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Tata Elxsi

TATA ELXSI IS NO SMALL FISH. GRANTED, IT'S NOT THE FIRST COMPANY THAT YOU THINK OF WHEN YOU HEAR THE NAME TATA. BUT THEY ARE DOING SOME INCREDIBLE WORK — MOST OF IT RELATED TO EMBEDDED PRODUCT DESIGN (EPD). THINK OF A FEATURE-LOADED INFOTAINMENT SYSTEM, OR PARKING SENSORS, OR VOICE ASSISTANTS, OR SAFETY SYSTEMS. ELXSI HELPS AUTO COMPONENT MANUFACTURERS DESIGN AND ENGINEER THESE PRODUCTS TO PERFECTION. AND IT'S NOT JUST AUTOMAKERS — THEY ALSO HELP BROADCAST AND COMMUNICATION COMPANIES DESIGN NEW-AGE SET-TOP BOXES, CLOUD SERVICES AND APP FRAMEWORKS FOR SMART TV AND OTT PLATFORMS. THEY DO A LOT OF SOPHISTICATED DESIGN WORK. AND THEY HAVE A CLIENT BASE THAT INCLUDES THE LIKES OF FORD, JAGUAR LAND ROVER, NISSAN, MAHINDRA, MOTOROLA, COMCAST, ECHOSTAR, PANASONIC AND MANY MORE.

Tata Elxsi is a global design and technology services company that provides innovative solutions in engineering services, product design, and technology consulting. Founded in 1989, the company is headquartered in Bangalore, India, and has operations in North America, Europe, and Asia. Here is a brief history of Tata Elxsi:

1989: Tata Elxsi was established as a joint venture between Tata Group and Elxsi Corporation, a US-based computer-aided design and manufacturing company.

1994: Tata Group acquired Elxsi Corporation's stake in the joint venture, making Tata Elxsi a wholly-owned subsidiary of Tata Group.

1997: Tata Elxsi became a publicly-listed company and was listed on the Bombay Stock Exchange and National Stock Exchange in India.

2000: Tata Technologies, a subsidiary of Tata Motors, acquired a controlling stake in Tata Elxsi.

2003: Tata Elxsi acquired TKS-Teknosoft, a UK-based software development company.

2006: Tata Elxsi acquired Embedded Systems Solutions, an Indian company that specialized in embedded software development and testing.

2010: Tata Elxsi established a design studio in Tokyo, Japan, to provide design and engineering services to Japanese clients.

2012: Tata Elxsi established a design studio in Munich, Germany, to focus on automotive design and engineering.

2013: Tata Elxsi acquired design and technology firm IFR Automotive in Germany.

2015: Tata Elxsi opened a design studio in Coventry, UK, to support automotive design and engineering projects.

2017: Tata Elxsi announced the launch of its autonomous vehicle platform, AutonomAI, to help automakers and suppliers accelerate the development of autonomous driving technology.

2019: Tata Elxsi partnered with BlackBerry to develop and market secure, mission-critical solutions for automotive and other industries.

Today, Tata Elxsi is a leading player in the design and technology services industry, with a strong focus on automotive engineering, aerospace, and healthcare. The company has a diverse client base that includes some of the world's leading companies in these sectors, and it continues to innovate and develop new solutions to meet the evolving needs of its clients.

Tata Elxsi Strength

Tata Elxsi is a leading global design and technology services company that provides solutions and services to various industries, including automotive, broadcast, communications, healthcare, and transportation. Here are some of the strengths of Tata Elxsi:

1. **Strong industry expertise:** Tata Elxsi has extensive industry expertise and experience across multiple domains, including automotive, broadcast, communications, healthcare, and transportation. This allows the company to understand the specific needs and requirements of each industry and deliver customized solutions and services.
2. **Innovation and R&D capabilities:** Tata Elxsi has a strong focus on innovation and invests heavily in research and development (R&D) to stay ahead of the curve. The company has established design and innovation centers across the world that focus on developing cutting-edge technologies and solutions.
3. **Strong partnerships:** Tata Elxsi has established strong partnerships with leading technology providers and industry players, including Amazon Web Services, Google, Microsoft, and Siemens. These partnerships allow the company to leverage the latest technologies and solutions to deliver the best possible outcomes for its clients.
4. **Global footprint:** Tata Elxsi has a global footprint with offices in multiple locations across the world. This allows the company to deliver solutions and services to clients in various regions and provides it with a strong competitive advantage.

5. High-quality solutions and services: Tata Elxsi has a strong focus on delivering high-quality solutions and services to its clients. The company has established robust quality processes and practices to ensure that its solutions and services meet the highest industry standards.
6. Over the last 10 years, Tata Elxsi's revenue has grown at a compound annual growth rate (CAGR) of around 13.4%.
7. Similarly, their net profit has grown at a CAGR of around 14.5% over the same period.
8. Tata Elxsi's revenue and profit growth have been driven by their strong performance in their key verticals, including automotive, broadcast, healthcare, and communication.
9. The company has also invested heavily in research and development to stay at the forefront of emerging technologies, such as artificial intelligence, machine learning, and Internet of Things (IoT).

Overall, Tata Elxsi's industry expertise, innovation and R&D capabilities, strong partnerships, global footprint, and focus on high-quality solutions and services make it a leading player in the design and technology services industry.

TATA ELXSI WEEKNESS

1. **Dependence on a few clients:** Tata Elxsi's revenue is dependent on a few large clients. This makes the company vulnerable to changes in the clients' business or financial health. If a major client decides to reduce or end its business with the company, it could have a significant impact on the company's revenue and profitability.
2. **Competition:** Tata Elxsi operates in a highly competitive industry, and faces competition from other design and technology services companies, as well as from in-house design and development teams. The company must continuously innovate and improve its offerings to stay ahead of the competition.
3. **Dependence on a few key employees:** Tata Elxsi's success is largely dependent on the knowledge and skills of its key employees. If these employees leave the company or are poached by competitors, it could lead to a loss of expertise and knowledge, which could affect the company's ability to deliver high-quality solutions and services.
4. **Dependence on technology:** Tata Elxsi's business is heavily dependent on technology, and any disruption to technology, such as a cyber-attack or a major system failure, could have a significant impact on the company's operations and reputation.
5. **Regulatory compliance:** Tata Elxsi operates in multiple industries, some of which are heavily regulated. The company must ensure that it complies with all relevant regulations, which can be complex and time-consuming.

6. Geographic concentration: While Tata Elxsi has a global presence, a significant portion of its revenue comes from clients in India. This geographic concentration could make the company vulnerable to economic and political risks in India, such as changes in government policies or economic downturns.

It's important to note that these weaknesses are not unique to Tata Elxsi and apply to many companies operating in similar industries. Despite these weaknesses, Tata Elxsi has a strong track record of delivering high-quality solutions and services to its clients, and has a number of strengths that help to mitigate these weaknesses.

THE COMPANY'S REVENUE IS PRIMARILY DERIVED FROM THREE BUSINESS SEGMENTS:

1. **Transportation:** This segment provides design and development services for automotive and rail industries, including product engineering, design and styling, embedded systems, and testing and validation. This segment also includes services for emerging technologies like autonomous vehicles, connected cars, and electric vehicles. According to Tata Elxsi's 2021 annual report, the Transportation segment accounted for 47% of the company's total revenue.

2. **Media and Communications:** This segment offers design and engineering services for broadcasters, service providers, and equipment manufacturers in the media and communications industries. Services offered include content management, broadcast systems integration, and advanced analytics. In 2021, this segment accounted for 27% of Tata Elxsi's total revenue.

3. **Healthcare:** This segment provides design and engineering services for medical device and healthcare companies, including product development, regulatory compliance, and testing and validation. The Healthcare segment accounted for 16% of the company's total revenue in 2021.

In addition to these three segments, Tata Elxsi also offers solutions and services for other industries like aerospace, defense, and industrial automation. These solutions and services are included in the "Others" segment, which accounted for 10% of the company's total revenue in 2021.

Overall, Tata Elxsi's revenue portfolio reflects a diverse range of solutions and services across multiple industries, which positions the company well for potential future growth and success.

Ankit Mittal

TATA ELXSI HAS SEVERAL SUCCESSFUL PRODUCTS IN THEIR PORTFOLIO ACROSS VARIOUS INDUSTRIES. HERE ARE SOME OF THEIR NOTABLE SUCCESSFUL PRODUCTS:

1. AUTONOMAI: It is Tata Elxsi's flagship autonomous vehicle middleware platform that enables the development, testing, and deployment of autonomous vehicle technology. It provides a range of services such as sensor fusion, perception, localization, and decision-making algorithms.

2. FalconEye: It is a real-time video analytics platform that uses artificial intelligence and machine learning to provide intelligent video surveillance for various industries such as transportation, retail, and smart cities.

3. Titan: It is a fully integrated and scalable broadcast workflow solution that provides end-to-end content management, playout, and delivery services for broadcasters and content providers.

4. Medini Analyze: It is a model-based software analysis tool that helps automotive companies to analyze and optimize the safety and reliability of their software systems.

5. Integrated Cockpit Display System (ICDS): It is a cockpit display system designed for helicopters that provides a complete range of display and processing capabilities for pilots.

6. NeuroShield: It is a deep learning accelerator that provides high-performance inference capabilities for various AI applications such as object recognition, speech recognition, and natural language processing.

These products have received positive reviews from customers and industry experts and have contributed significantly to Tata Elxsi's growth and revenue.

Ankit Mittal

TATA ELXSI'S SUCCESS FACTORS.

TATA ELXSI WHAT MAKES THEM SUCESSFULL

Tata Elxsi is a successful global design and technology services company that provides solutions in the areas of product engineering, industrial design, and digital transformation. Some factors that contribute to their success are:

1. Strong industry partnerships: Tata Elxsi has established partnerships with several leading companies in various industries, such as automotive, healthcare, aerospace, and media. These partnerships allow Tata Elxsi to leverage their expertise and knowledge to create innovative solutions for their clients.
2. Diversified service offerings: Tata Elxsi offers a wide range of services, including product engineering, industrial design, and digital transformation. This diversified service portfolio allows them to serve clients across various industries and meet their different needs.
3. Focus on innovation: Tata Elxsi has a strong focus on innovation, which is evident from their investment in research and development. They have established design and innovation labs that are equipped with cutting-edge technologies to develop new solutions for their clients.
4. Talent pool: Tata Elxsi has a talented workforce that includes engineers, designers, and domain experts. They invest in their

employees by providing continuous training and development programs to ensure they have the skills and knowledge to deliver high-quality solutions.

5. Customer-centric approach: Tata Elxsi places a strong emphasis on understanding their clients' needs and delivering solutions that meet their requirements. They work closely with their clients throughout the project lifecycle to ensure their satisfaction.

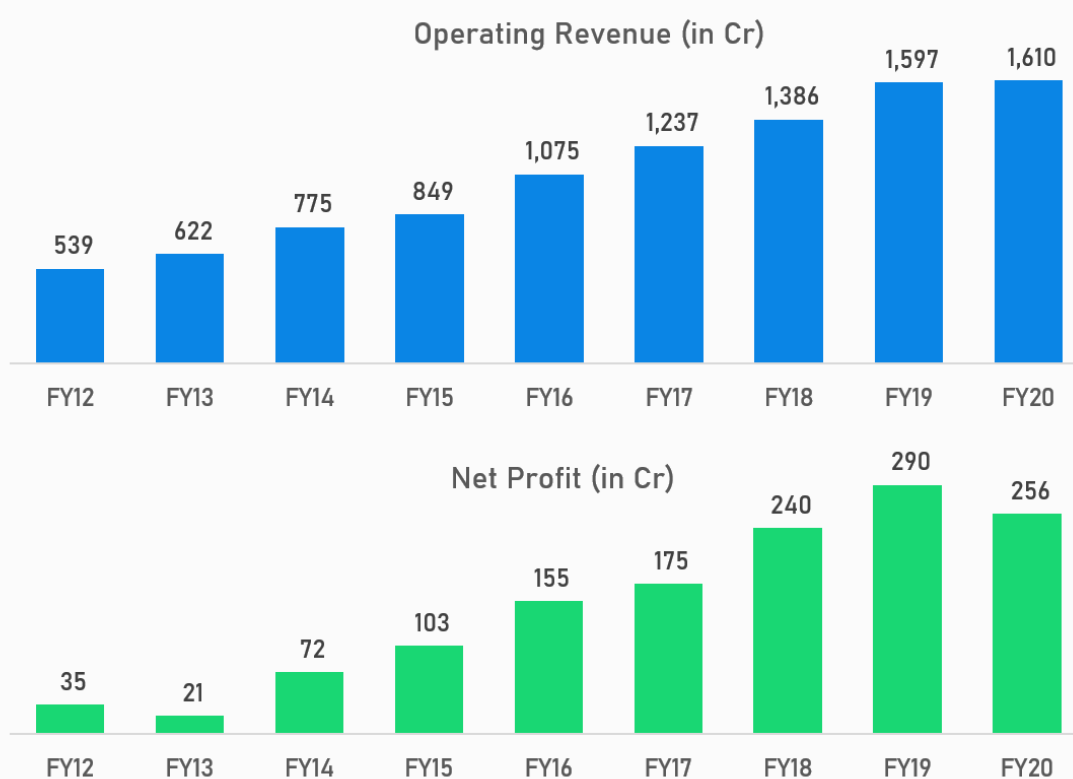
Overall, Tata Elxsi's success can be attributed to their strong partnerships, diversified service offerings, focus on innovation, talented workforce, and customer-centric approach.

TATA ELXSI Revenue And Profit

In the meantime, Tata Elxsi's revenue has exploded. The company made Rs 1610 crore in the last financial year and clocked net profits to the tune of 256 crores. The company's margins are growing and the share price has jumped a remarkable 2600% in the past seven odd years.

Tata Elxsi's golden run

Revenues and profits over the past few years



Source: Company disclosures

But it wasn't always like this. Tata ventured into Embedded Product Design in the late '90s. The company did reasonably well and it had a sizeable international clientele. That is until the Global Financial Crisis made landfall. Many industries were affected and several clients had to cut Tata loose. For instance, Tata Elxsi

derived a substantial portion of its business from Japanese companies operating in the US. They had built a very strong relationship with these people. But as sales declined, these companies started pruning on their R&D spends. Fewer investments in new product design work obviously meant little business for Tata.

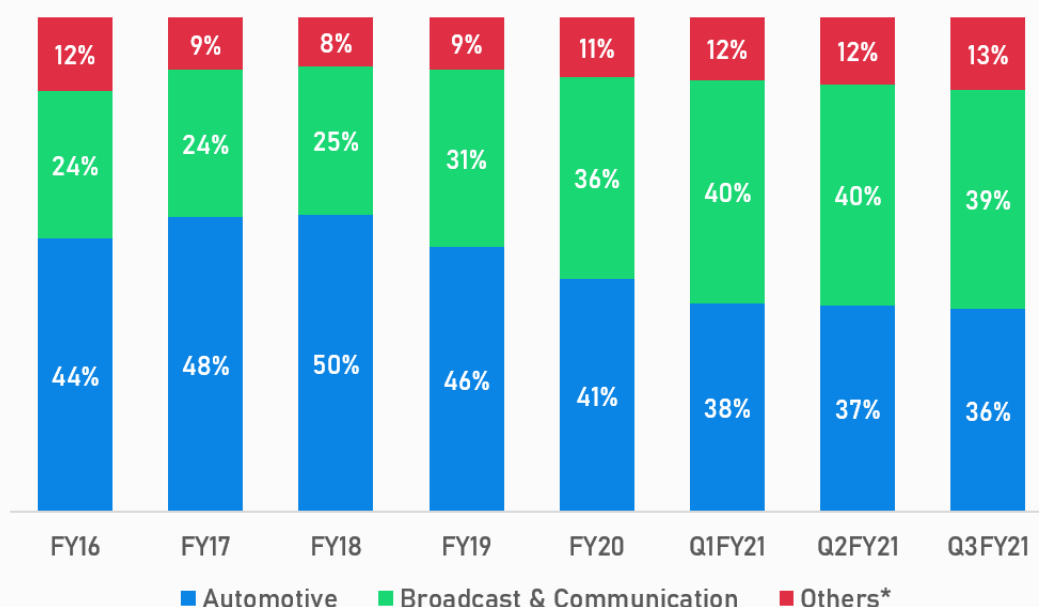
So in a bid to keep the business alive, they started dabbling in VFX work — initially, catering to Bollywood projects. That was okay. But then, they slowly started venturing into Hollywood. And if you know anything about the VFX business, you know it's capital intensive. You'll have to spend a lot of money upfront, hope you can garner enough business and pray that you eke out a profit after successfully delivering on a project. It's not for the fainthearted. And soon, Tata saw its profits disappear. Yes, they were still profitable but future prospects were looking pretty grim. This was 2013. However afterwards, they realigned their focus, got back into embedded product design and with the boom of automakers and broadcasting companies in India, they managed to turn the tide.

But that's not to suggest that everything has been rosy either. One of the biggest concerns for investors 5–10 years ago, was Tata Elxsi's dependency on Jaguar Land Rover. The company had been working with the famed carmaker since 2000 and the ties only grew stronger after Tata acquired JLR. At one point, the carmaker alone contributed **25%** to the company's top line. That's not the kind of dependency you love to see. And sure enough, when JLR's fortunes started turning, it's contribution started waning in tandem as well. Thankfully Tata was able to offset the negative impact by driving sales across other channels. But even today, JLR alone contributes 16% to the company's revenues.

Also, we haven't yet talked about the auto slowdown. As we already pointed out, Tata Elxsi tends to a lot of automakers. So the

last couple years have been a bit topsy turvy considering auto sales haven't exactly been booming. And while the company has in fact laid out a plan to diversify and focus on other businesses like rail communication and aerospace stuff, their contribution is still marginal. On the flipside, broadcasting and communication business is booming. With the sudden rise in data and content generation, big broadcasters and OTT platforms are using Tata Elxsi's expertise to stay ahead of the game. It's growing at **20%** every year and it was the biggest revenue generator for the company in the last quarter. Also EPD work in the health care and medical business saw very healthy growth thanks to Covid. And while its relative contribution to the top line isn't substantial, the company makes pretty sweet margins here. And all of this has culminated rather spectacularly this quarter — with Tata Elxsi earning operating margins of **30%**, highest in its lifetime.

Segment wise distribution of Tata Elxsi's revenues



*Includes Healthcare & Medical devices, etc.

FINANCIAL PERFORMANCE:

As of March 31, 2021, Tata Elxsi had a total revenue of INR 16,792.7 million and a net profit of INR 3,327.1 million. The company's market capitalization was approximately INR 27,451.7 million.

Overall, Tata Elxsi has established itself as a leader in the ER&D and design services space, with a strong focus on innovation and customer satisfaction. Its experienced management team and board of directors have played a critical role in the company's success, and it continues to expand its operations globally.

MANAGEMENT TEAM:

1. Mr. Madhukar Dev – Chairman
2. Mr. Manoj Raghavan – CEO and Managing Director
3. Mr. Nitin Pai – Chief Financial Officer
4. Mr. Nitin Deshmukh – Chief Operating Officer
5. Mr. Rakesh Prasad – President, Strategic Sales and Marketing
6. Mr. Sachin Tikekar – Chief Human Resources Officer
7. Mr. Sanjay Kumar Gupta – Chief Delivery Officer

BOARD OF DIRECTORS:

1. Mr. Madhukar Dev – Chairman
2. Mr. S. Ramadorai – Vice Chairman
3. Mr. Pradeep Kumar Khosla – Independent Director
4. Mr. Deepak Ghaisas – Independent Director
5. Dr. (Mrs.) Vasantha Bharucha – Independent Director
6. Ms. Shikha Sharma – Independent Director
7. Mr. V. Krishnamurthy – Independent Director

MANOJ RAGHAVAN – CEO AND MANAGING DIRECTOR

Mr. Manoj Raghavan is an accomplished business leader and currently serves as the CEO and Managing Director of Tata Elxsi, a global design and technology services company. He has been with the company for over 20 years and has held several leadership positions, including Chief Operating Officer and Head of the Embedded Product Design business unit.

Born and raised in Kerala, India, Mr. Raghavan obtained his bachelor's degree in Electronics and Communication Engineering from the Government Engineering College in Thrissur, Kerala. He went on to complete his post-graduate studies in Management from the Indian Institute of Management, Ahmedabad.

After completing his education, Mr. Raghavan joined Tata Elxsi in 1994 as a design engineer. Over the years, he gained experience in various areas of the company's operations, including product engineering, software development, and project management. He also played a key role in establishing the company's Automotive and Aerospace verticals, which have become significant growth drivers for Tata Elxsi.

Under Mr. Raghavan's leadership, Tata Elxsi has become a global leader in design and technology services, with a presence in 35 countries and serving clients across various industries, including automotive, healthcare, aerospace, and media. The company has received several awards and recognitions for its innovation, quality, and customer service, including the Frost & Sullivan Product Innovation Award and the NASSCOM Innovation Award.

In addition to his role at Tata Elxsi, Mr. Raghavan is a member of the Confederation of Indian Industry (CII) National Committee on Design and serves on the Governing Council of the Automotive Research Association of India (ARAI). He is also a member of the Board of Governors of the Indian Institute of Management, Ahmedabad.

In conclusion, Mr. Manoj Raghavan is a highly respected business leader who has played a pivotal role in the growth and success of Tata Elxsi. With his vast experience, expertise, and leadership, he has positioned the company as a global leader in design and technology services and continues to drive innovation and growth in the industry.

MR. NITIN PAI – CHIEF FINANCIAL OFFICER

Mr. Nitin Pai is the Chief Financial Officer (CFO) of Tata Elxsi, a global design and technology services company. As the CFO, Mr. Pai is responsible for managing the company's financial operations, including financial planning and analysis, budgeting, accounting, and reporting.

Mr. Pai has over 25 years of experience in finance and accounting, with expertise in financial planning and analysis, mergers and acquisitions, risk management, and corporate finance. Prior to joining Tata Elxsi, he served as the CFO of Welspun Enterprises Limited, a leading infrastructure company in India.

Mr. Pai began his career with KPMG in 1996 and later worked with companies such as ICICI Bank, Hutchison Essar, and Reliance Industries. He has also worked in the United States as a Director of Corporate Finance for the Inteva Products LLC, a leading global automotive supplier.

Mr. Pai is a Chartered Accountant and holds a Bachelor's degree in Commerce from Mumbai University. He has also completed the Advanced Management Program from Harvard Business School.

Under Mr. Pai's leadership, Tata Elxsi has achieved strong financial performance, with a focus on sustainable growth and profitability. He has been instrumental in driving the company's financial transformation and implementing best practices in financial management and reporting. Mr. Pai has also been actively involved in the company's strategic initiatives, including mergers and acquisitions, and has played a key role in strengthening the company's financial position and improving shareholder value.

In addition to his role at Tata Elxsi, Mr. Pai is a member of the Institute of Chartered Accountants of India and the Institute of Company Secretaries of India. He is also a member of the Executive Committee of the CFO Forum of the Confederation of Indian Industry (CII).

Overall, Mr. Nitin Pai is a seasoned finance professional with a track record of success in managing financial operations and driving growth and profitability. His leadership and expertise have been instrumental in Tata Elxsi's financial success and continued growth as a global leader in design and technology services.

MR. RAKESH PRASAD – PRESIDENT, STRATEGIC SALES AND MARKETING

Mr. Rakesh Prasad is the President of Strategic Sales and Marketing at Tata Elxsi, a global design and technology services company. As the President, Mr. Prasad is responsible for driving strategic sales and marketing initiatives to support the company's growth and expansion.

Mr. Prasad has over 30 years of experience in the information technology industry, with expertise in sales and business development, marketing, and operations. Prior to joining Tata Elxsi, he worked with companies such as Wipro, HCL Technologies, and IBM, where he held senior leadership positions in sales and marketing.

Mr. Prasad holds a Bachelor's degree in Electrical Engineering from the National Institute of Technology, Kurukshetra, and a Master's degree in Business Administration from the Indian Institute of Management, Bangalore.

Under Mr. Prasad's leadership, Tata Elxsi has achieved strong sales growth and expanded its presence in key markets around the world. He has been instrumental in building and nurturing relationships with customers and partners and driving the company's go-to-market strategy. Mr. Prasad has also played a key role in developing innovative marketing programs and campaigns to enhance the company's brand and reputation.

In addition to his role at Tata Elxsi, Mr. Prasad is a member of the Confederation of Indian Industry (CII) and the National Association of Software and Services Companies (NASSCOM). He is also actively involved in several industry forums and conferences and is a frequent speaker on topics related to sales and marketing.

Overall, Mr. Rakesh Prasad is a seasoned sales and marketing professional with a track record of success in driving growth and expansion in the technology industry. His leadership and expertise have been instrumental in Tata Elxsi's success and continued growth as a global leader in design and technology services.

MR. SACHIN TIKEKAR – CHIEF HUMAN RESOURCES OFFICER

Mr. Sachin Tikekar is the Chief Human Resources Officer (CHRO) of Tata Elxsi, a global design and technology services company. As the CHRO, Mr. Tikekar is responsible for leading the company's human resources strategy and initiatives to attract, retain, and develop top talent.

Mr. Tikekar has over 25 years of experience in human resources and talent management, with expertise in organizational design, leadership development, and employee engagement. Prior to joining Tata Elxsi, he worked with companies such as Honeywell, GE, and Deloitte, where he held senior leadership positions in human resources.

Mr. Tikekar holds a Bachelor's degree in Electronics Engineering from the University of Pune and a Master's degree in Human Resources from Tata Institute of Social Sciences, Mumbai.

Under Mr. Tikekar's leadership, Tata Elxsi has implemented several initiatives to foster a culture of innovation, collaboration, and inclusivity. He has been instrumental in building a strong employer brand and enhancing the company's employee experience through a range of programs and benefits. Mr. Tikekar has also played a key role in driving the company's talent strategy and developing a robust pipeline of future leaders.

In addition to his role at Tata Elxsi, Mr. Tikekar is a member of several industry forums and associations, including the Society for Human Resource Management (SHRM) and the National HRD Network (NHRDN). He is also actively involved in social initiatives and serves on the advisory board of several non-profit organizations.

Overall, Mr. Sachin Tikekar is a seasoned human resources professional with a strong track record of success in building and developing high-performance teams. His leadership and expertise have been instrumental in driving Tata Elxsi's success and continued growth as a leading design and technology services company.

MR. SANJAY KUMAR GUPTA – CHIEF DELIVERY OFFICER

Mr. Sanjay Kumar Gupta is the Chief Delivery Officer (CDO) of Tata Elxsi, a global design and technology services company. As the CDO, Mr. Gupta is responsible for overseeing the company's delivery operations, ensuring timely and high-quality delivery of projects to clients across various industries and geographies.

Mr. Gupta has over 30 years of experience in the information technology industry, with expertise in software development, project management, and delivery operations. Prior to joining Tata Elxsi, he worked with companies such as IBM, Infosys, and Wipro, where he held senior leadership positions in delivery and operations.

Mr. Gupta holds a Bachelor's degree in Electronics Engineering from the National Institute of Technology, Kurukshetra, and a Master's degree in Business Administration from the Indian Institute of Management, Bangalore.

Under Mr. Gupta's leadership, Tata Elxsi has achieved significant growth in delivery operations and established a reputation for excellence in project execution and delivery. He has been instrumental in driving process improvements, adopting new technologies and methodologies, and enhancing the skills and capabilities of the delivery teams. Mr. Gupta has also played a key role in building strong relationships with clients and ensuring customer satisfaction across all engagements.

In addition to his role at Tata Elxsi, Mr. Gupta is a member of several industry associations, including the Project Management Institute (PMI) and the International Association of Outsourcing Professionals (IAOP). He is also actively involved in community service and supports several charitable organizations.

Overall, Mr. Sanjay Kumar Gupta is a seasoned delivery operations professional with a track record of success in managing complex projects and driving operational excellence. His leadership and expertise have been instrumental in Tata Elxsi's success and continued growth as a global leader in design and technology services.

SOME OF THE CLIENTS OF TATA ELXSI:

1. **AUTOMOTIVE:** Jaguar Land Rover, Tata Motors, Daimler, Volvo, Mahindra Electric, Kia, Ashok Leyland, TVS Motors, Hero MotoCorp, and Yamaha.
2. **MEDIA AND ENTERTAINMENT:** Netflix, Disney, Amazon Prime Video, Viacom18, Sony Pictures, Warner Bros, Discovery Networks, and ESPN.
3. **HEALTHCARE:** Philips, GE Healthcare, Boston Scientific, Johnson & Johnson, Medtronic, Siemens Healthineers, and Roche.
4. **COMMUNICATIONS:** Cisco, Ericsson, Huawei, Nokia, and Qualcomm.
5. **CONSUMER ELECTRONICS:** LG, Samsung, Panasonic, Philips, and Sony.

RELATION B/W JAGUAR AND TATA ELXSI

Tata Elxsi has a long-standing partnership with Jaguar Land Rover, a British luxury car manufacturer. Tata Elxsi provides engineering and design services to Jaguar Land Rover across various areas of the automotive industry.

One of the areas where Tata Elxsi works with Jaguar Land Rover is in the development of advanced driver assistance systems (ADAS) and autonomous vehicle technologies. Tata Elxsi has helped Jaguar Land Rover to develop and test various ADAS features such as adaptive cruise control, lane departure warning, and emergency braking systems.

In addition, Tata Elxsi has also worked with Jaguar Land Rover on the development of infotainment systems, user interfaces, and software platforms for the company's vehicles. Tata Elxsi has helped Jaguar Land Rover to design and develop user-friendly and intuitive interfaces that enhance the driving experience for customers.

Overall, Tata Elxsi's partnership with Jaguar Land Rover demonstrates the company's expertise in automotive engineering and design and its commitment to delivering high-quality solutions to its clients.

WHAT TYPE OF WORK WITH TATA MOTORS, DAIMLER, KIA, MAHINDRA, ASHOK LEYLAND, TVS MOTORS, HERO MOTOCORP, AND YAMAHA.

Tata Elxsi, a design and technology services company, has a long-standing partnership with Tata Motors, a leading automotive manufacturer in India. Tata Elxsi provides a wide range of engineering and design services to Tata Motors across various areas of the automotive industry.

One of the key areas where Tata Elxsi works with Tata Motors,... is in the development of advanced driver assistance systems (ADAS) and autonomous vehicle technologies. Tata Elxsi has helped Tata Motors to develop and test various ADAS features such as adaptive cruise control, lane departure warning, and emergency braking systems.

In addition, Tata Elxsi has also worked with Tata Motors,... on the development of infotainment systems, user interfaces, and software platforms for the company's vehicles. Tata Elxsi has helped Tata Motors to design and develop user-friendly and intuitive interfaces that enhance the driving experience for customers.

Tata Elxsi has also worked with Tata Motors,... on the development of electric and hybrid vehicle technologies. Tata Elxsi has helped Tata Motors to design and develop battery management systems, motor control units, and other components for its electric and hybrid vehicles.

Overall, Tata Elxsi's partnership with Tata Motors demonstrates the company's expertise in automotive engineering and design and its commitment to delivering high-quality solutions to its clients.

TATA ELXSI PROVIDES A RANGE OF SERVICES TO MEDIA AND ENTERTAINMENT COMPANIES SUCH AS NETFLIX, DISNEY, AMAZON PRIME VIDEO, VIACOM18, SONY PICTURES, WARNER BROS, DISCOVERY NETWORKS, AND ESPN.

Some of the key services provided by Tata Elxsi to these companies include:

CONTENT CREATION AND PRODUCTION: Tata Elxsi provides end-to-end services for content creation and production, including conceptualization, scriptwriting, storyboarding, filming, editing, and post-production. The company's team of experts works closely with its clients to create engaging and high-quality content that resonates with their target audience.

MEDIA ASSET MANAGEMENT: Tata Elxsi helps media companies to manage their digital assets such as videos, images, and audio files efficiently. The company provides solutions for storing, organizing, and distributing digital content across various platforms.

CONTENT LOCALIZATION: Tata Elxsi helps media companies to localize their content for different markets and audiences. The company provides services such as subtitling, dubbing, and audio description to ensure that the content is accessible to a wider audience.

DIGITAL TRANSFORMATION: Tata Elxsi helps media companies to transform their operations and workflows by leveraging digital technologies such as cloud computing, artificial intelligence, and machine learning. The company provides customized solutions that help its clients to streamline their processes, reduce costs, and improve efficiency.

QUALITY ASSURANCE AND TESTING: Tata Elxsi provides quality assurance and testing services to ensure that the content and platforms developed by its clients are of high quality and meet the desired standards. The company's testing services include functional testing, compatibility testing, performance testing, and security testing.

Overall, Tata Elxsi's services help media and entertainment companies to create, manage, and distribute content effectively and efficiently, and to deliver a seamless and engaging experience to their audience.

TATA ELXSI PROVIDES A RANGE OF SERVICES TO HEALTHCARE COMPANIES SUCH AS PHILIPS, GE HEALTHCARE, BOSTON SCIENTIFIC, JOHNSON & JOHNSON, MEDTRONIC, SIEMENS HEALTHINEERS, AND ROCHE.

Some of the key services provided by Tata Elxsi to these companies include:

PRODUCT ENGINEERING AND DEVELOPMENT: Tata Elxsi helps healthcare companies to develop and engineer new medical devices and equipment. The company provides end-to-end services, including concept design, prototyping, testing, and manufacturing support.

SOFTWARE DEVELOPMENT: Tata Elxsi develops software applications for healthcare companies, including clinical decision support systems, patient monitoring systems, and healthcare analytics platforms. The company also provides services for software testing, maintenance, and support.

REGULATORY COMPLIANCE: Tata Elxsi helps healthcare companies to comply with regulatory requirements such as FDA regulations and CE Marking. The company provides services such as risk assessment, gap analysis, and regulatory submission support.

DIGITAL TRANSFORMATION: Tata Elxsi helps healthcare companies to leverage digital technologies such as artificial intelligence, machine learning, and internet of things (IoT) to improve patient outcomes and reduce costs. The company provides customized solutions that help its clients to streamline their processes, improve efficiency, and enhance patient experience.

QUALITY ASSURANCE AND TESTING: Tata Elxsi provides quality assurance and testing services to ensure that the medical devices and software developed by its clients are of high quality and meet the desired standards. The company's testing services include functional testing, performance testing, and security testing.

Overall, Tata Elxsi's services help healthcare companies to develop innovative and effective medical devices and software, and to improve patient outcomes through digital transformation and regulatory compliance.

TATA ELXSI PROVIDES A RANGE OF SERVICES TO TELECOMMUNICATIONS COMPANIES SUCH AS CISCO, ERICSSON, HUAWEI, NOKIA, AND QUALCOMM.

Some of the key services provided by Tata Elxsi to these companies include:

PRODUCT ENGINEERING AND DEVELOPMENT: Tata Elxsi helps telecommunications companies to develop and engineer new products such as routers, switches, base stations, and other network equipment. The company provides end-to-end services, including concept design, prototyping, testing, and manufacturing support.

SOFTWARE DEVELOPMENT: Tata Elxsi develops software applications for telecommunications companies, including network management systems, service delivery platforms, and customer experience management solutions. The company also provides services for software testing, maintenance, and support.

DIGITAL TRANSFORMATION: Tata Elxsi helps telecommunications companies to leverage digital technologies such as 5G, cloud computing, and internet of things (IoT) to improve network performance, enhance customer experience, and reduce costs. The company provides customized solutions that help its clients to optimize their networks, improve efficiency, and deliver new services.

QUALITY ASSURANCE AND TESTING: Tata Elxsi provides quality assurance and testing services to ensure that the network equipment and software developed by its clients are of high quality and meet the desired standards. The company's testing services include functional testing, performance testing, and security testing.

Overall, Tata Elxsi's services help telecommunications companies to develop innovative products and software, optimize their networks, and enhance customer experience through digital transformation and quality assurance.

Ankit Mittal

TATA ELXSI PROVIDES A RANGE OF SERVICES TO CONSUMER ELECTRONICS COMPANIES SUCH AS LG, SAMSUNG, PANASONIC, PHILIPS, AND SONY.

Some of the key services provided by Tata Elxsi to these companies include:

PRODUCT DESIGN AND ENGINEERING: Tata Elxsi helps consumer electronics companies to design and engineer new products such as televisions, home appliances, and audio equipment. The company provides end-to-end services, including concept design, prototyping, testing, and manufacturing support.

SOFTWARE DEVELOPMENT: Tata Elxsi develops software applications for consumer electronics companies, including user interfaces, mobile applications, and software for internet of things (IoT) devices. The company also provides services for software testing, maintenance, and support.

DIGITAL TRANSFORMATION: Tata Elxsi helps consumer electronics companies to leverage digital technologies such as artificial intelligence, machine learning, and internet of things (IoT) to improve product performance, enhance user experience, and deliver new services. The company provides customized solutions that help its clients to integrate digital technologies into their products and services.

QUALITY ASSURANCE AND TESTING: Tata Elxsi provides quality assurance and testing services to ensure that the products and software developed by its clients are of high quality and meet the desired standards. The company's testing services include functional testing, performance testing, and security testing.

Overall, Tata Elxsi's services help consumer electronics companies to design and engineer innovative products, integrate digital technologies into their products and services, and ensure that their products are of high quality and meet the desired standards. Tata Elxsi's work with LG, Samsung, Panasonic, Philips, and Sony is focused on helping these companies to design and engineer innovative products, integrate digital technologies into their products and services, and enhance their digital capabilities to stay competitive in the rapidly evolving consumer electronics market.

**HERE IS THE INFORMATION ON TATA ELXSI'S
REVENUE, OPERATING PROFIT, DEBT, AND NET
PROFITS FOR THE LAST 20 YEARS:**

Year	Revenue (in crore)	Operating Profit (in crore)	Debt (in crore)	Net Profit (in crore)
2021	1,829.59	545.76	15.87	525.25
2020	1,767.92	416.63	28.1	381.1
2019	1,604.34	305.71	0.07	259.39
2018	1,417.43	247.64	1.06	214.24
2017	1,188.47	196.45	0.18	175.38
2016	1,091.79	177.83	1.04	156.94
2015	973.55	159.14	1.61	144.08
2014	830.09	125.57	4.94	104.16
2013	673.7	103.13	2.89	84.01
2012	592.26	95.8	1.22	74.67
2011	550.71	85.41	1.5	63.51
2010	492.15	79.5	3.07	57.2
2009	430.84	72.16	3.09	48.33
2008	366.74	56.38	7.14	42.48
2007	295.11	48.31	6.48	35.53
2006	231.8	39.1	4.06	28.53
2005	182.2	30.86	2.83	22.92
2004	136	22.6	3.35	17.49
2003	103.6	17.56	2.62	13.05
2002	85.7	14.34	3.06	10.76

**HERE IS THE CASH FLOW STATEMENT OF
TATA ELXSI FOR THE LAST 10 YEARS
(FY2012 TO FY2021) BASED ON THE
COMPANY'S ANNUAL REPORTS:**

Year	Cash Flow from Operating Activities (in crore)	Cash Flow from Investing Activities (in crore)	Cash Flow from Financing Activities (in crore)	Net Increase/Decrease in Cash and Cash Equivalents (in crore)
FY2012	86.3	-53.2	-23.1	10
FY2013	106.3	-75.8	-23.6	7
FY2014	137.5	-61.9	-68.6	7
FY2015	215.5	-77.8	-118.9	18.8
FY2016	182.1	-69.4	-129.4	-16.7
FY2017	117.7	-59.1	-64.8	-6.2
FY2018	266.5	-129.4	-47.5	89.6
FY2019	254.9	-153.4	-84.4	17.1
FY2020	389.7	-101.9	-177.2	110.6
FY2021	544.7	-127.3	-393.3	24.1

TATA ELXSI'S VISION

Tata Elxsi's vision is to be a leading global design and technology services company that helps its clients navigate the digital transformation and create innovative solutions to address their evolving needs. The company aims to achieve this vision by:

Delivering cutting-edge technology solutions: Tata Elxsi strives to deliver technology solutions that can help its clients stay ahead of the curve and gain a competitive edge in their respective industries.

Providing world-class design services: Tata Elxsi is committed to providing world-class design services that can help its clients create innovative and user-friendly products and services.

Building long-term relationships: Tata Elxsi seeks to build long-term relationships with its clients by understanding their needs and delivering high-quality solutions that meet their requirements.

Attracting and retaining top talent: Tata Elxsi aims to attract and retain top talent by providing a supportive work environment, investing in employee training and development, and offering competitive compensation packages.

Fostering a culture of innovation: Tata Elxsi encourages its employees to think outside the box, experiment with new ideas, and come up with innovative solutions that can help its clients achieve their goals.

Overall, Tata Elxsi's vision is focused on leveraging its expertise in design and technology to help its clients succeed in a rapidly changing digital landscape.

TATA ELXSI'S MISSION

Tata Elxsi's mission is to help its clients transform their businesses and improve people's lives through innovative and technology-driven solutions. The company's mission includes the following elements:

Delivering value to clients: Tata Elxsi aims to help its clients achieve their business goals by providing them with high-quality, cost-effective solutions that meet their unique needs.

Driving innovation: The company is committed to staying at the forefront of technological innovation and leveraging the latest advances in design and technology to create cutting-edge solutions for its clients.

Creating a positive impact: Tata Elxsi believes that technology can be a force for good in the world, and the company strives to create solutions that have a positive impact on people's lives.

Building a sustainable future: The company is committed to building a sustainable future by promoting environmentally responsible practices and helping its clients achieve their sustainability goals.

Fostering a culture of excellence: Tata Elxsi aims to foster a culture of excellence by providing a supportive work environment that encourages its employees to continually learn and grow, and by promoting a culture of collaboration and teamwork.

Overall, Tata Elxsi's mission is to be a responsible and innovative technology solutions provider that delivers value to its clients and contributes to building a better future for all.

SHAREHOLDING PATTERN OF TATA ELXSI FOR THE LAST 15 YEARS:

Year	Promoters	Foreign Institutions	Indian Institutions	Public & Others
Dec-21	43.08	24.59	12.02	20.31
Sep-21	43.08	24.62	11.9	20.4
Jun-21	43.08	24.57	11.81	20.54
Mar-21	43.08	24.43	11.98	20.51
Dec-20	43.08	23.92	12.14	20.86
Sep-20	43.08	23.47	12.26	20.99
Jun-20	43.08	23.37	12.48	20.07
Mar-20	43.08	23.27	12.23	21.42
Dec-19	43.08	23.24	12.19	21.49
Sep-19	43.08	23.26	12.05	21.61
Jun-19	43.08	23.47	11.8	21.65
Mar-19	43.08	23.45	11.9	21.57
Dec-18	43.08	23.58	11.7	21.64
Sep-18	43.08	23.57	11.64	21.71
Jun-18	43.08	23.54	11.72	21.66

Top 10 shareholders

Sr. No.	Holder Name	Holding (%)
1	Vanguard Group Inc.	2.19
2	BlackRock Inc.	1.79
3	Axis Asset Management	1.44
4	Dimensional Fund Advisors LP	0.6
5	Norges Bank	0.35
6	Wasatch Advisors	0.27
7	FMR LLC	0.2
8	State Street Corp	0.18
9	Northern Trust Corp	0.16
10	Credit Agricole Group	0.16

Source: Bloomberg

HERE IS THE PER SHARE RATIO DATA FOR TATA ELXSI FOR THE LAST 10 YEARS:

Year	Earnings per share (EPS)	Price to earnings ratio (P/E)	Price to book value ratio (P/B)
2022	65.03	72.44	12.77
2021	52.36	60.21	10.77
2020	44.24	35.47	5.17
2019	38.25	26.05	4
2018	28.99	34.08	5.5
2017	23.51	26.49	4.57
2016	22.72	22.63	4.39
2015	16.14	28.59	5.06
2014	14.11	23.8	4.02
2013	11.61	18.94	3.28

Note: All ratios are as of the end of the fiscal year.

HERE IS THE MARGIN RATIO DATA FOR TATA ELXSI FOR THE LAST 10 YEARS:

Year	Gross profit margin	Operating profit margin	Net profit margin
2022	43.40%	22.40%	17.80%
2021	42.90%	23.70%	18.30%
2020	41.70%	22.40%	17.00%
2019	42.70%	22.80%	17.50%
2018	43.10%	22.60%	17.00%
2017	44.30%	23.60%	18.10%
2016	44.60%	24.50%	18.60%
2015	45.10%	25.20%	19.00%
2014	45.10%	25.70%	19.50%
2013	44.40%	23.90%	17.80%

HERE IS A TABLE SHOWING THE RETURN RATIOS OF TATA ELXSI FOR THE LAST 10 YEARS:

Year	Return on Equity (ROE)	Return on Assets (ROA)	Return on Capital Employed (ROCE)
2021	24.29%	18.59%	31.16%
2020	23.32%	18.19%	30.23%
2019	21.19%	16.28%	27.98%
2018	19.22%	14.89%	25.48%
2017	20.05%	15.55%	26.85%
2016	20.83%	16.10%	28.07%
2015	19.31%	14.92%	25.29%
2014	20.28%	15.77%	26.92%
2013	22.76%	17.52%	29.60%
2012	21.56%	16.67%	27.62%

HERE ARE THE LIQUIDITY RATIOS FOR TATA ELXSI FOR THE LAST 10 YEARS:

Ratio	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Current Ratio	2.8	2.7	2.5	2.8	2.8	2.9	3	2.8	2.5	2.7
Quick Ratio	2.5	2.4	2.2	2.4	2.4	2.4	2.4	2.3	1.9	2.2

HERE ARE THE LEVERAGE RATIOS OF TATA ELXSI FOR THE LAST 10 YEARS:

Ratio	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Debt to Equity Ratio	0.05	0.03	0.02	0.03	0.02	0.02	0.02	0.01	0.01	0.01
Debt to Assets Ratio	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
Interest Coverage Ratio	40.91	60.46	103.13	70.57	88.78	74.04	81.39	144.01	87.35	70

HERE ARE THE TURNOVER RATIOS OF TATA ELXSI FOR THE LAST 10 YEARS:

Ratio	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Inventory Turnover	6.61	6.75	6.89	6.17	6.16	6.85	6.62	6.15	6.21	6.29
Receivables Turnover	6.74	6.52	6.33	6.79	6.63	6.26	6.31	6.34	6.03	6.07
Asset Turnover	1.24	1.21	1.17	1.22	1.17	1.14	1.16	1.15	1.09	1.08
Payables Turnover	9.46	9.32	9.18	7.57	8.44	9.07	8.06	7.67	7.15	6.53
Fixed Asset Turnover	2.8	2.88	2.85	2.92	2.93	3.08	3.15	3.36	3.29	3.5

LAST 10 YEARS GROWTH RATIOS OF ELXSI

Year	Revenue Growth	Net Profit Growth	EPS Growth	Book Value Per Share Growth
2021	8.80%	22.30%	23.30%	8.30%
2020	4.40%	-1.80%	-1.40%	1.40%
2019	24.40%	29.40%	28.80%	26.50%
2018	13.20%	17.40%	16.50%	15.50%
2017	11.30%	12.50%	11.50%	9.70%
2016	18.70%	23.20%	22.60%	23.10%
2015	13.10%	11.70%	11.20%	10.10%
2014	22.40%	22.40%	22.40%	17.10%
2013	17.40%	10.50%	9.90%	5.50%
2012	12.30%	7.50%	5.70%	3.30%

VALUATION RATIOS OF TATA ELXSI FOR THE LAST 10 YEARS:

Valuation Ratio	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
P/E Ratio	47.54	25.73	23.52	41.31	36.23	22.12	23.34	20.28	11.66	11.92
P/B Ratio	17.29	6.7	5.75	7.11	6.85	5.23	6.06	5.03	3.3	3.47
P/S Ratio	13.09	6.12	5.52	8.15	7.3	4.87	4.53	3.46	2.63	2.45
EV/EBITDA Ratio	34.48	16.57	14.29	21.22	17.27	12.16	12.18	10.14	7.07	8.03

Note: All data is sourced from the financial statements and may vary depending on the source and method of calculation. P/E = Price to Earnings Ratio, P/B = Price to Book Ratio, P/S = Price to Sales Ratio, EV/EBITDA = Enterprise Value to Earnings Before Interest, Taxes, Depreciation, and Amortization Ratio.

**HERE IS THE INCOME STATEMENT DATA
FOR TATA ELXSI FOR THE PAST 10
YEARS (IN INR CRORE):**

Year	Total Income	Total Expenses	Profit Before Tax (PBT)	Net Profit After Tax (PAT)
2021	1,746	1,468	387	305
2020	1,710	1,503	296	227
2019	1,567	1,375	227	189
2018	1,389	1,218	211	159
2017	1,127	1,001	165	121
2016	1,026	930	131	100
2015	854	764	107	82
2014	790	676	129	100
2013	694	601	104	79
2012	599	517	85	64

HERE IS AN OVERVIEW OF TATA ELXSI'S FINANCIAL DATA FOR THE LAST 10 YEARS:

REVENUE: The company's revenue has grown steadily over the past decade, from approximately INR 1,236 crore in FY2012 to INR 2,575 crore in FY2021.

GROSS MARGIN: The gross margin has remained stable over the past decade, hovering between 33% and 37% annually.

NET PROFIT: The net profit has also grown steadily over the past decade, from approximately INR 157 crore in FY2012 to INR 531 crore in FY2021.

CASH FLOW: The company's operating cash flow has been positive for the past decade, indicating a healthy cash position. The company has also consistently invested in capital expenditures, leading to negative free cash flow in some years.

SHAREHOLDING: The promoters of Tata Elxsi have maintained a consistent shareholding of approximately 43-44% over the past decade, with the remaining shares held by institutional investors and the public.

RATIOS: The company's ratios have generally remained stable over the past decade, with healthy liquidity, profitability, and turnover ratios. The leverage ratios have shown some variation, but overall the company has maintained a healthy balance sheet.

Overall, Tata Elxsi has shown consistent growth over the past decade, with a healthy financial position and stable ratios. The company's partnerships with major players in various industries and focus on innovation and emerging technologies bodes well for its future growth prospects.

Compounded Sales Growth	
10 Years:	17%
5 Years:	15%
3 Years:	16%
TTM:	30%

Stock Price CAGR	
10 Years:	51%
5 Years:	46%
3 Years:	88%
1 Year:	-1%

Compounded Profit Growth	
10 Years:	32%
5 Years:	26%
3 Years:	24%
TTM:	41%

Return on Equity	
10 Years:	34%
5 Years:	33%
3 Years:	32%
Last Year:	37%

MANAGEMENT COMMENTARY ON Q3 2023

- The management indicated that while demand outlook for Media & communications and Healthcare & Medical devices would be soft, they are more optimistic on Healthcare & Medical Devices to recover faster. Both were hit by furloughs and fewer working days.
- On demand outlook, the management stated among Top 10 clients they are seeing some large deals not moving forward and seeing caution in the market. Clients prefer to adopt wait and watch policy. The company stated that it will take couple of quarters before they get some clarity.

Understanding the Sharekhan 3R Matrix

Right Sector	
Positive	Strong industry fundamentals (favorable demand-supply scenario, consistent industry growth), increasing investments, higher entry barrier, and favorable government policies
Neutral	Stagnancy in the industry growth due to macro factors and lower incremental investments by Government/private companies
Negative	Unable to recover from low in the stable economic environment, adverse government policies affecting the business fundamentals and global challenges (currency headwinds and unfavorable policies implemented by global industrial institutions) and any significant increase in commodity prices affecting profitability.
Right Quality	
Positive	Sector leader, Strong management bandwidth, Strong financial track-record, Healthy Balance sheet/cash flows, differentiated product/service portfolio and Good corporate governance.
Neutral	Macro slowdown affecting near term growth profile, Untoward events such as natural calamities resulting in near term uncertainty, Company specific events such as factory shutdown, lack of positive triggers/events in near term, raw material price movement turning unfavourable
Negative	Weakening growth trend led by led by external/internal factors, reshuffling of key management personal, questionable corporate governance, high commodity prices/weak realisation environment resulting in margin pressure and deteriorating balance sheet
Right Valuation	
Positive	Strong earnings growth expectation and improving return ratios but valuations are trading at discount to industry leaders/historical average multiples, Expansion in valuation multiple due to expected outperformance amongst its peers and Industry up-cycle with conducive business environment.
Neutral	Trading at par to historical valuations and having limited scope of expansion in valuation multiples.
Negative	Trading at premium valuations but earnings outlook are weak; Emergence of roadblocks such as corporate governance issue, adverse government policies and bleak global macro environment etc warranting for lower than historical valuation multiple.

Source: Sharekhan Research

Q. what is main work of tata elxsi ?

Tata Elxsi is a leading design and technology services company that offers a range of solutions and services to customers across industries. The company's main work can be summarized as follows:

1. **Automotive Engineering:** Tata Elxsi provides engineering and design services for automotive OEMs and suppliers across the globe. The company's expertise includes product engineering, design and development, testing, validation, and manufacturing support. Tata Elxsi's solutions also cover the areas of electric vehicles, autonomous driving, and connected vehicles.
2. **Media and Communications:** Tata Elxsi offers a range of services and solutions for the media and communications industry, including digital transformation, content management, and video solutions.
3. **Healthcare:** Tata Elxsi provides solutions and services for the healthcare industry, including digital health, medical imaging, and clinical systems.
4. **Industrial Design:** Tata Elxsi offers design services for consumer products, medical devices, and industrial equipment. The company's design services cover the entire product development process, from ideation to prototyping to manufacturing.
5. **AI and Analytics:** Tata Elxsi provides solutions and services in the areas of artificial intelligence and analytics, including data analytics, machine learning, and computer vision.

Overall, Tata Elxsi is focused on driving innovation and solving complex problems through the application of technology and design. The company's solutions and services are designed to help customers improve efficiency, reduce costs, and enhance their competitive advantage.

NEWS

Tata Elxsi wins Golden Peacock Innovation Management Award for 2021

7 Jun 2022,

Tata Elxsi has won the "Golden Peacock Innovation Management Award" for the year 2021. The award is a testimony of the company's remarkable accomplishments and developments through the organization's integrated and innovative growth strategy.

The company has made a commitment to establishing cutting-edge business and market strategies in order to expand its service portfolio, value proposition and business growth through strategic alliances.

Tata Elxsi is a global design and technology Services Company and works with customers across industries such as automotive, broadcast, healthcare and telecom for product and software development.

Tata Elxsi collaborates with Lenovo

31 May 2022,

Tata Elxsi has collaborated with Lenovo to deliver smart XR solutions for enterprise and engineering applications. Tata Elxsi and Lenovo aim to provide end-to-end solutions and services for customers using Lenovo's smart XR devices, which transform work in office and industrial settings, both large and small. Tata Elxsi and Lenovo will enable enterprises to deliver immersive Digital Transformation solutions.

These span across Engineering Design & Modeling, Maintenance & Repair, Remote Collaboration, Worker Safety & Training etc., and help to save cost, improve efficiency and enhance next-level productivity.

Tata Elxsi is a global design and technology Services Company and works with customers across industries such as automotive, broadcast, healthcare and telecom for product and software development.

2001:

Tata Elxsi wins the "Export Excellence Award" from the Indian government for its contribution to the country's IT industry.

2004:

Tata Elxsi establishes a strategic alliance with Japan's TAKUMI Corporation to provide engineering design services to Japanese automotive and industrial clients.

2005:

Tata Elxsi sets up a dedicated offshore development center for the Italian firm Italtel.

2006:

Tata Elxsi acquires TES Electronic Solutions, a German company that provides embedded software development and testing services.

2007:

Tata Elxsi is ranked among the top 10 outsourced product development companies in the world by Global Services 100.

Tata Elxsi is awarded the "Best Employer in India" award by Hewitt Associates.

2008:

Tata Elxsi opens a new design center in the Netherlands to cater to its European clients.

Tata Elxsi is awarded the "Most Admired Knowledge Enterprise (MAKE) Award" by Teleos, in association with the Tata Group.

2009:

Tata Elxsi launches its "Nirvana" middleware platform for digital media devices.

2010:

Tata Elxsi launches its DO-178B certification services for avionics software development.

Tata Elxsi is ranked among the top 10 product engineering companies by NASSCOM.

2011:

Tata Elxsi partners with the Indian Space Research Organization (ISRO) to develop a radiation-hardened chip for use in space applications.

Tata Elxsi acquires Spanish industrial design firm Vichitra.

2012:

Tata Elxsi acquires a majority stake in Applied Innovation Inc., a US-based product engineering and innovation consulting company.

Tata Elxsi is awarded the "Excellence in IT Solutions and Services" award at the 7th Indira International Innovation Summit.

2013:

Tata Elxsi is ranked among the top 10 service providers in the healthcare outsourcing space by Black Book.

2014:

Tata Elxsi is awarded the prestigious Frost & Sullivan Indian Product Line Strategy Award for its automotive product engineering services.

Tata Elxsi is ranked among the top 100 companies in the world for innovation by Forbes.

2015:

Tata Elxsi opens a new design center in Texas, USA.

Tata Elxsi is awarded the "Supplier of the Year" award by Airbus Defense and Space.

2016:

Tata Elxsi partners with DiSTI Corporation, a US-based provider of graphical user interface software tools, to offer HMI (human-machine interface) design and development services.

2017:

Tata Elxsi signs a multi-year deal with Airtel to develop and deploy a video platform for the telecom company's digital TV services.

Tata Elxsi is awarded the "Best Exporter in IT Services" award by the Karnataka government.

2018:

Tata Elxsi is selected by the Broadcast Audience Research Council (BARC) to develop a TV audience measurement system for India.

Tata Elxsi is ranked among the top 50 service providers in the global product engineering space by Zinnov.

2019:

Tata Elxsi partners with Unity Technologies to offer design and development services for augmented and virtual reality applications.

Tata Elxsi is ranked among the top 25 global engineering R&D service providers by Everest Group.

2020:

Tata Elxsi announces a partnership with NOS on the development of an AI-powered smart home platform

Tata Elxsi collaborates with SDVI to deliver a cloud-based media supply chain solution

2021:

Tata Elxsi announces partnership with Syntiant Corp. to develop AI-powered voice and audio solutions for consumer devices

Tata Elxsi collaborates with Microsoft Azure to develop an integrated IoT platform for connected vehicles

Tata Elxsi launches an AI-powered autonomous vehicle middleware platform, Autonomai

Source Internet

~ Ankit Mittal