

# Report - TATA MOTORS

Tata motors can cover aspects, including the company's history, strategic decisions, challenges, and successes. Here's a general structure for a case study report on Tata motors.

= Tata motors founded in 1945. Tata motors is a part of the Tata Group, one of India's largest conglomerates. Overview of vehicles produced, including passenger cars, trucks, buses, and military vehicles.

Operations in multiple countries, with a significant presence in the UK (through Jaguar Land Rover), South Korea, South Africa, Thailand and Indonesia.

## KEY CHALLENGES :

Facing intense competition from global automotive giants.

Challenges in managing and integrating JLR after the acquisition in 2008.

The need to shift towards electric vehicles and sustainable practices in response to global trends and regulations.

Navigating the complexities of the Indian automotive market, including regulatory changes.

## STRATEGIC INITIATIVES

**EV :** • Acquisition of Jaguar Land Rover :

Rationale : Diversification and gaining access to premium automotive segments.

Outcomes : Initial success in turning around JLR's fortunes, followed by challenges due to changing market dynamics and Brexit.

• Electric vehicle strategy :

Nexon EV : One of the leading electric vehicles in India.

Tata universe : Integrated approach combining Tata Group's resources in the EV ecosystem.

## CONCLUSION

Summary of key findings :

Recap of the strategic decisions, challenges and outcomes discussed in the study.

Future Outlook :

Potential future strategies for Tata Motors considering global trends in automotive technology, sustainability, and market dynamics.

## REFERENCES

Cite all sources of data, reports, and articles used to compile the study.