piloted by his friend Nevill Vincent

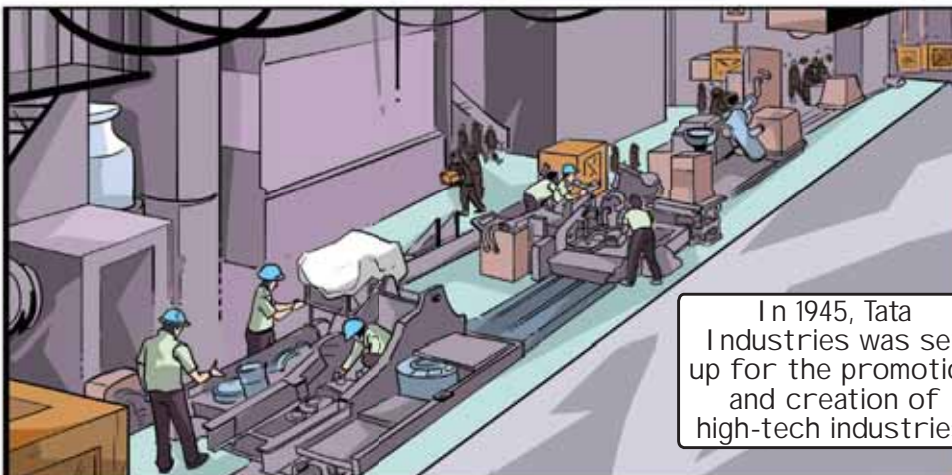
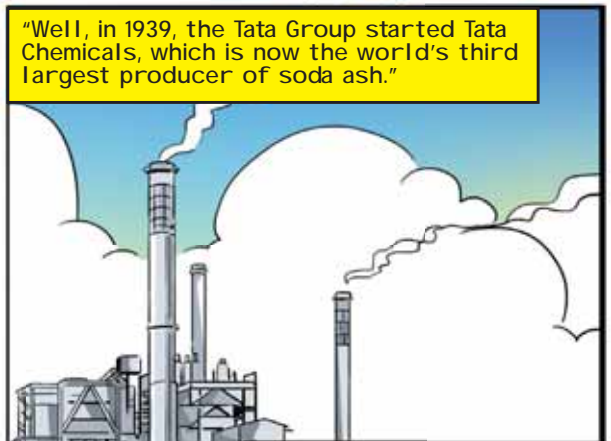
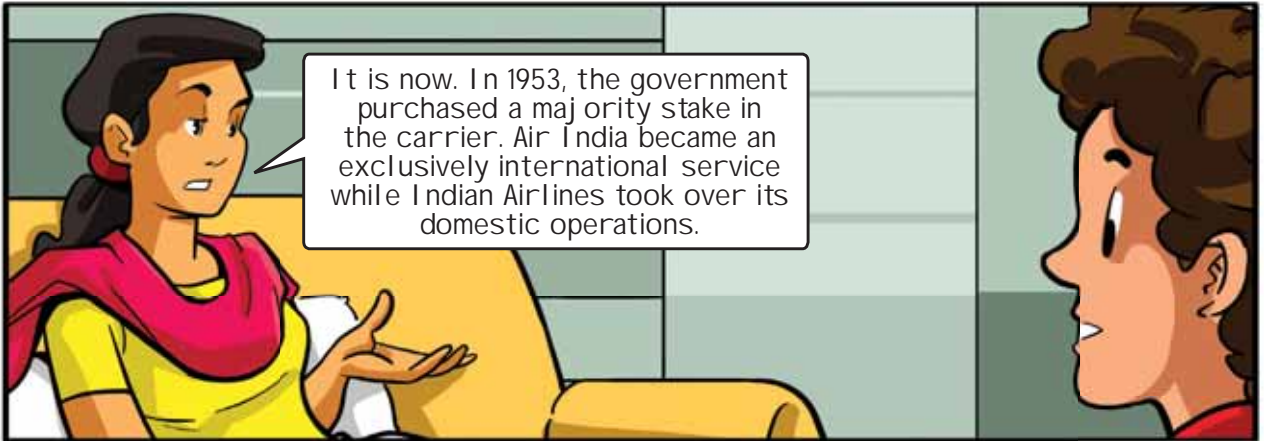


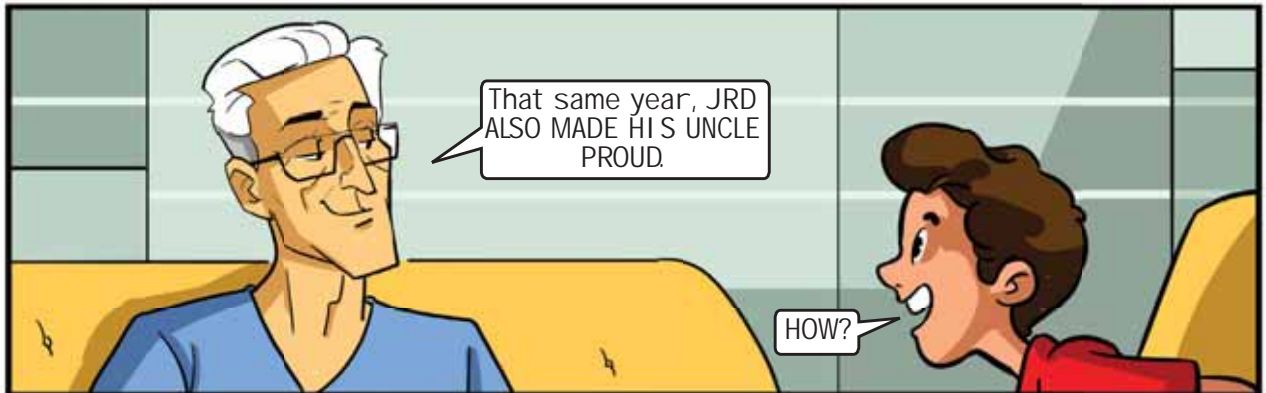
## THE TATA STORY



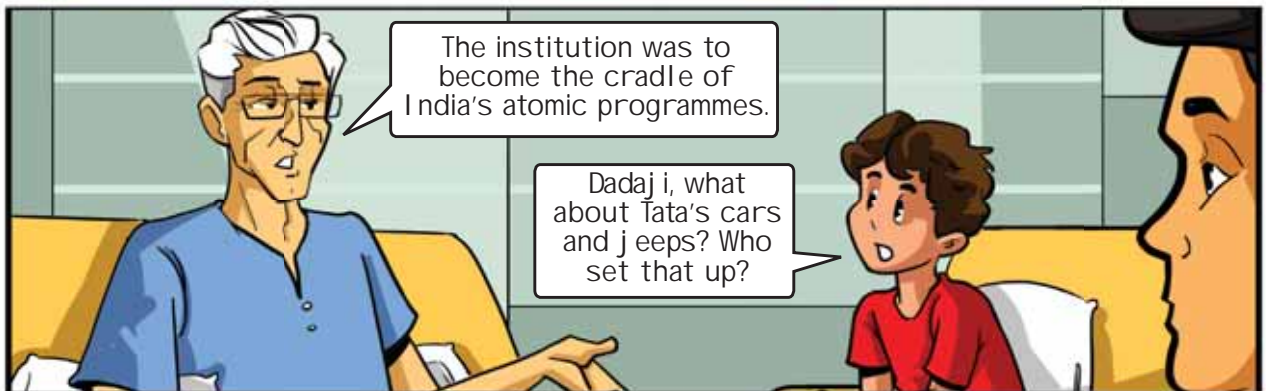
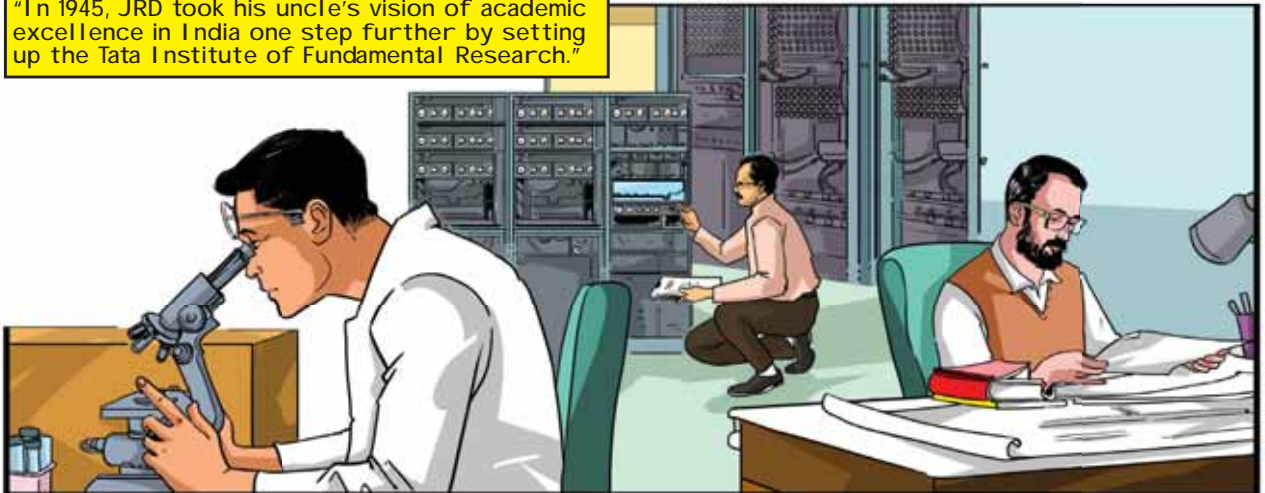
\*This map is a generalized illustration only, and is not intended to be used for reference purposes. The representation of political boundaries and the names of geographical features do not necessarily reflect the position of the Government of India on international issues of recognition, sovereignty, jurisdiction or nomenclature. \*\*Now known as Thiruvananthapuram \*\* Now known as Sri Lanka



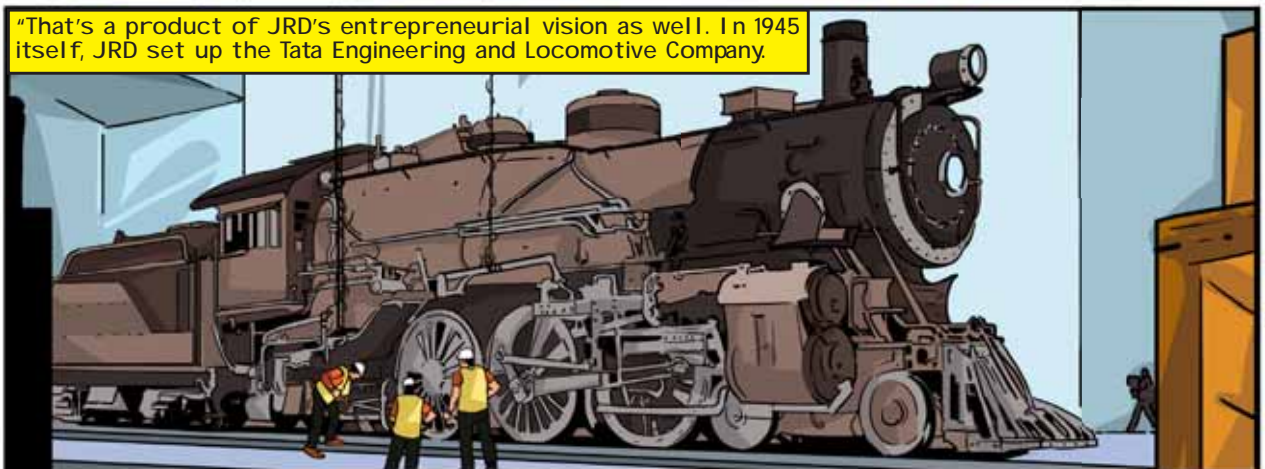




"In 1945, JRD took his uncle's vision of academic excellence in India one step further by setting up the Tata Institute of Fundamental Research."



"That's a product of JRD's entrepreneurial vision as well. In 1945 itself, JRD set up the Tata Engineering and Locomotive Company."

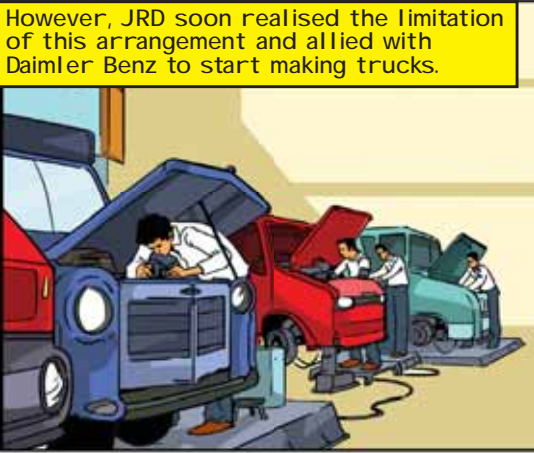




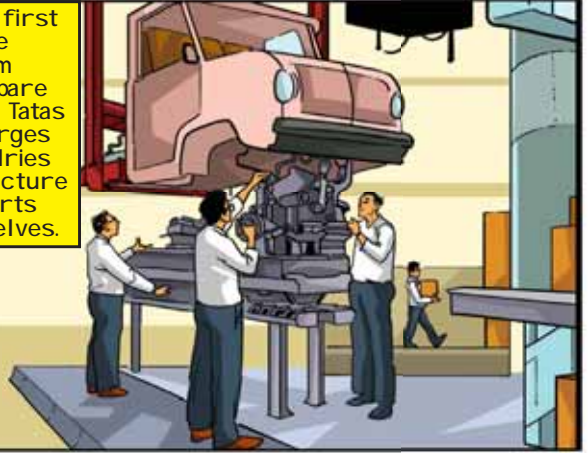
Initially, it was focused on building locomotive engines for the Indian Railways, churning out 100 locomotives a year with 98% indigenous parts.



However, JRD soon realised the limitation of this arrangement and allied with Daimler Benz to start making trucks.



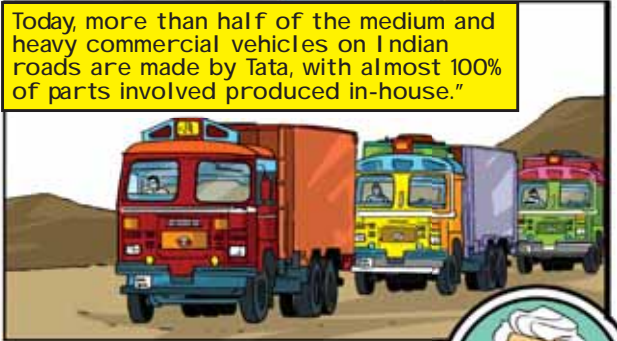
While the first ones were made from Daimler spare parts, the Tatas set up forges and foundries to manufacture all the parts by themselves.



In 1986, the Tata 407, India's first light commercial vehicle, was launched



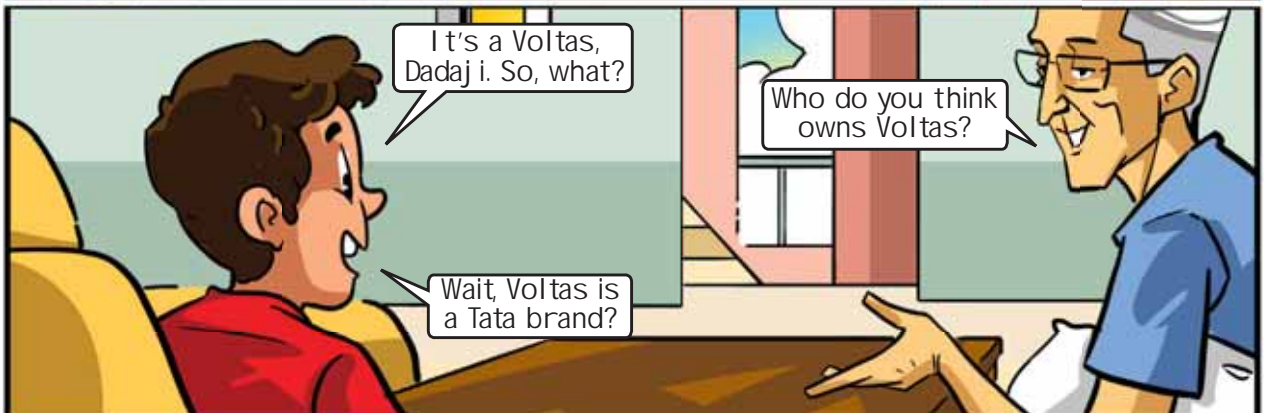
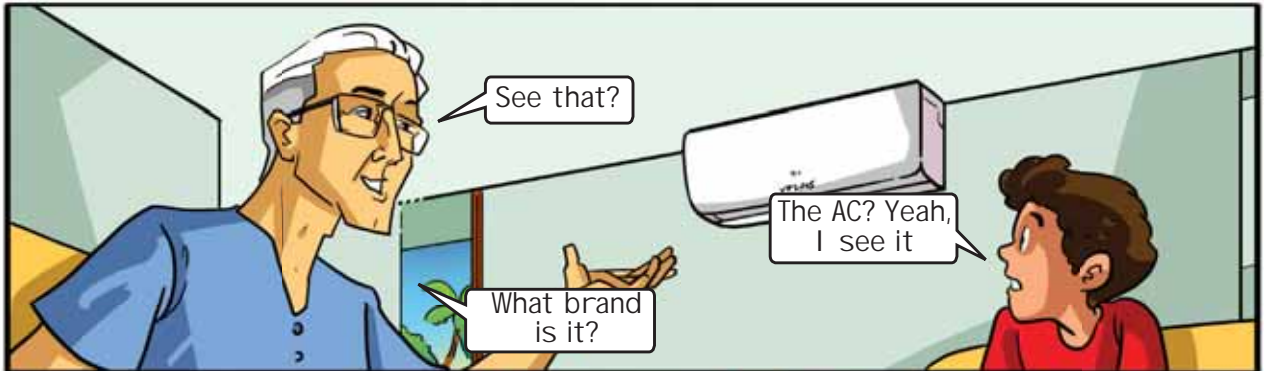
Today, more than half of the medium and heavy commercial vehicles on Indian roads are made by Tata, with almost 100% of parts involved produced in-house."



And the cars?

"Well, it was in 1998 that the Tata Indica was launched. It was India's first fully indigenously developed car, and marked Tata's entry into the passenger car segment. But so much else had happened in the years between."





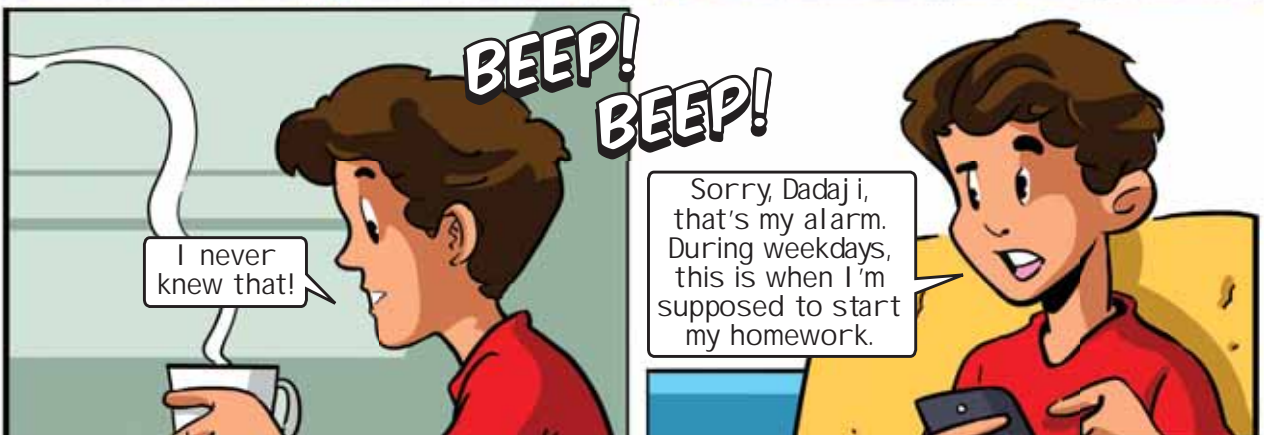
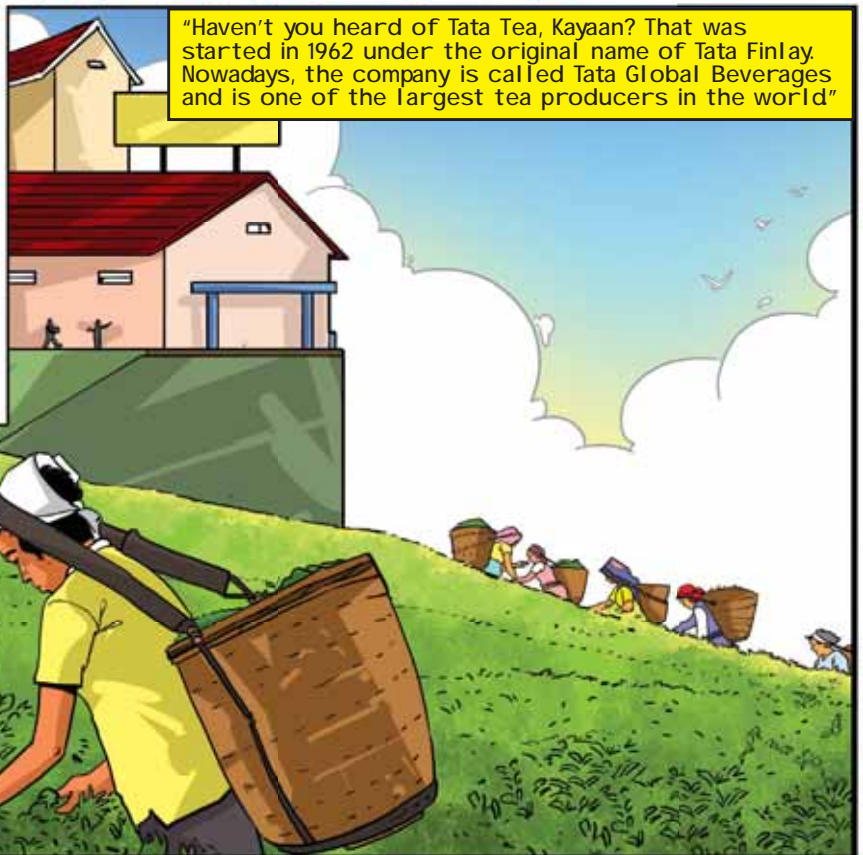
"It was in 1954 that the Tata group collaborated with Volkart Brothers to set up Voltas. Today, it is the largest air-conditioning brand in India!"

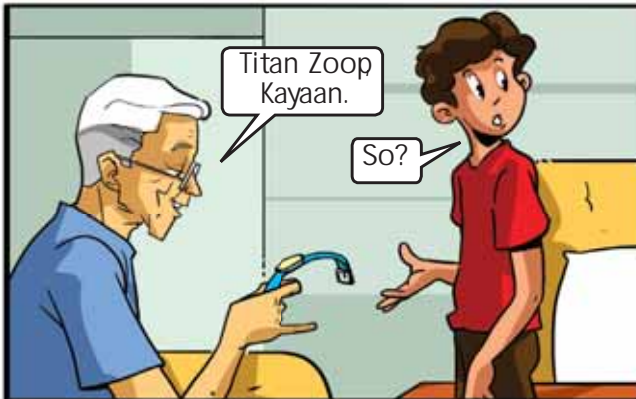


"That's the beauty of the Tata Group IT IS everywhere, trying to make life better for all Indians in all aspects."









Today, they make designer watches, eyewear, bags, even jewellery."



"Yes, brands like Tanishq and Mia are also owned by Titan!"



Wow! Is there anything Tata doesn't do?



The list grows smaller every day, young man. The Tata Group has always prided itself in seeing potential in game-changing tech and services and making the first play.



Do you remember how we went to get my passport renewed a few months back? There also, there was a little bit of Tata magic.

"Tata was the first to enter the software services industry with Tata Consultancy Services in 1968."

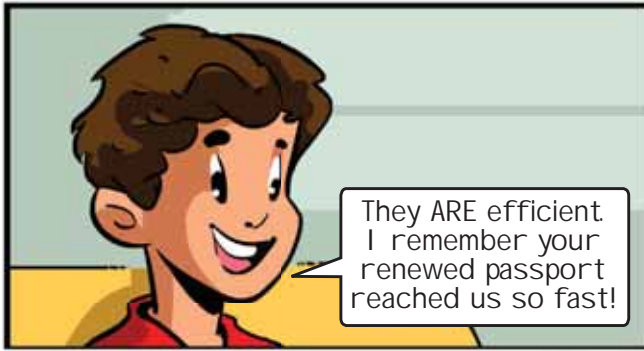


Today, TCS has over 400,000 associates and is the second-most valuable IT company in the world after IBM."

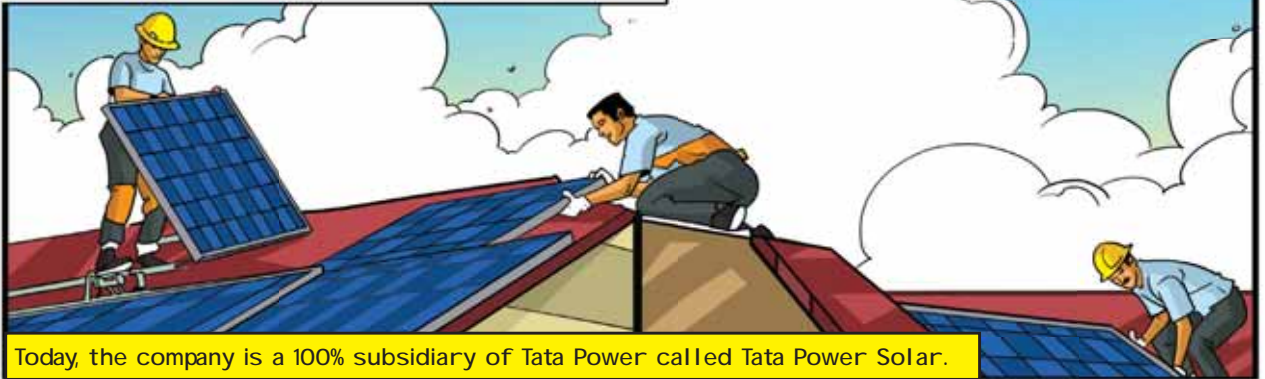
"all Passport Seva Kendras in the country are supported by TCS to make the process faster and more efficient."



## THE TATA STORY



"The Tatas were among the first to see solar power as commercially viable, setting up Tata BP Solar in conjunction with BP Solar in 1989.



In 1996, Tata again was among the first to foray into the telecom sector with Tata Teleservices.



So, all of this happened under JRD?



"Mostly, yes. JRD served as chairman till 1991 when he was 87 years old. He changed the way industries worked."





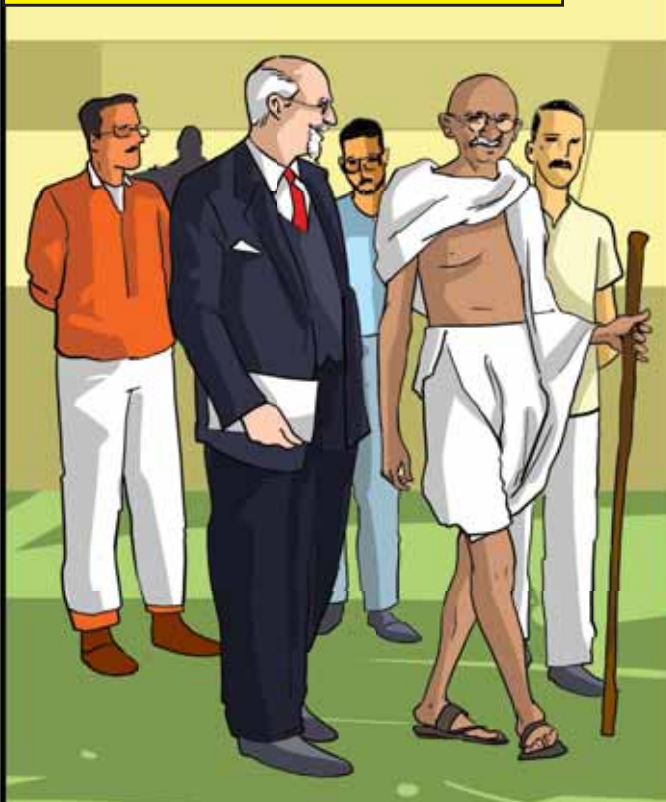
JRD Tata cared greatly for his workers. Way back in 1956, he initiated a programme to give workers a stronger voice in the affairs of the company."



The Tata group has always firmly believed in employee welfare and promoted the principles of an eight-hour working day, free medical aid and workers' provident fund scheme.



"There was this incident during Sir Dorabji's tenure as chairman when Gandhiji himself made a visit to Jamshedpur in 1925.



Have no fear and distrust now. Dorabji wishes nothing but well of you. He told me, 'I regard my labourers as my children. I or my officers may err at times, but my motives are good I put the welfare of my workers above my own interests. Their happiness is my happiness.' It is to prove his good intentions that he has blessed your Union.\*



In a speech he gave to the workers, Gandhiji vouched for the Tatas' commitment to worker welfare."

"JRD was the one who initiated workmen's accident compensation schemes. All these measures were the norm at Tata, well before they became laws."



The practise then was to have members of your own family run different operations within the business.



"But JRD sought to give these positions based on merit. He gave up chairmanship of various Tata subsidiaries, appointing people in his place who had given their blood, sweat and tears to make those companies the successes they were."



That's how the Tata group became a truly world-class business empire, with a galaxy of highly qualified chief executives."



**TATA STEEL**

**TATA MOTORS**

**TATA TEA**

**TITAN**

**TATA CONSULTANCY SERVICES**

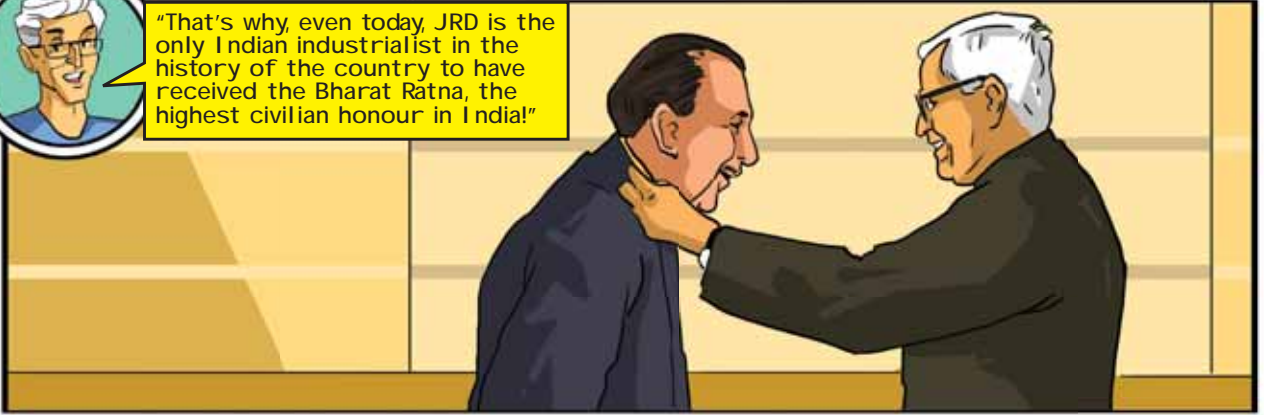
Through all his efforts, JRD made himself truly different from his contemporaries.





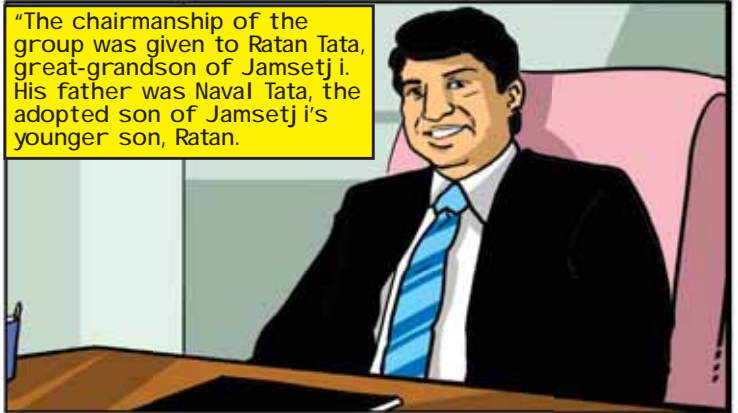


"That's why, even today, JRD is the only Indian industrialist in the history of the country to have received the Bharat Ratna, the highest civilian honour in India!"

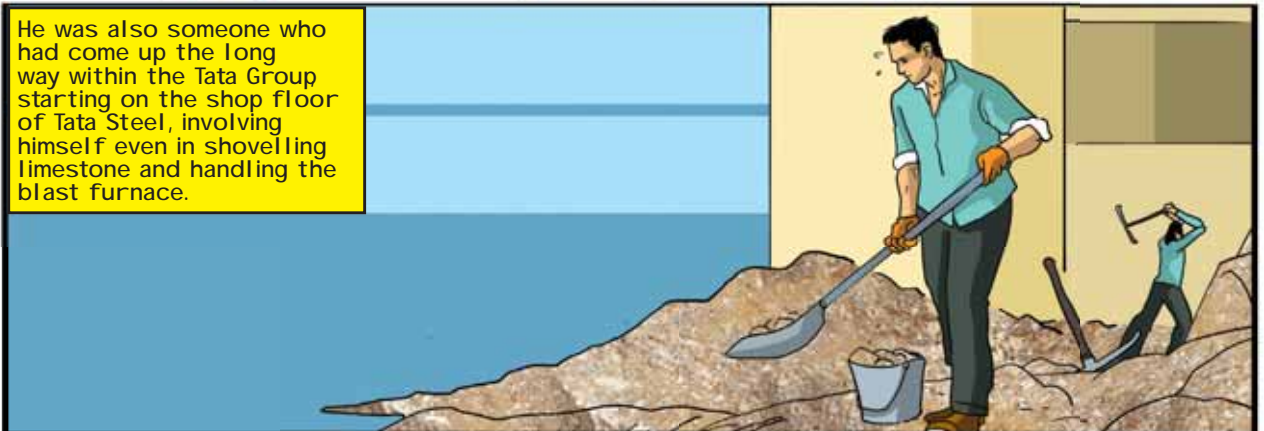


So, what happened after JRD?

"The chairmanship of the group was given to Ratan Tata, great-grandson of Jamsetji. His father was Naval Tata, the adopted son of Jamsetji's younger son, Ratan."



He was also someone who had come up the long way within the Tata Group starting on the shop floor of Tata Steel, involving himself even in shovelling limestone and handling the blast furnace.

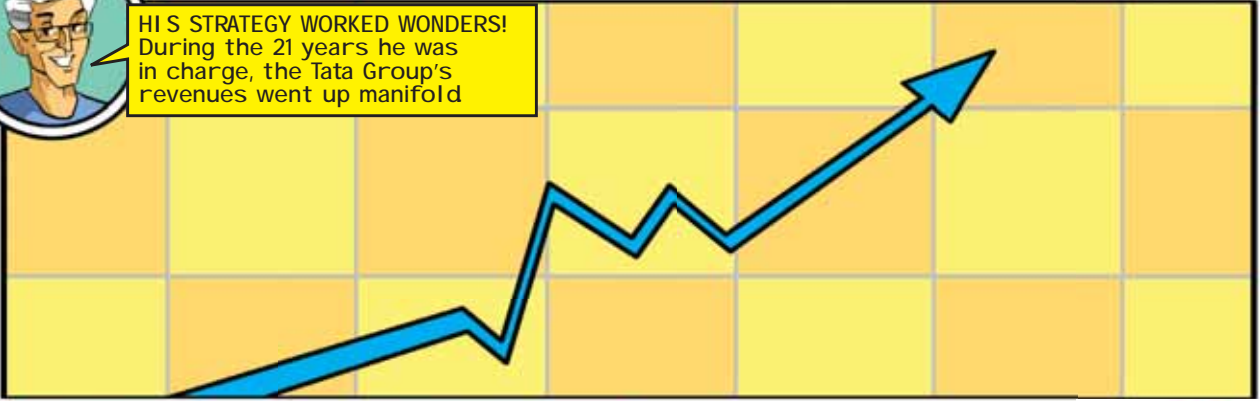


After he took over, overlapping operations in group companies were streamlined into a consolidated whole.





HIS STRATEGY WORKED WONDERS!  
During the 21 years he was  
in charge, the Tata Group's  
revenues went up manifold



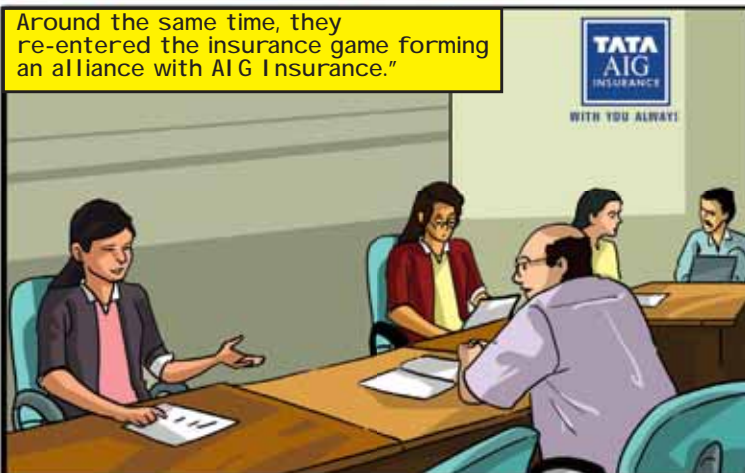
Ratan Tata's tenure was marked by  
the sheer number of international  
brands he acquired and partnered  
with, making valuable additions  
to the Tata Portfolio. This is what  
really made the India-centric Tata  
Group a global player.



In 2000, Tata Tea acquired the famed Tetley Tea brand based in the UK.



Around the same time, they  
re-entered the insurance game  
forming an alliance with AIG Insurance."



2004 saw Tata acquire the  
heavy vehicles unit of Daewoo  
Motors in South Korea.







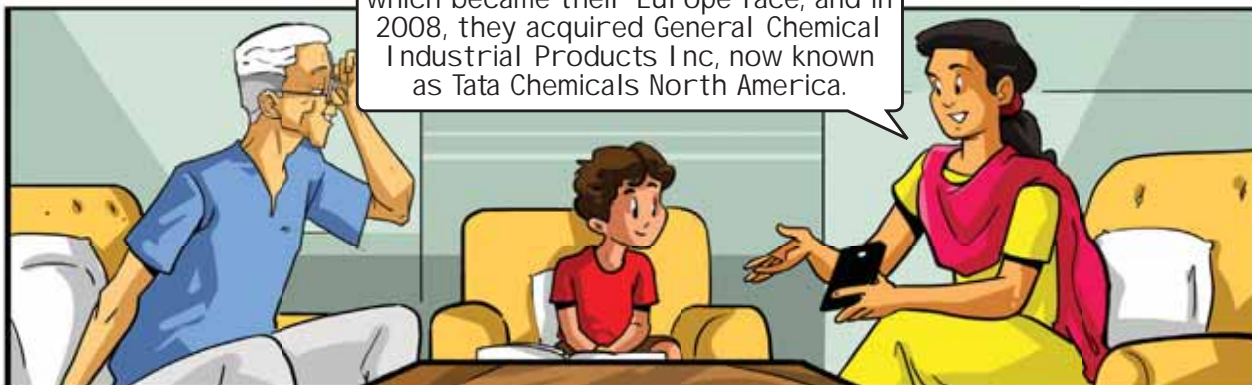
"Tata Steel acquired the Singapore-based steel company NatSteel in 2005 and the UK-based Corus Group in 2007."

**TATA STEEL**

**NatSteel**  
A Tata Steel Enterprise

  
**corus**

Tata Chemicals acquired a controlling stake in Brunner Mond Group in 2006 which became their Europe face, and in 2008, they acquired General Chemical Industrial Products Inc, now known as Tata Chemicals North America.



"In 2010, they also acquired a 100% stake in leading vacuum salt producer, British Salt."



Subsequently, Tata Chemicals also launched Tata Swach, a nanotech based water purifier that runs on no fuel or electricity.



They also launched I-Shakti Dals, India's first national brand of pulses, which has now been rechristened as Tata Sampann.



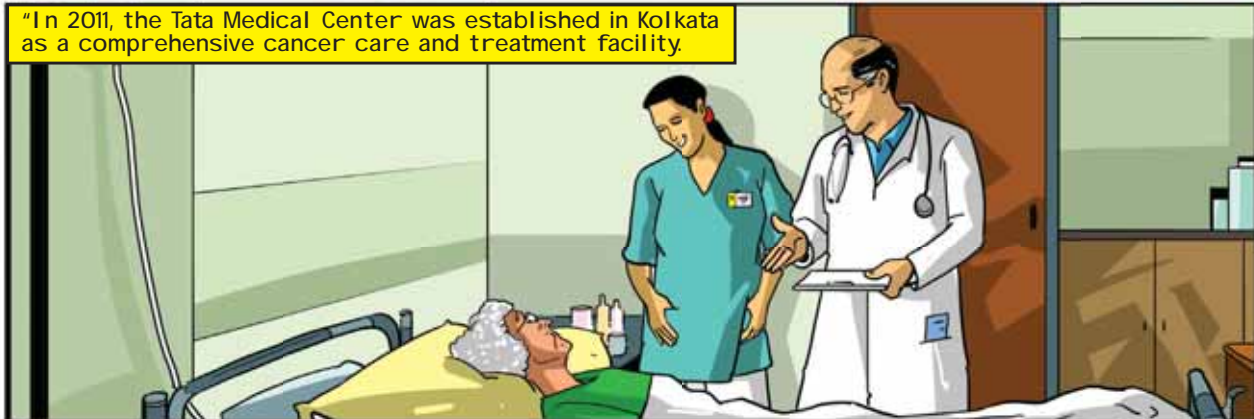
Ratan Tata's most high-profile acquisition has to be Jaguar-Land Rover from the Ford Motor Company in 2008."







In 2011, the Tata Medical Center was established in Kolkata as a comprehensive cancer care and treatment facility.



In 2012, Tata Global Beverages partnered with Starbucks to bring the international coffee chain to India.



In 2014, the Tata Group partnered with Air Asia, launching the low-cost carrier Air Asia India, and then with Singapore Airlines, launching the full-service airline, Vistara.





The Tata group has kept soaring since, with a global presence in over 100 countries.

They recently launched a brand-new line of SUVs and compact SUVs like the Hexa and the Nexon, both doing remarkably well.



Tata Steel has set up modern India's largest single location greenfield steel project in Kalinganagar in Odisha.



Tata also supplies vehicles for the Indian armed forces and has tie-ups with global aerospace companies such as Boeing and Sikorsky."



Among other things, the Tata Trusts are playing a crucial role in setting up the National Cancer Grid, allowing cancer care centres across the India to interact real time.

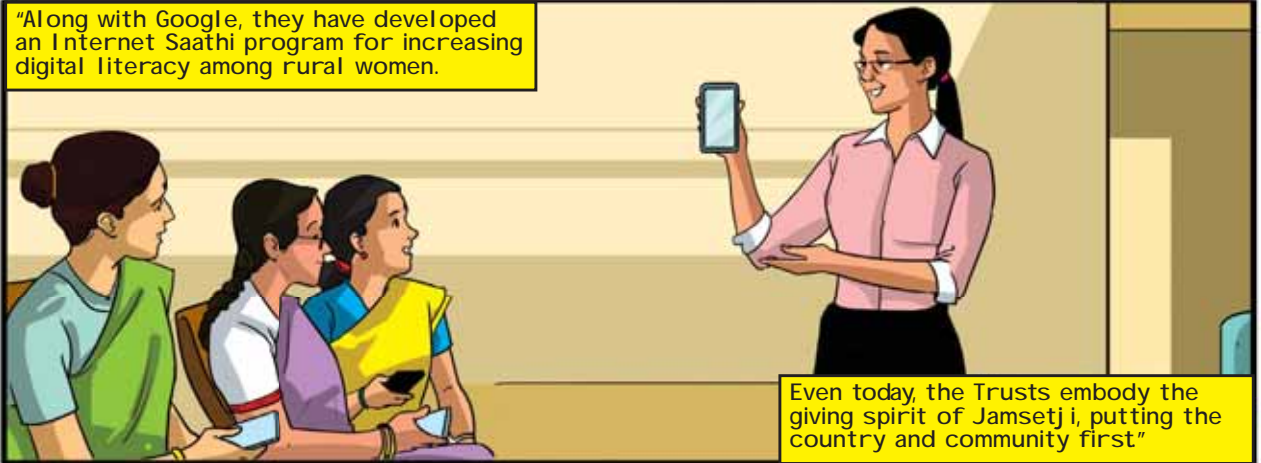


Meanwhile, the work done by the Tata Trusts has been quite remarkable as well.





"Along with Google, they have developed an Internet Saathi program for increasing digital literacy among rural women."



Even today, the Trusts embody the giving spirit of Jamsetji, putting the country and community first."



Phew! The story of the Tatas is so fascinating. They sure did a lot in 150 years!

True! But given my experience working with them, I feel this is just the beginning.



Exactly! So, Kayaan, now do you get what's so exciting about the Tata group?

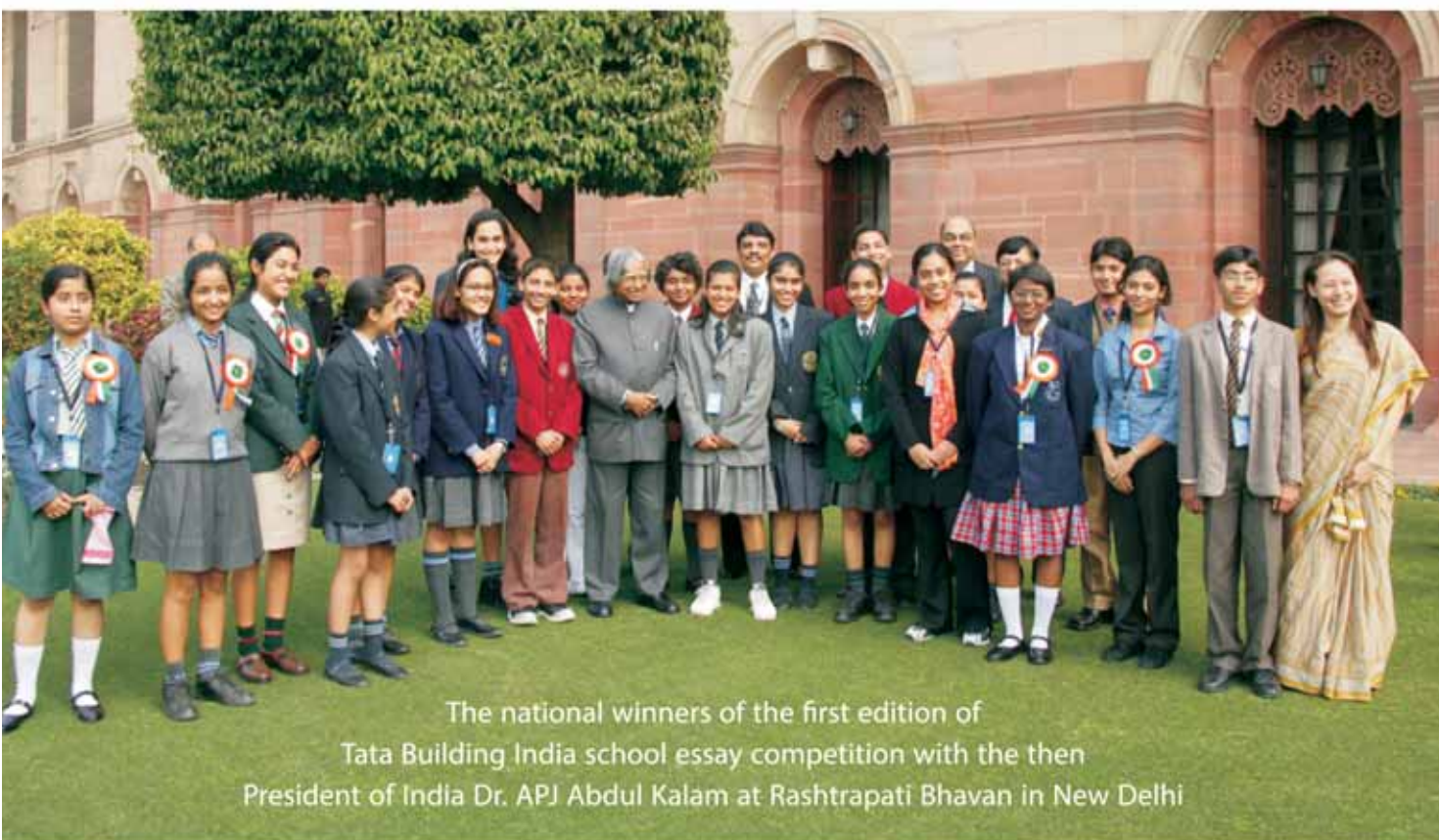
Completely!

# **TATA**

## **BUILDING INDIA**

### School Essay Competition

Tata Building India school essay competition is one of the key initiatives undertaken by the Tata Group to motivate the youth of India and instill the value of nation building. It has become India's largest school essay competition, currently reaching nearly 5 million students in classes 6-12, across 13 languages and around 10000 schools, who express their thoughts on a given topic of national significance. The essays are evaluated first at the school level and then winning essays are evaluated for city and national levels, with the national winners getting an opportunity to meet a national dignitary and visit Rashtrapati Bhavan in New Delhi.



The national winners of the first edition of  
Tata Building India school essay competition with the then  
President of India Dr. APJ Abdul Kalam at Rashtrapati Bhavan in New Delhi

*"The ignited mind of the youth is the most powerful resource  
on the earth, above the earth & under the earth.."*

*– Dr. APJ Abdul Kalam in the interaction with the competition winners*





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