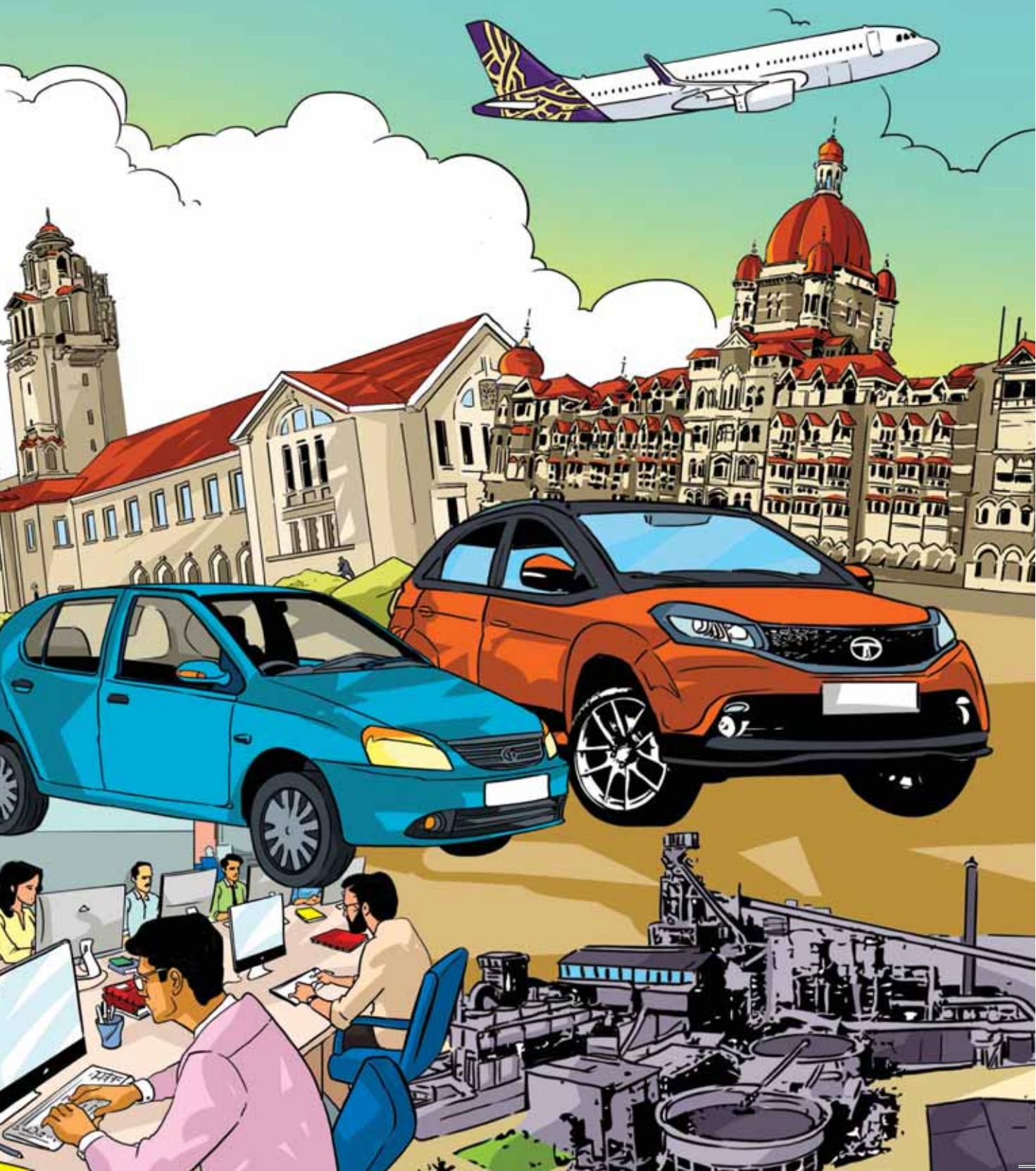




NOT FOR SALE

# THE TATA STORY

150 years : 1868-2018

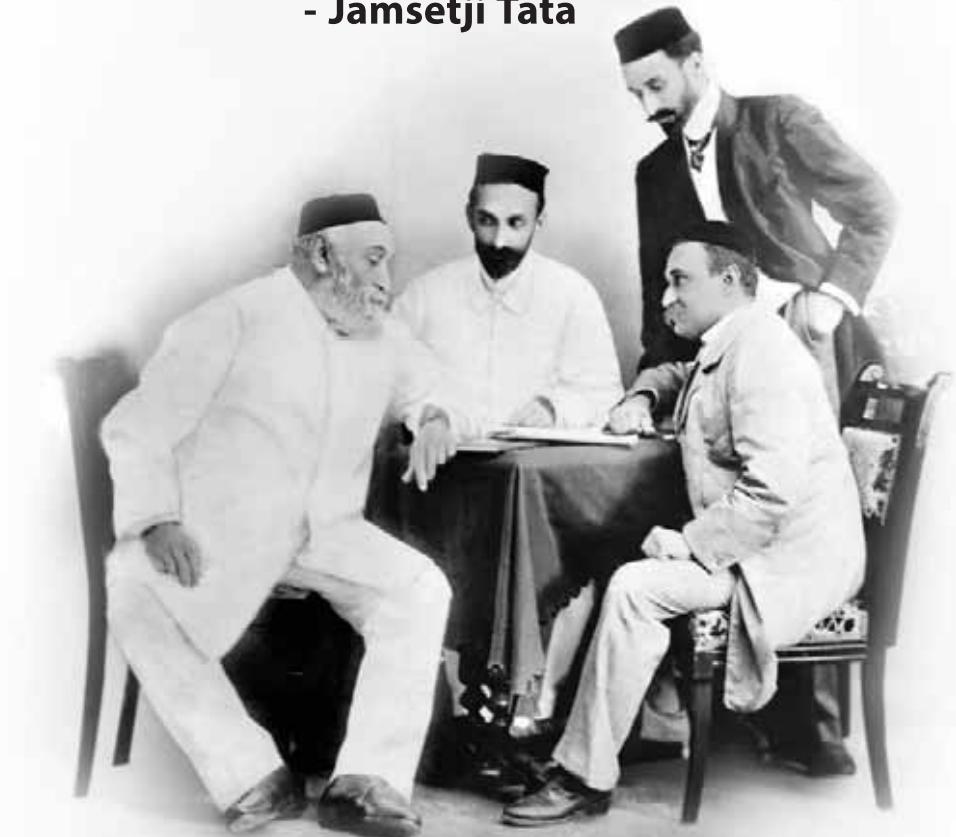


# THE TATA STORY

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...

Wow, ma! Dadaj i used to work at Tata as well. Just like you.

He was with the Tatas for over forty years, Kayaan. He's a true Tata man.

Come on, Mitali. You have been with Tata for a decade now.

Yes, but I didn't start my career with them.

In retrospect, I would have loved to though.

TATA! TATA! TATA! What's so great about the Tatas anyway?

Well, that's a long story, Kayaan. 150 years long to be exact.

150 years?

That's how old the Tata Group is. Would you like to hear their story?

Story time?  
Yes! Yes!  
Yes!

## THE TATA STORY

"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.

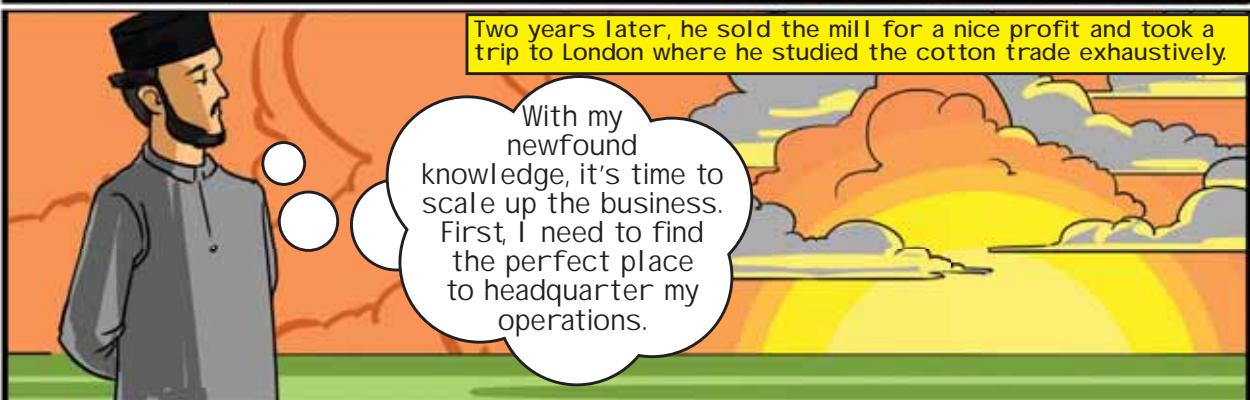


In 1869, he bought an old run-down oil mill in Bombay's Chinchpokli and converted it into a cotton mill called Alexandra Mill.



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 headquartered my operations.



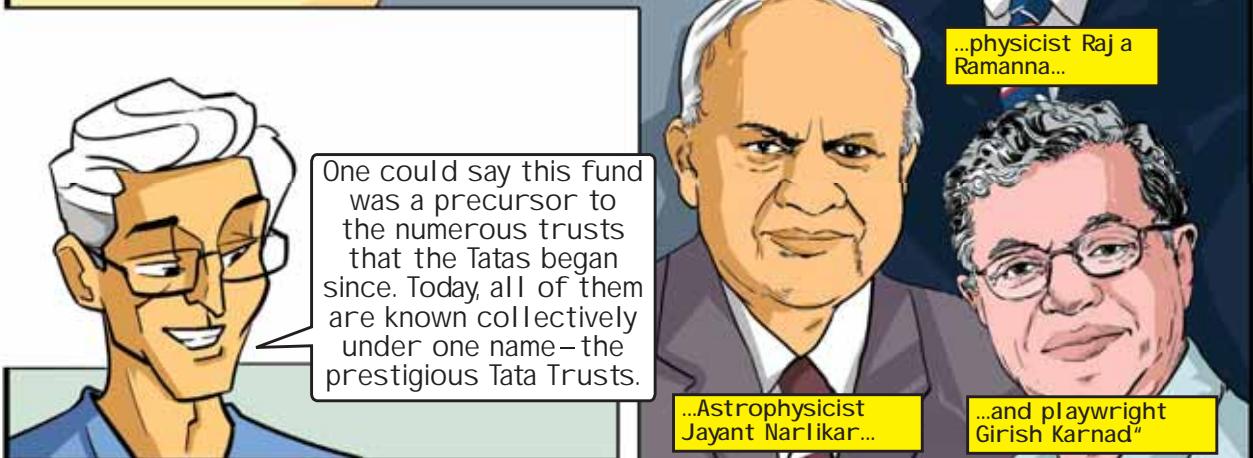
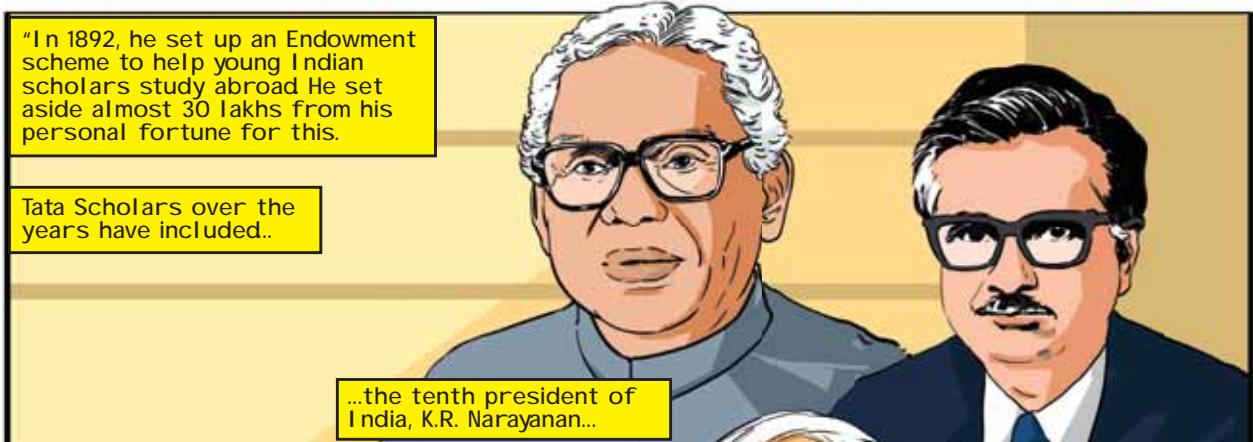
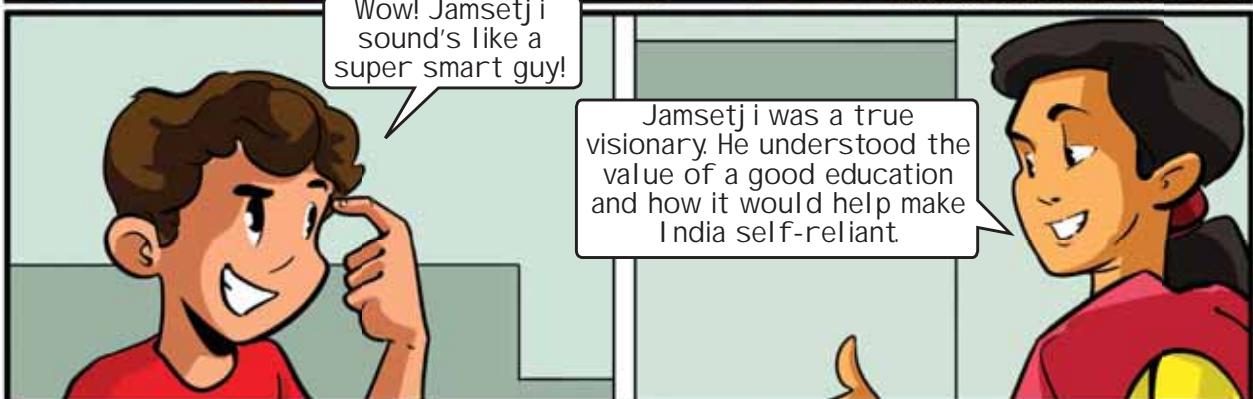
Jamsetji locked in on Nagpur as his new headquarters. This was because of three reasons.

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."

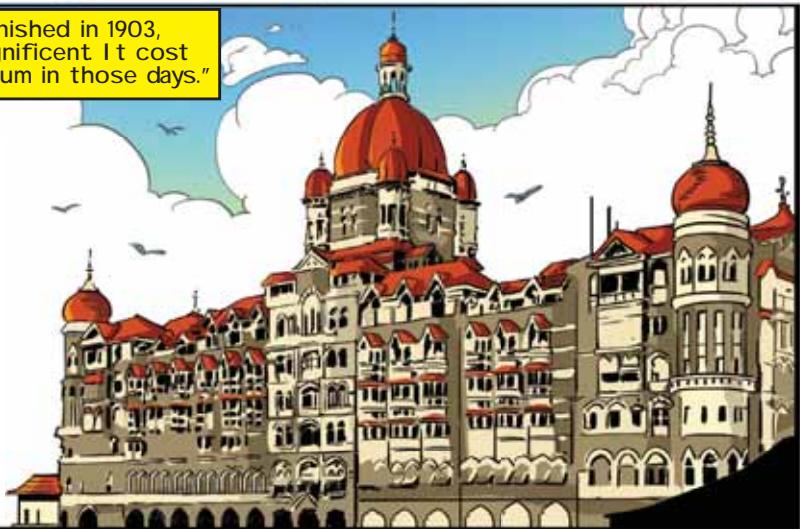


## THE TATA STORY





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!

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

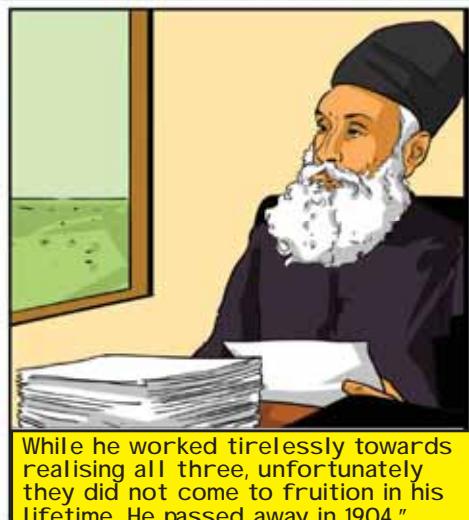
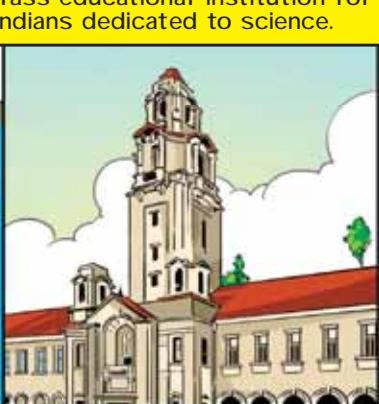


Jamsetji had three big dreams in his life...

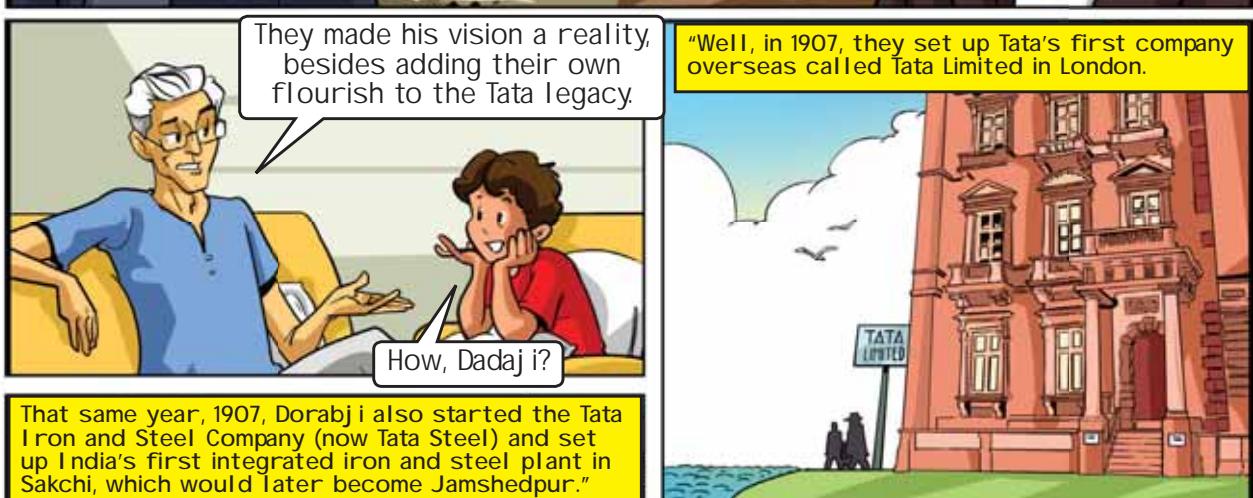
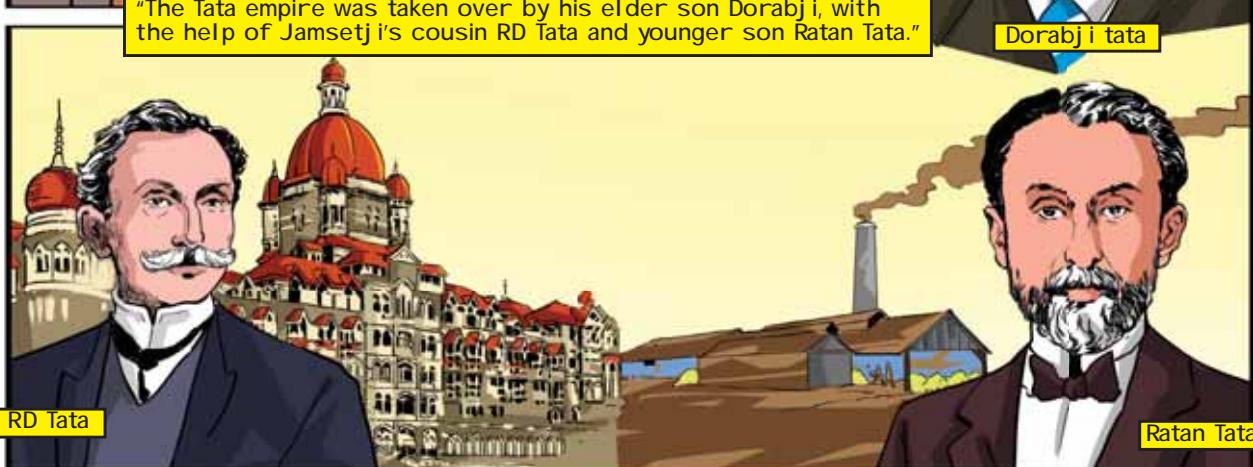


...Second, to generate clean hydro-electricity for his beloved city, BOMBAY...

...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."



Wait, Jamshedpur?  
after Jamsetji?

Exactly! It was in 1919 that the city was renamed in honour of the Tata founder. He had a fantastic vision for the city, evident from his many letters to Dorabji about it.

"In one letter, he wrote..."

'Be sure to lay wide streets planted with shady trees, every other of a quick-growing variety.'

'Be sure that there is plenty of space for lawns and gardens; reserve large areas for football, hockey, and parks.'

Earmark areas for Hindu temples, Muhammad mosques, and Christian churches."

## THE TATA STORY

Okay, so iron and steel were taken care of. What about his other dreams?

I think it was in 1910 that the first of the three Tata electric companies was set up. It was called the Tata Hydro-Electric Power Supply company. A few years later, the Andhra Valley Power Supply Company was set up followed by Tata Power in 1920.

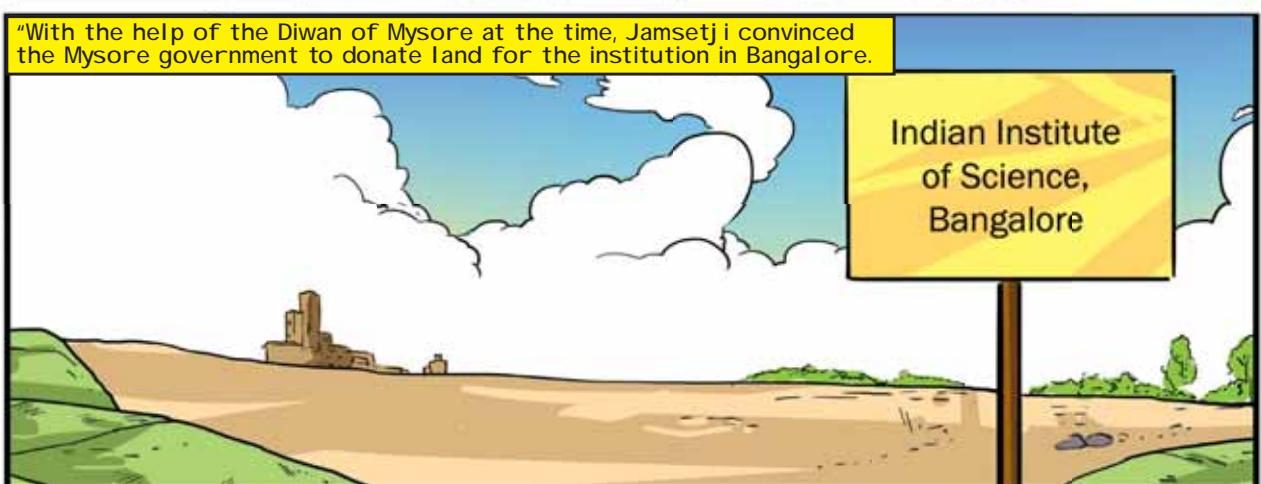
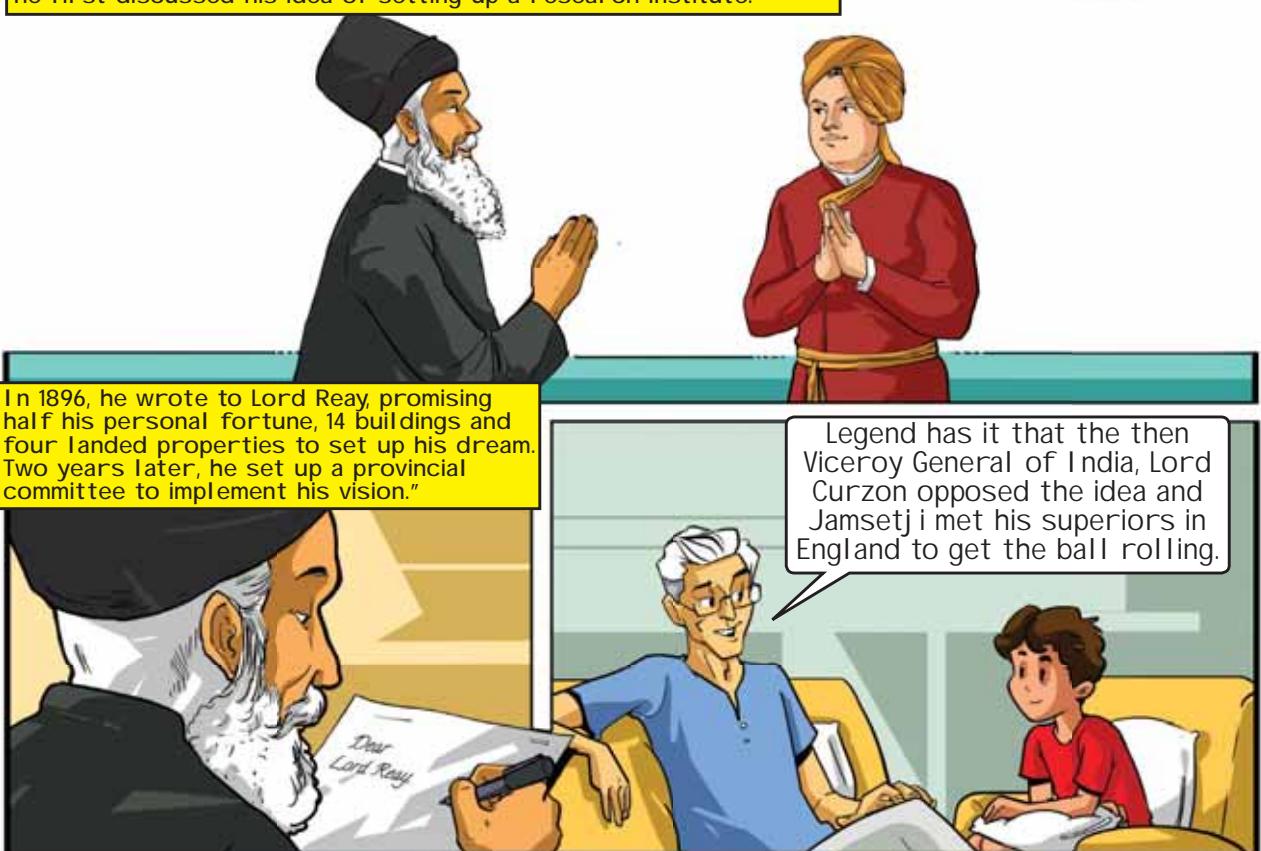
1919 actually. These merged with Tata Power in the year 2000, making it India's largest power generation company.

India's largest?

Yes, India's largest!

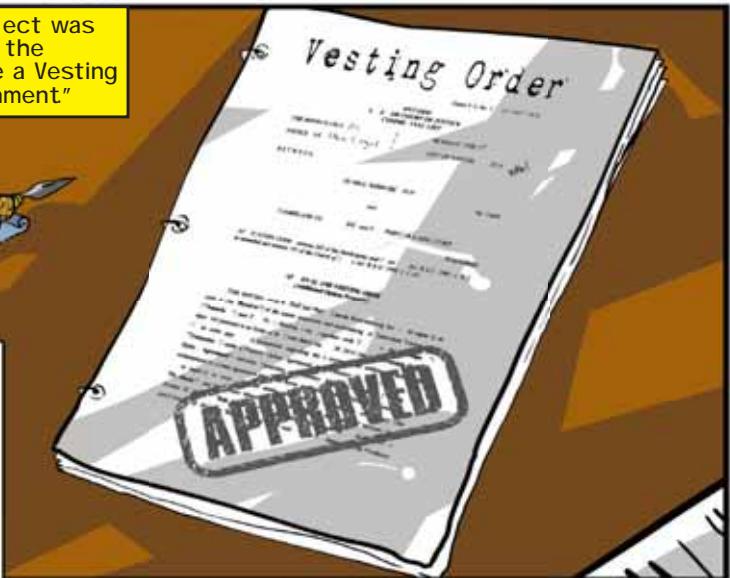
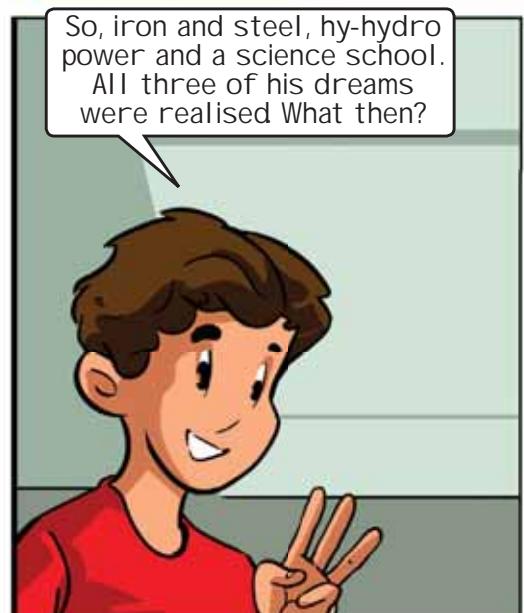
"Meanwhile, in 1911, the Indian Institute of Science was finally established, just like Jamsetji had dreamed

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.\*

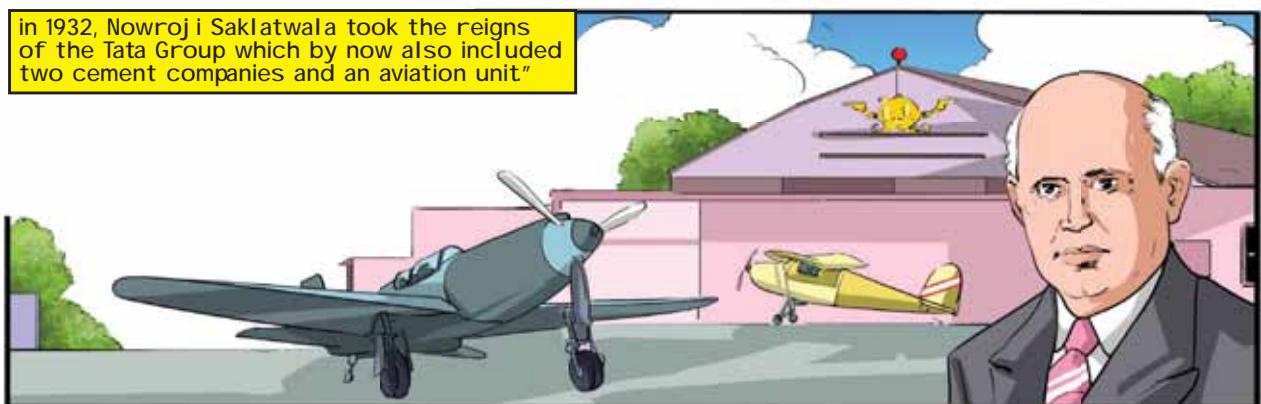




After Jamsetji's death, the project was again stalled. It was in 1909 that the colonial government finally gave a Vesting Order, allowing for its establishment."



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



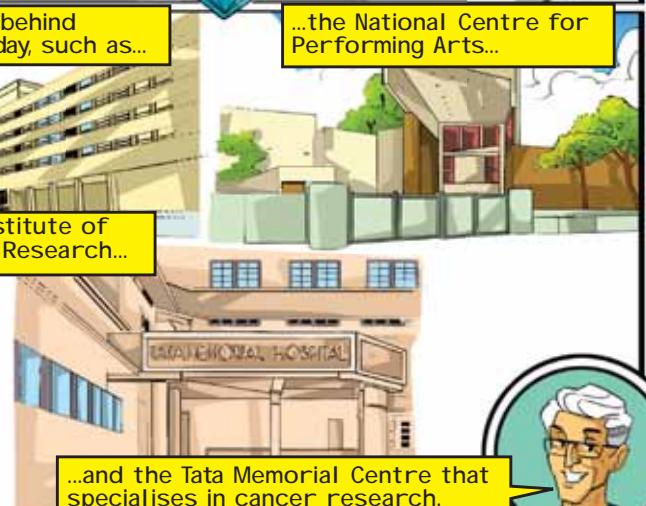


The Sir Dorabji Tata Trust became a driving force behind setting up many of India's premier institutions today, such as...

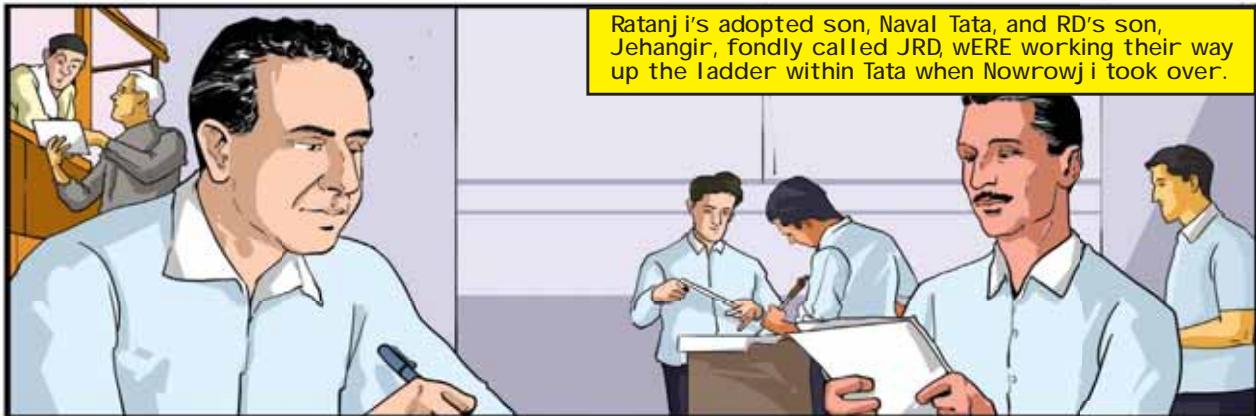
...the National Centre for Performing Arts...

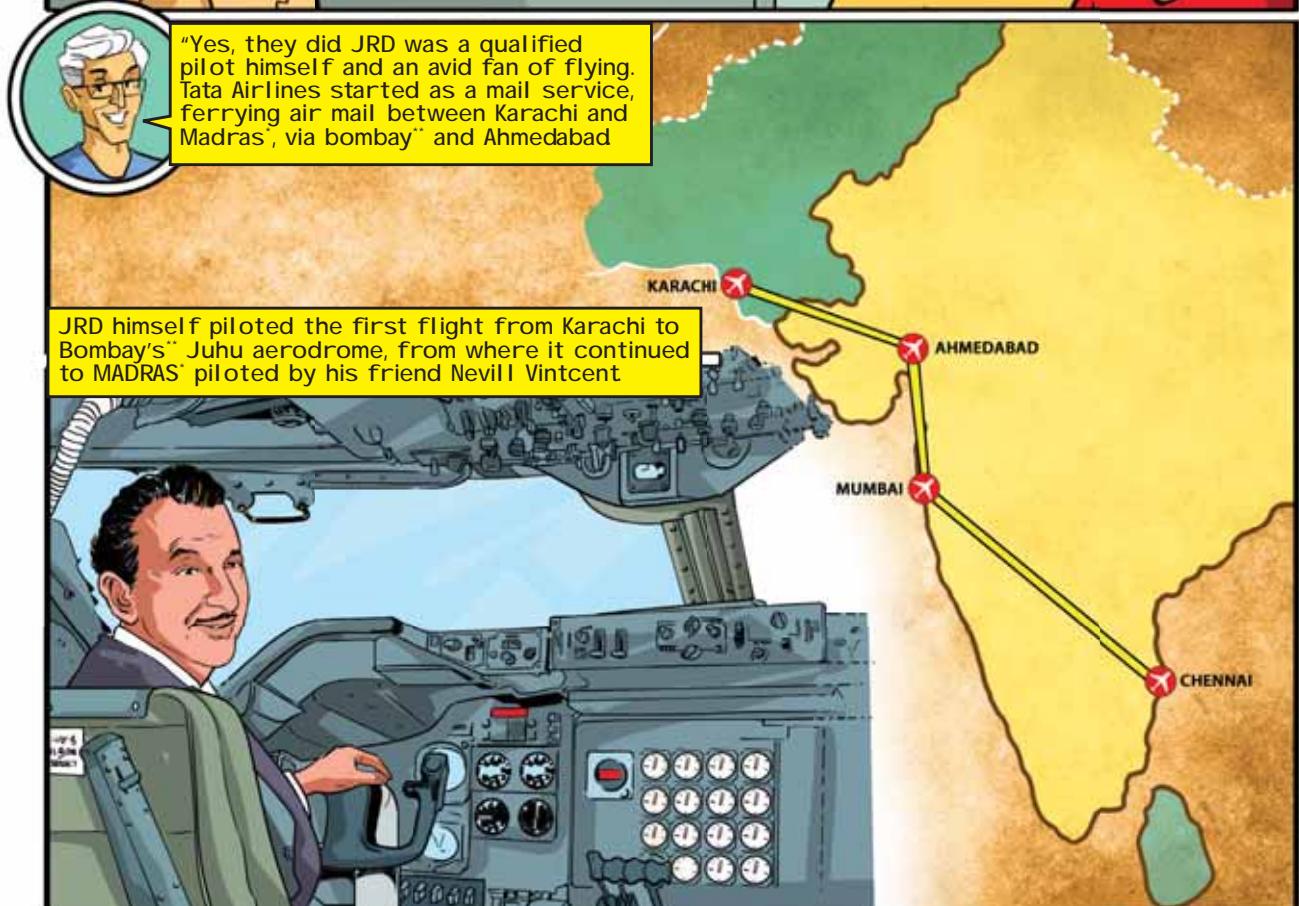
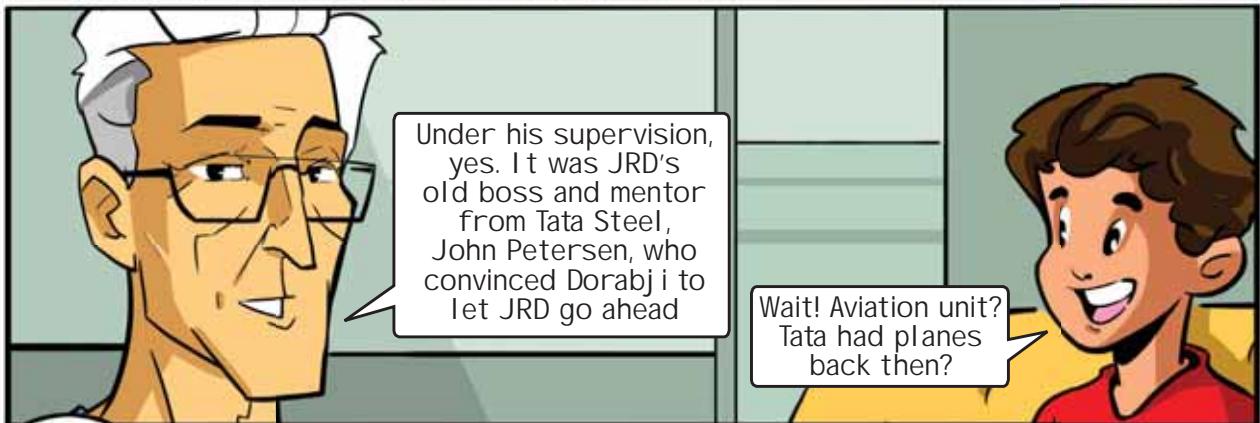
...the Tata Institute of Social Sciences...

...The Tata Institute of Fundamental Research...

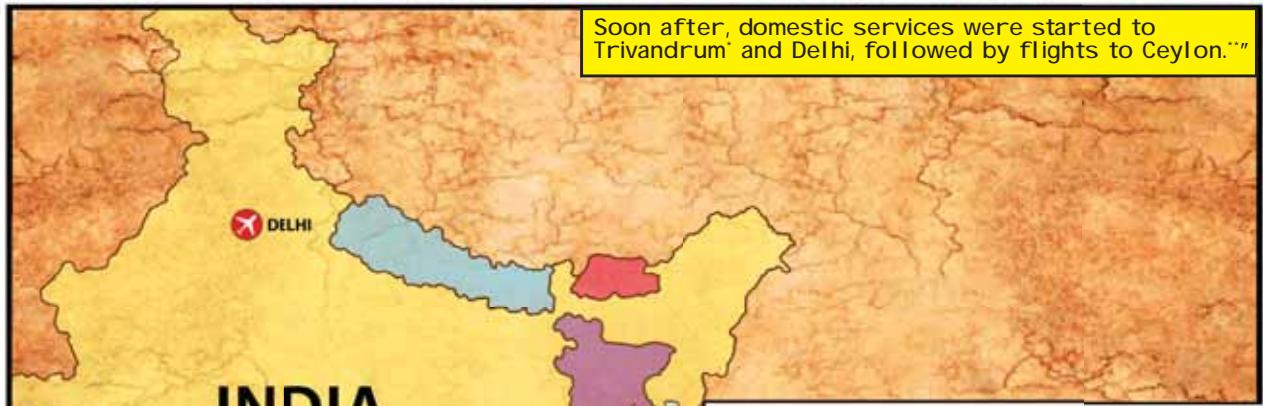


## THE TATA STORY

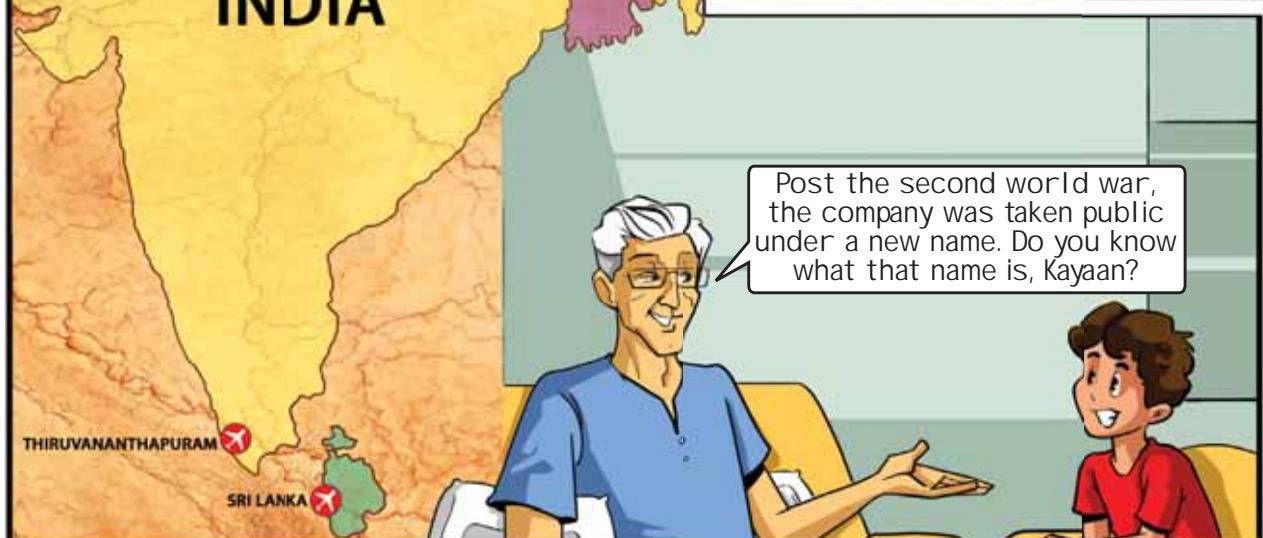




## THE TATA STORY



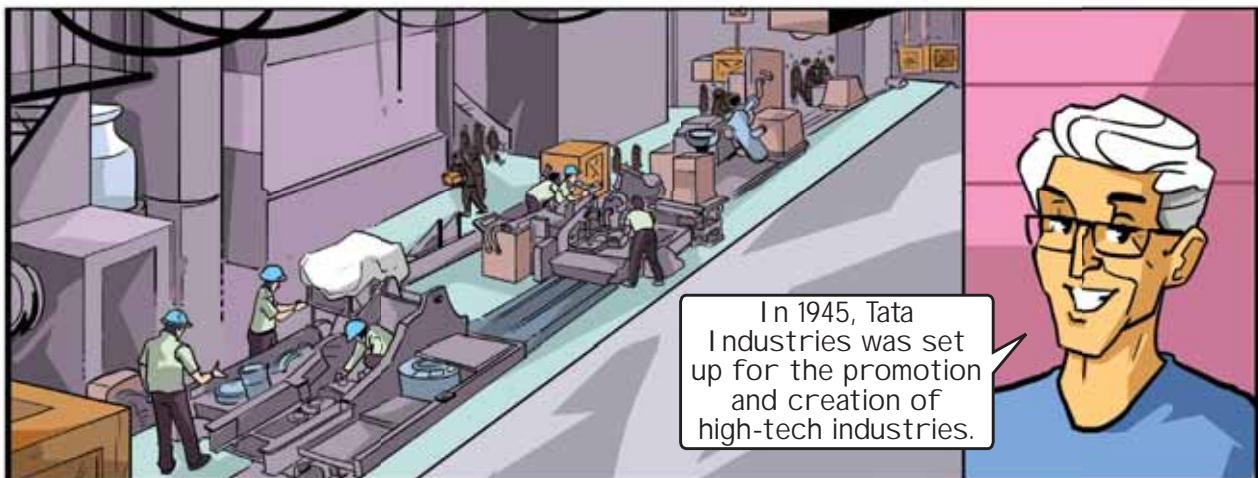
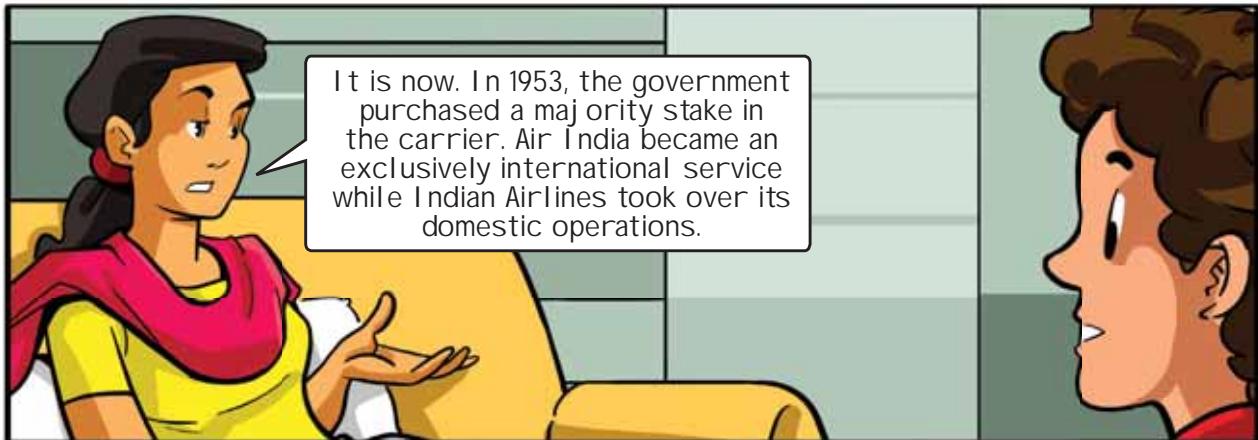
Soon after, domestic services were started to Trivandrum\* and Delhi, followed by flights to Ceylon.\*\*



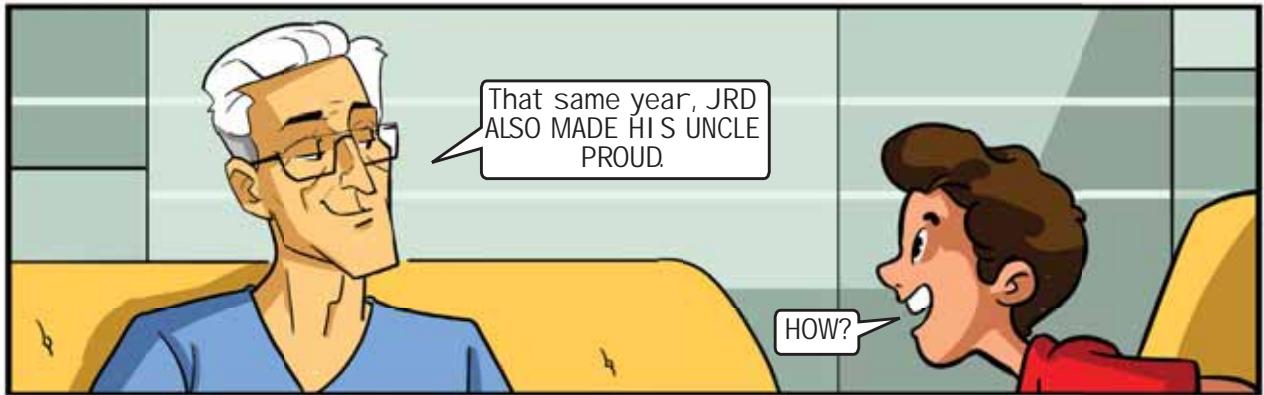
Post the second world war, the company was taken public under a new name. Do you know what that name is, Kayaan?



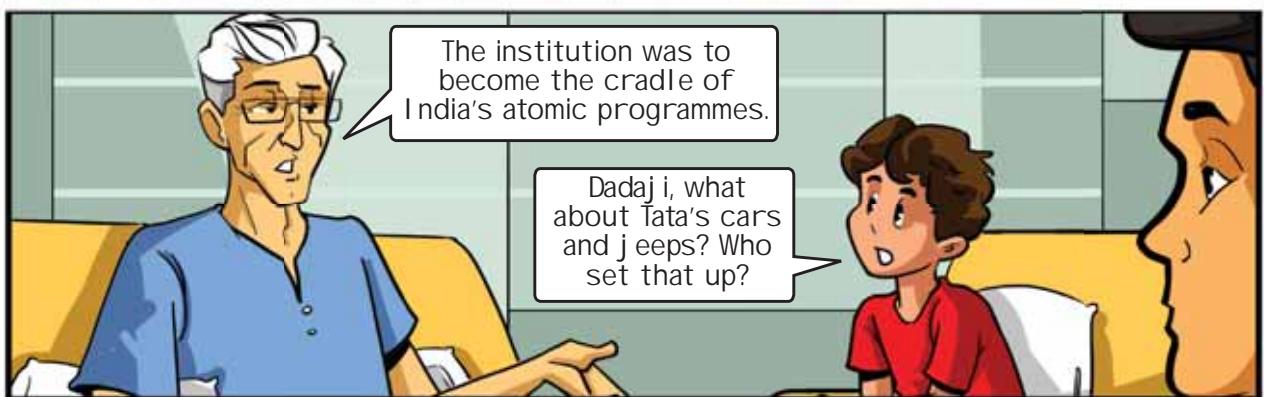
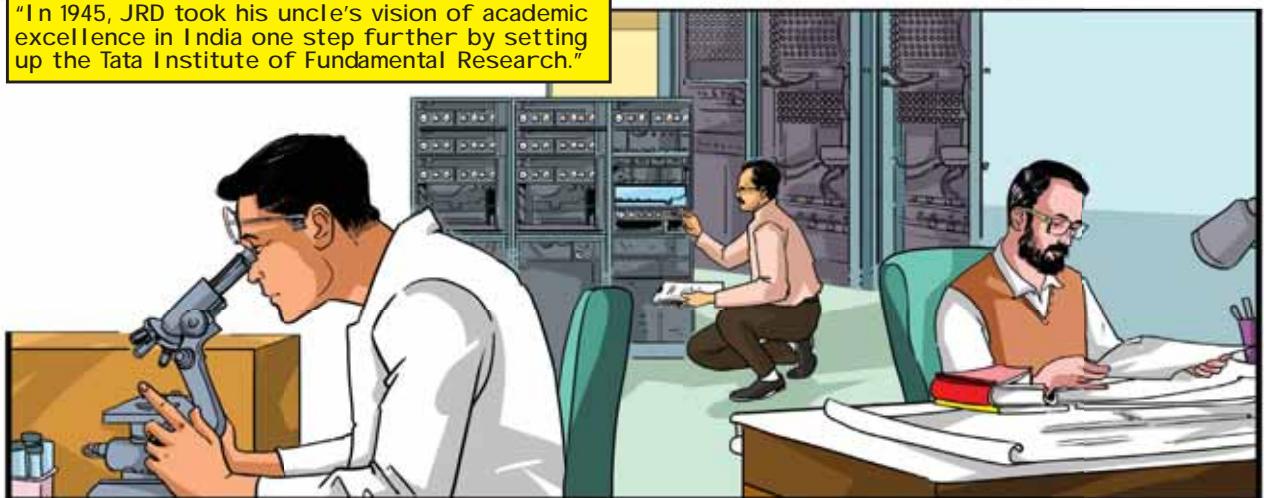
\*This map is a generalized illustration only, and is not intended to be used for reference purposes. The representation of political boundaries and the names of geographical features do not necessarily reflect the position of the Government of India on international issues of recognition, sovereignty,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



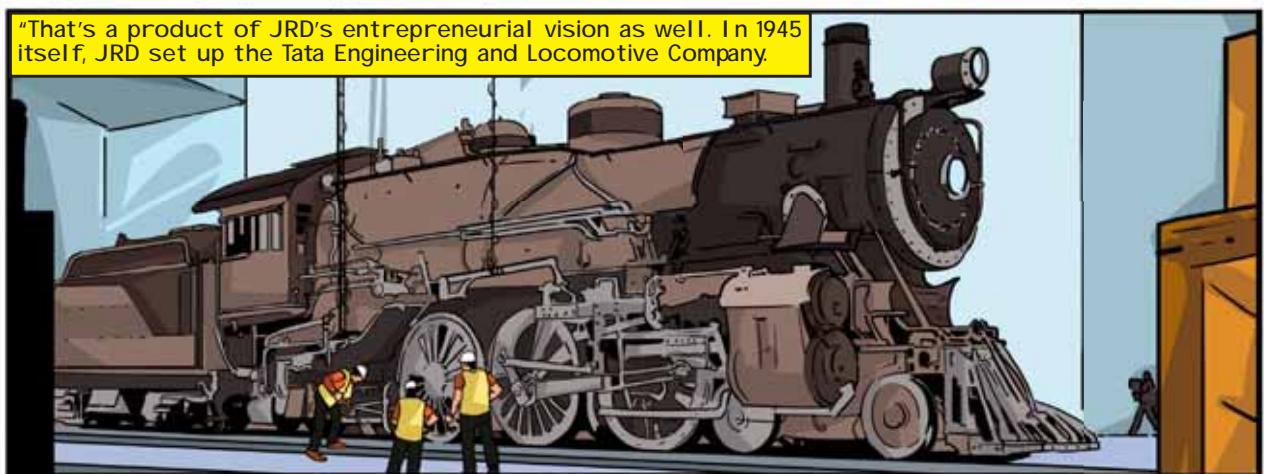
In 1945, Tata Industries was set up for the promotion and creation of high-tech industries.



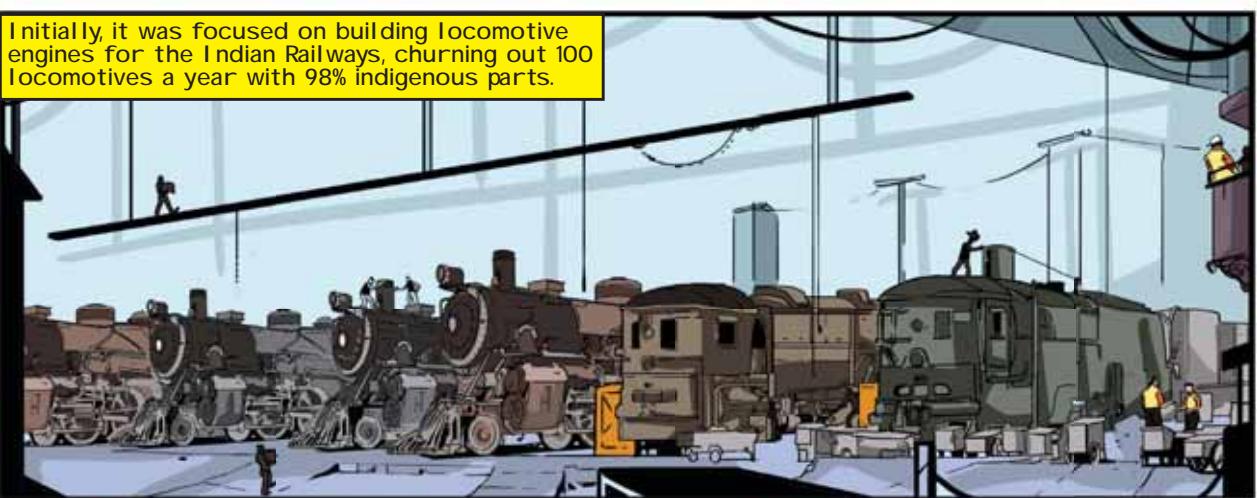
"In 1945, JRD took his uncle's vision of academic excellence in India one step further by setting up the Tata Institute of Fundamental Research."



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



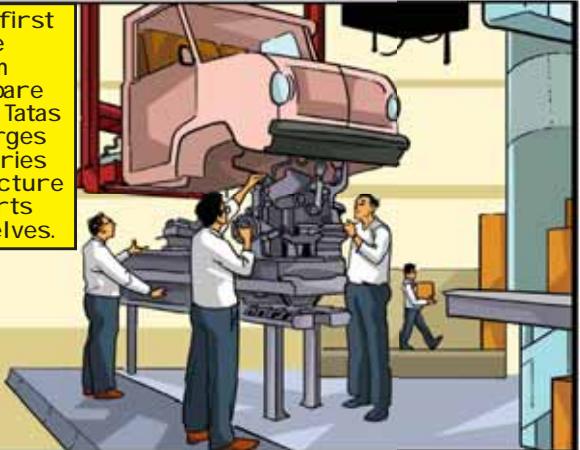
Initially, it was focused on building locomotive engines for the Indian Railways, churning out 100 locomotives a year with 98% indigenous parts.



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.

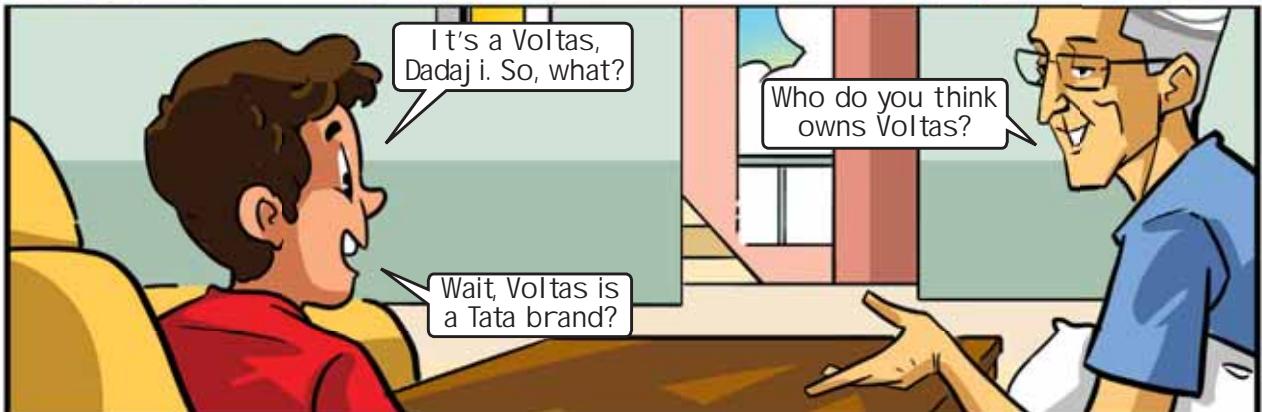
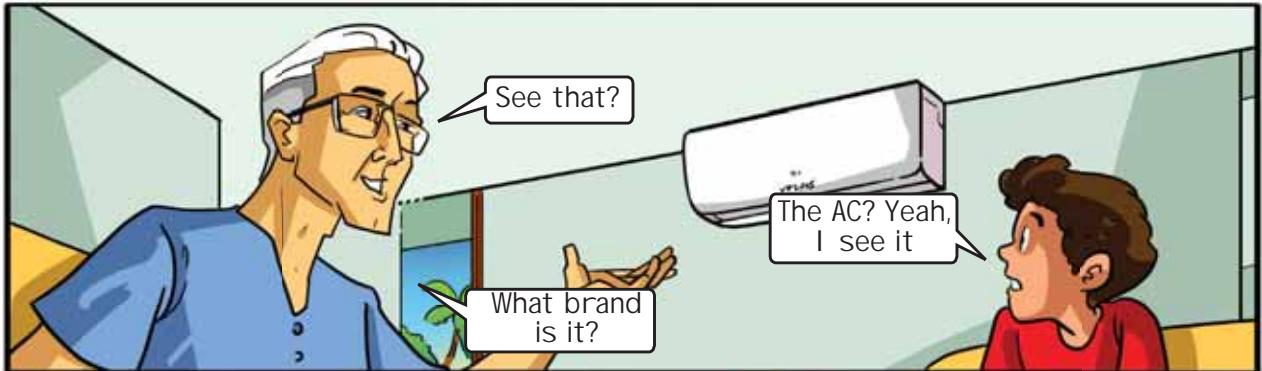


Today, more than half of the medium and heavy commercial vehicles on Indian roads are made by Tata, with almost 100% of parts involved produced in-house."

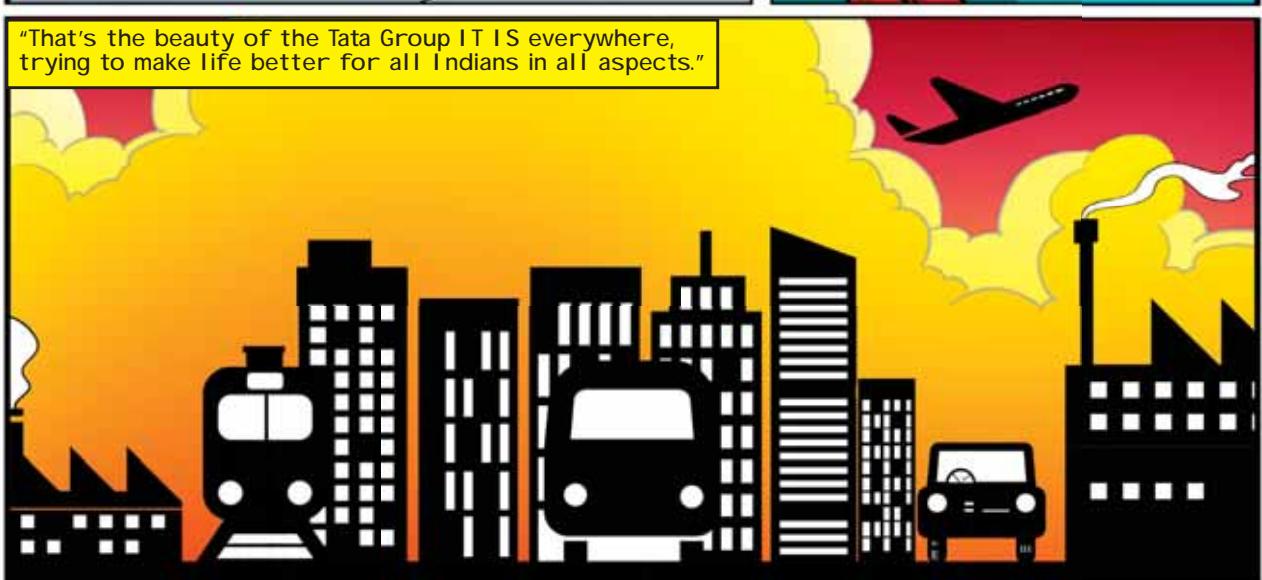


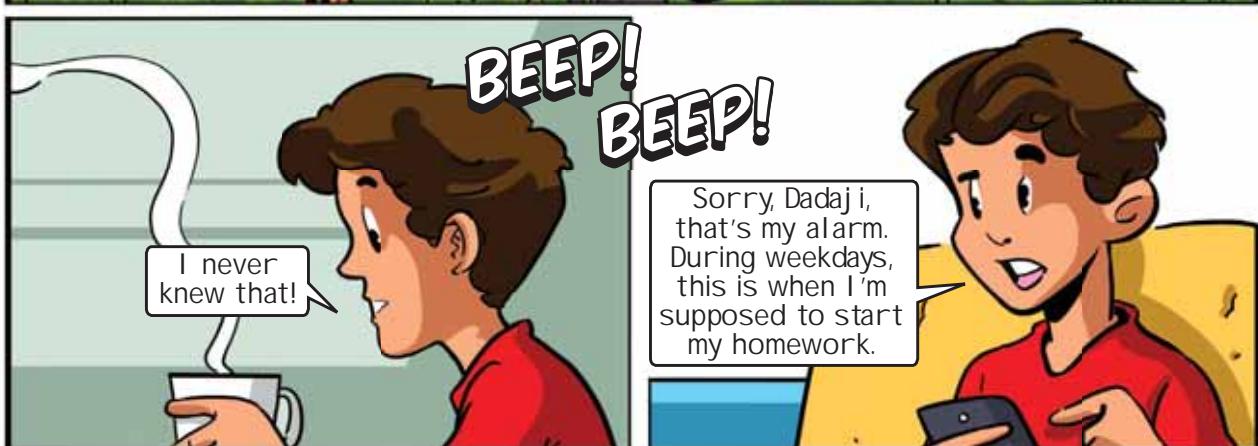
"Well, it was in 1998 that the Tata Indica was launched. It was India's first fully indigenously developed car, and marked Tata's entry into the passenger car segment. But so much else had happened in the years between."



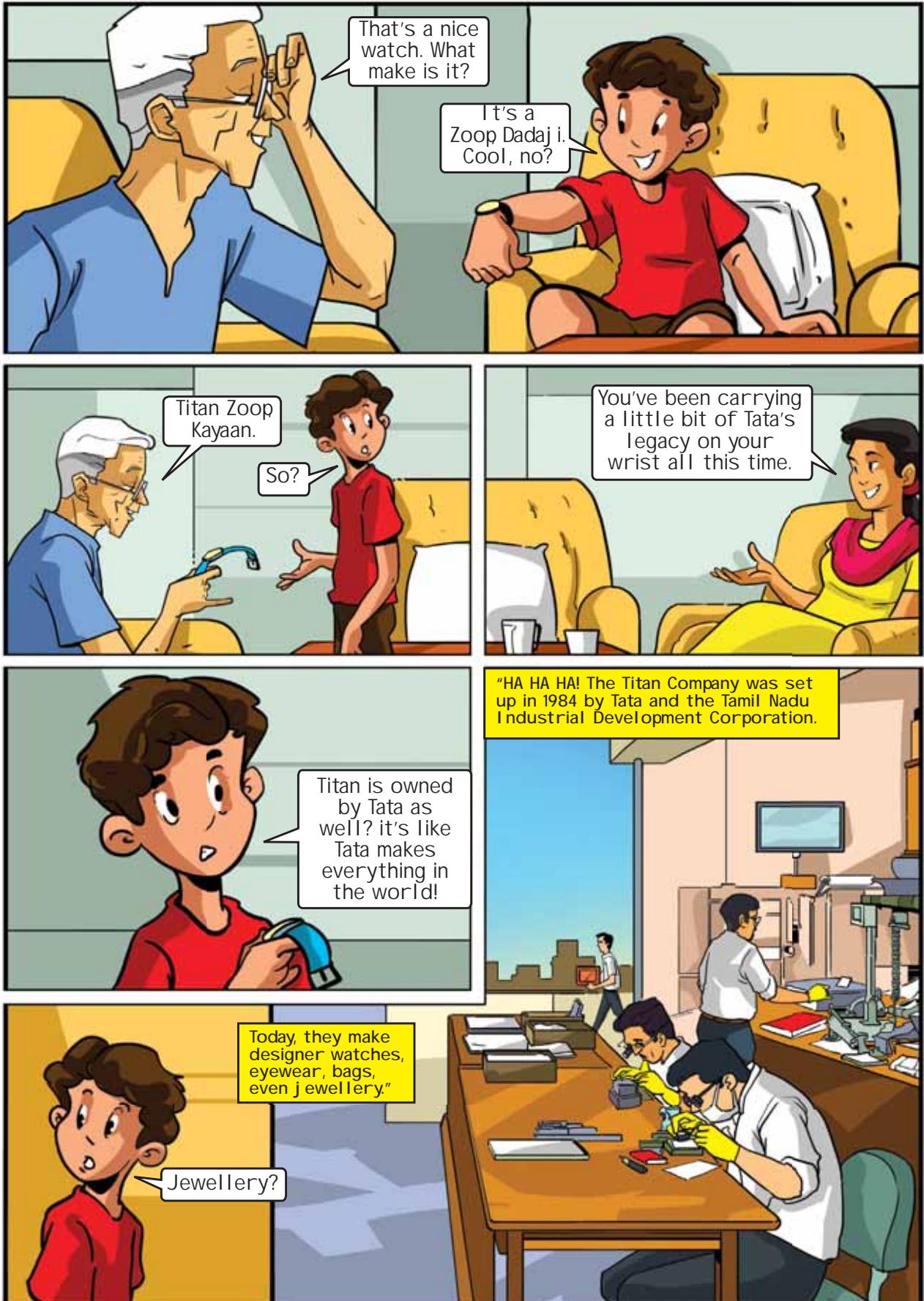


"That's the beauty of the Tata Group IT IS everywhere, trying to make life better for all Indians in all aspects."





## THE TATA STORY



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



Wow! Is there anything Tata doesn't do?

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



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.



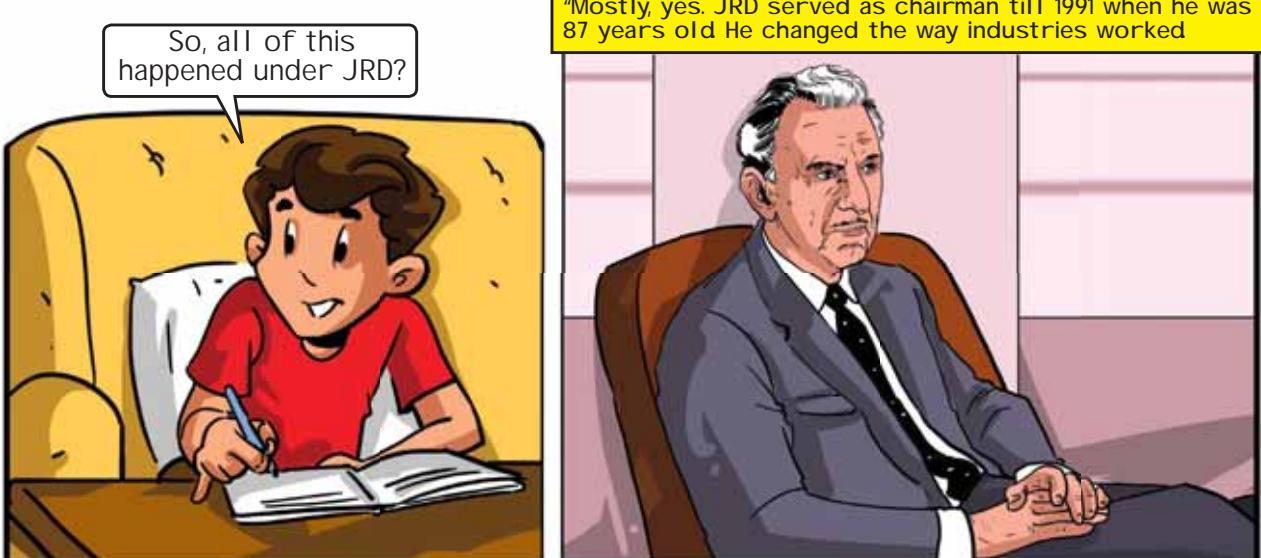
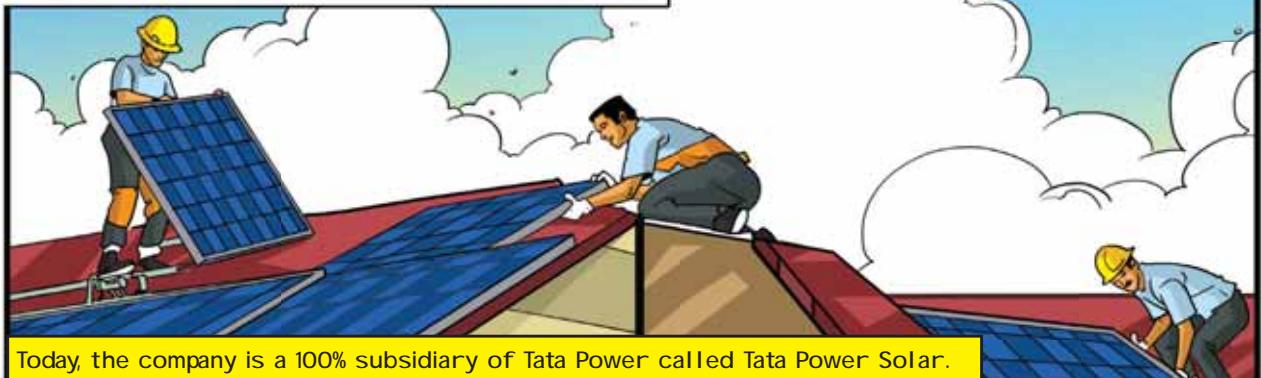
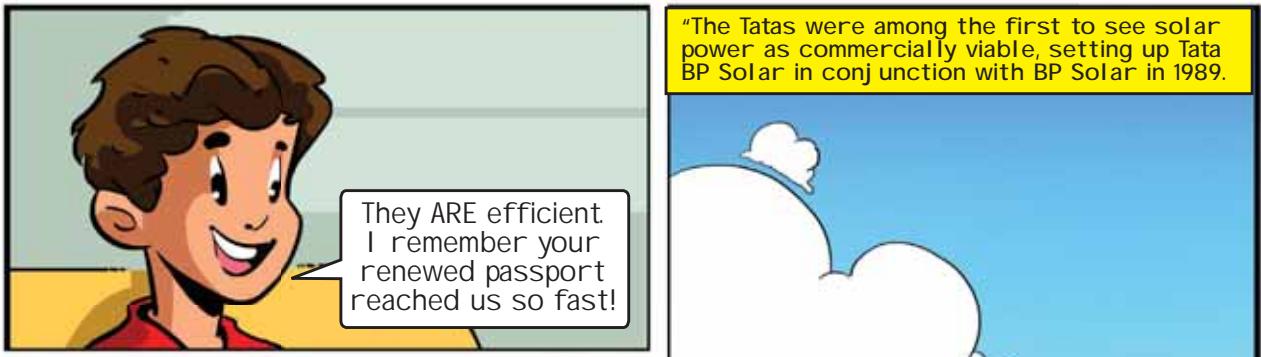
Do you remember how we went to get my passport renewed a few months back? There also, there was a little bit of Tata magic.

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

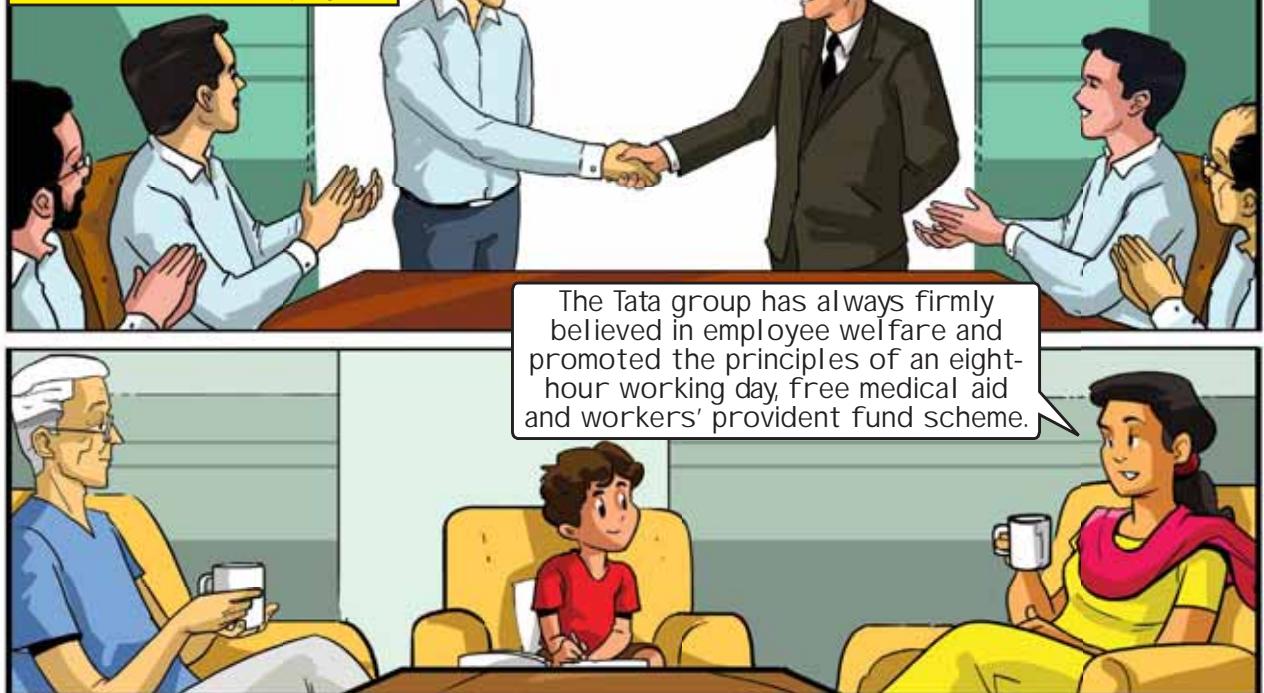


"all Passport Seva Kendras in the country are supported by TCS to make the process faster and more efficient"

## THE TATA STORY

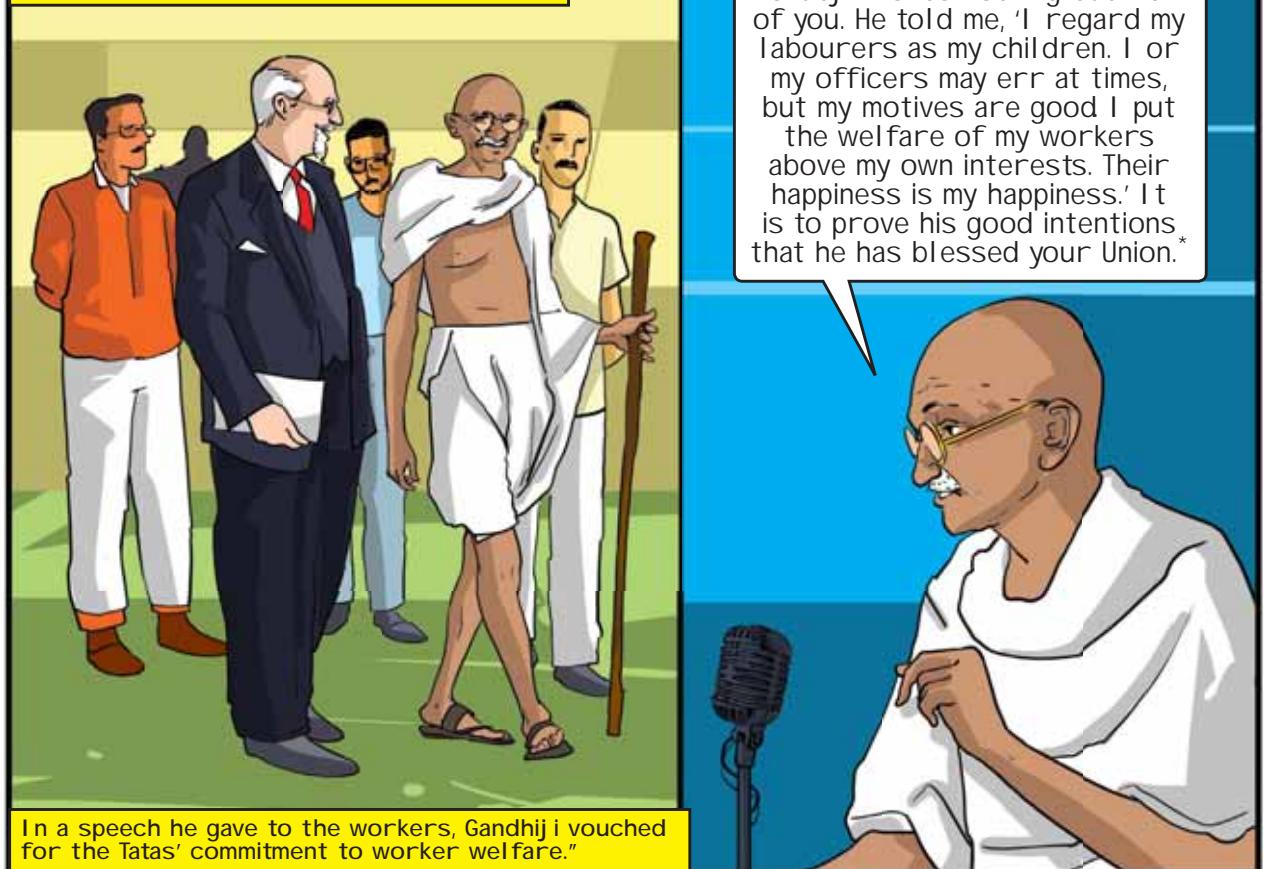


JRD Tata cared greatly for his workers. Way back in 1956, he initiated a programme to give workers a stronger voice in the affairs of the company."



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**

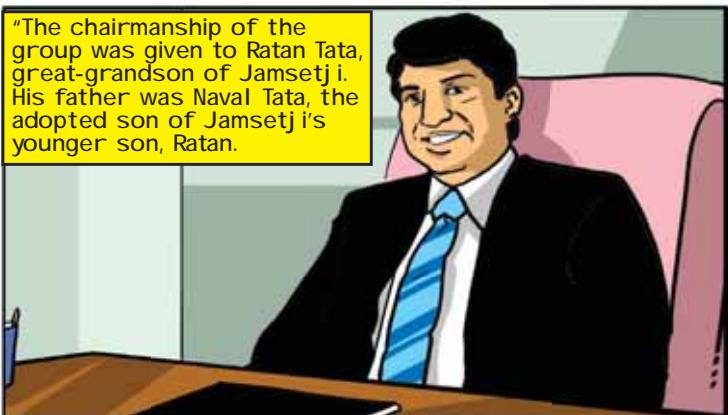
**TATA CONSULTANCY SERVICES**

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!"



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.



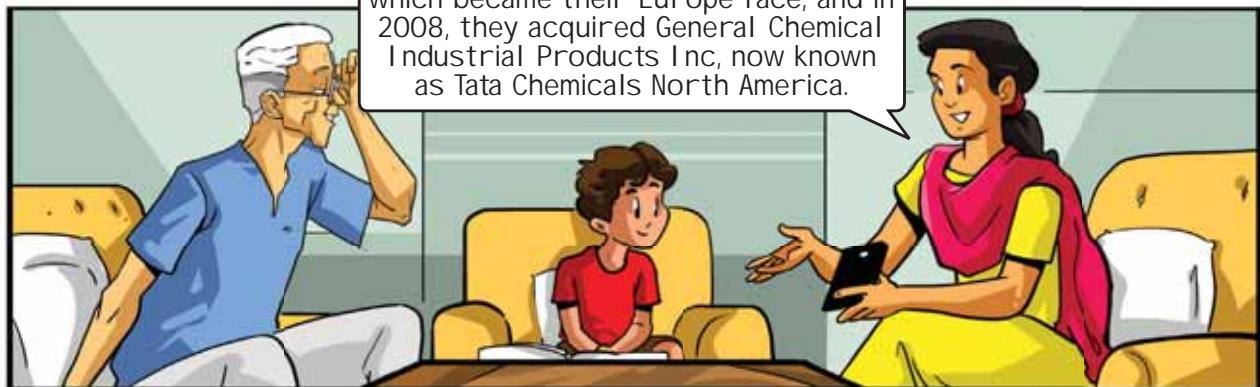


"Tata Steel acquired the Singapore-based steel company NatSteel in 2005 and the UK-based Corus Group in 2007."

## TATA STEEL



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.



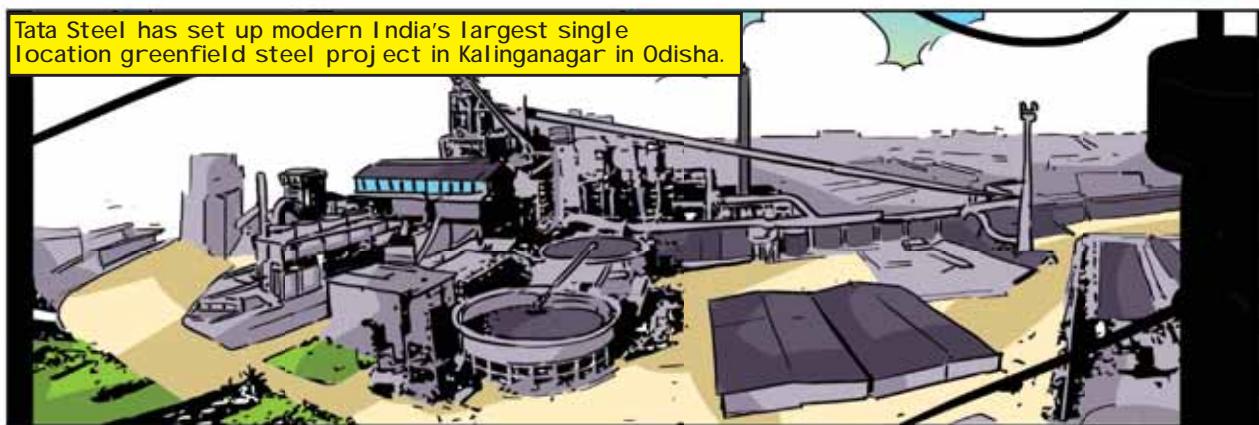
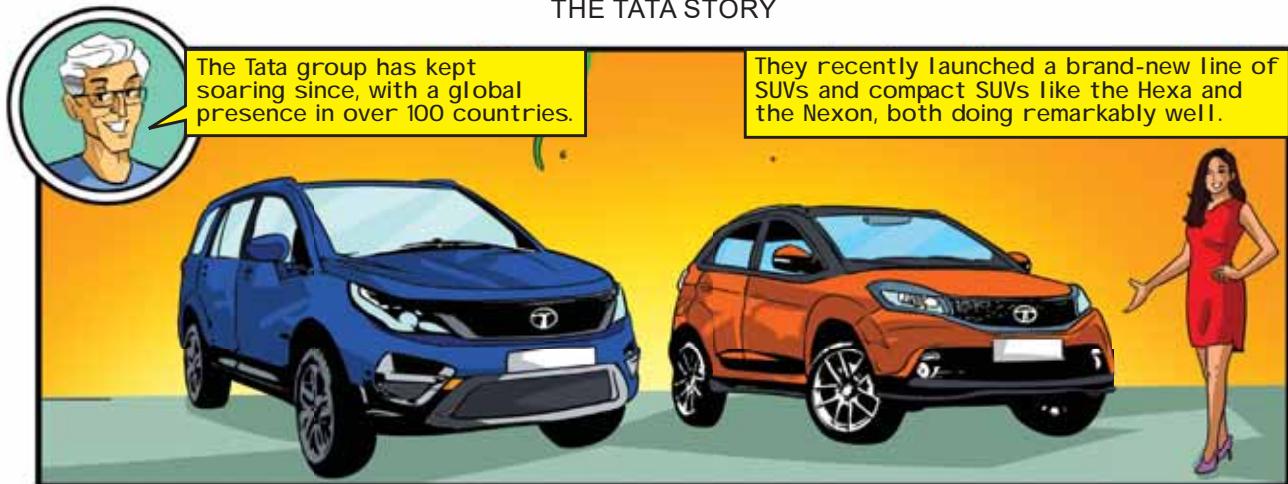
## THE TATA STORY

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





## THE TATA STORY



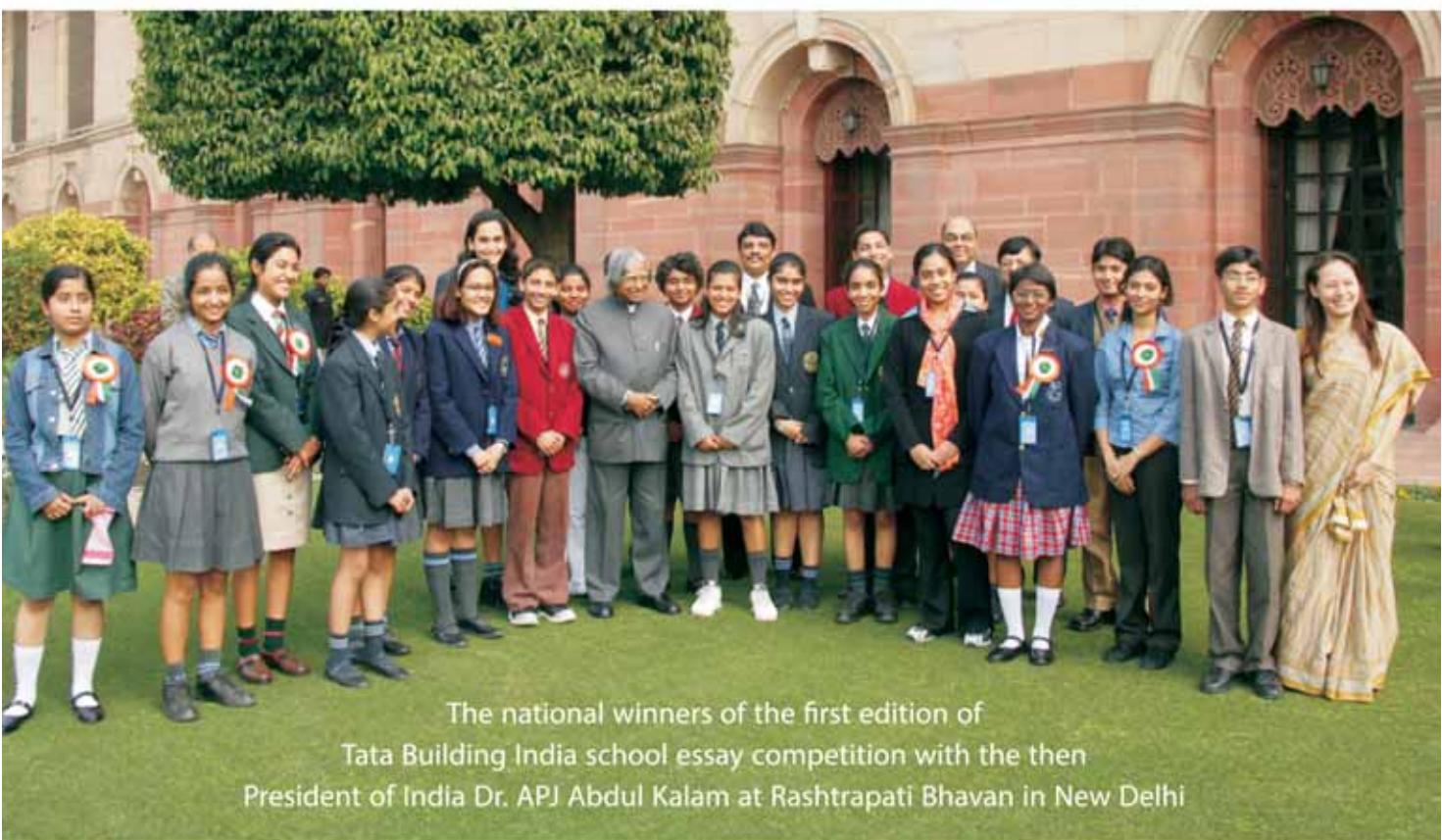
"Along with Google, they have developed an Internet Saathi program for increasing digital literacy among rural women.



# **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 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*



## THE TATA STORY

### LEADERSHIP WITH TRUST

The journey of India's most illustrious business empire began in 1868 when a young Jamsetji Tata set up a small trading company in erstwhile Bombay. Today, the Tata Group comprises of 30 companies across 10 verticals, the revenue together of which is over US\$ 100 billion.

This book traces the fascinating story of the Tatas from 1868 to 2018 and introduces us to the legends who have kept the Tata flag flying high for 150 years and running!

#### OTHER TITLES IN THIS SERIES:

**J.R.D. TATA**

**JAMSETJI TATA**