



TATA

Business Case Study of THE BEGINNING of TATA

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Tata Background

- Founder Jamshedji Tata.
- Started with cotton mill in 19th century.
- India had coal for supply of energy, population for labour, fertile land to grow cotton, port facilities.
- India lacked organized enterprise to process cotton.
- Build the cotton factory in Nagpur, everyone was stunned.

Why Nagpur?

- Nagpur was a cotton producing district of Maharashtra
- Within the reach of coal supply of Baroda mines.
- Center of a large handloom industry,.
- Understanding the potential revolution of railway system.

Initial Troubles

- Labour management issue.
- Workers not coming regularly to factory.
- Leaves for smallest reasons.
- Low presence rate (18%).

Jamshedji Tata's Strategy

- Ensured provident fund scheme.
- Every worker will have comfortable life after retirement.
- Introduction of medical insurance.
- Family days, sports days.
- Various ceremonies with rewards.
- No staff layoff.
- Bond between company and workers.

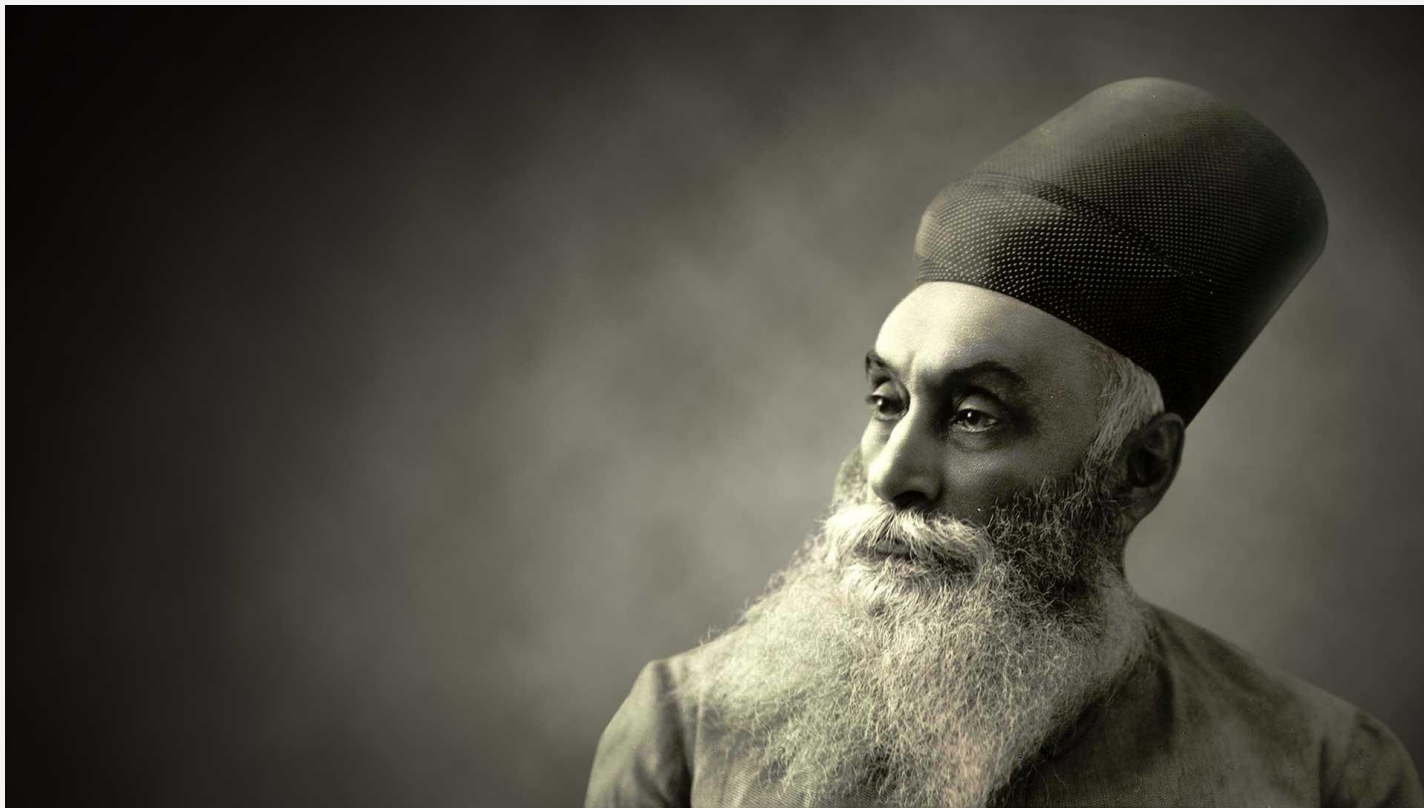
Jamshedji Tata's Secret to Success

- Research and innovation.
- Investment & travel for study.
- Extensive study, combined with consistent innovation
- The experiment with European ring spindles, production boost.

Tata Revolution



Jamshedji Tata



Jamshedji Tata's Legacy

AI bees Founder Series

India's Father Of Industrialization

With his insight, commercial acumen, and hard work, read why Jamsetji Tata was responsible for revolutionizing the concept of industries in India.



BEGINNING:
Empress Mills In Nagpur



LEGACY:
The Tata Group

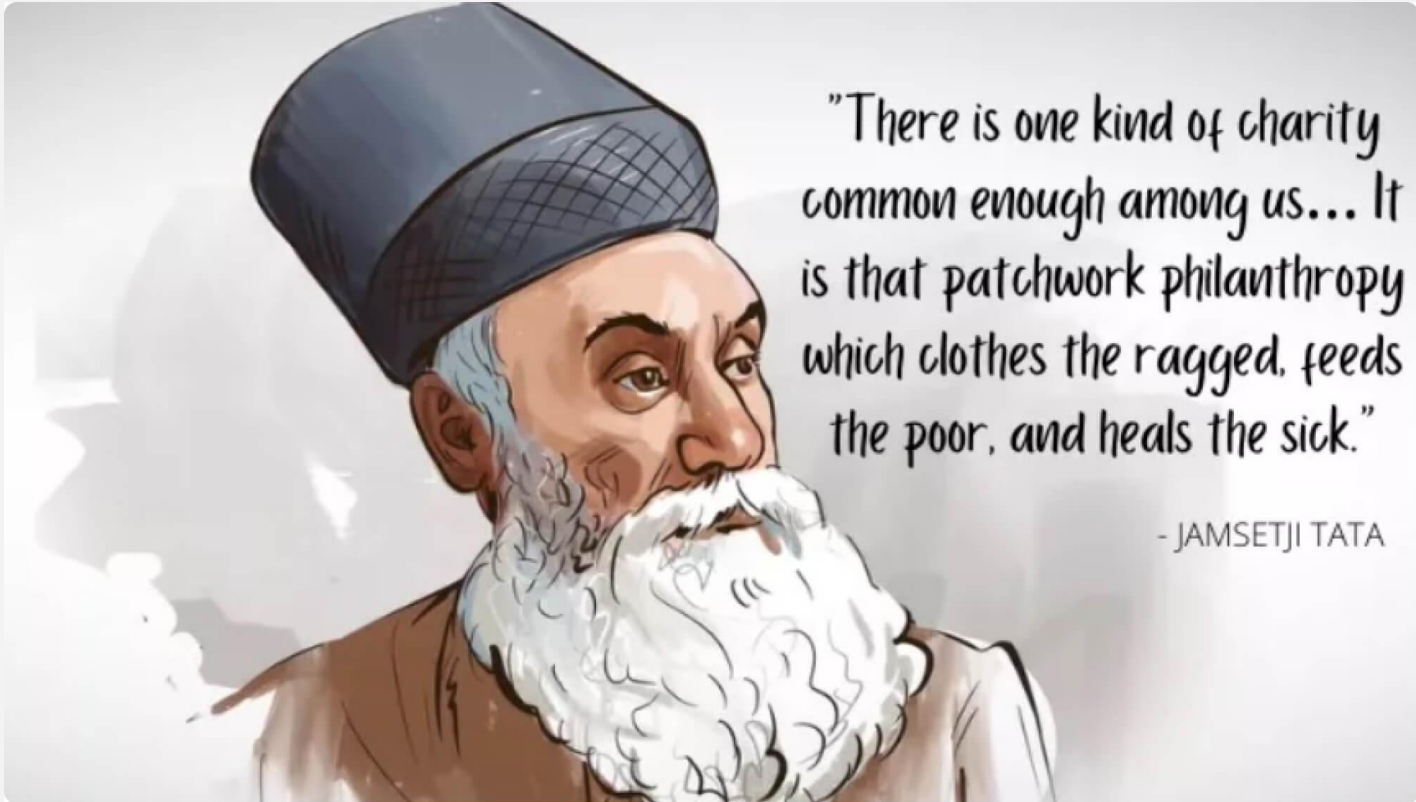


HONORS:
Edelgive Hurun's 2021's
Philanthropist Of The 21st Century

Jamsetji
Tata




Jamshedji Tata's Legacy



Jamshedji Tata's Legacy

How **Tata** Created its business Empire

In 1868



Jamsetji Tata

Jamsetji Tata Buys a bankrupt oil mill and converts into a cotton mill, kicking off TATA group's journey

In 2020

- Metals
 - TATA METALIKS**
 - TATA STEEL**
- IT
 - class edge**
 - TATA ELXSI**
 - TATA CONSULTANCY SERVICES**
- Financial
 - TATA CAPITAL**
 - TATA AIA**
 - TATA AIG INSURANCE**
- Automotive
 - TATA MOTORS**
 - JAGUAR**
 - TATA AUTOCOMP SYSTEMS**
- Retail
 - VOLTAS**
 - TITAN**
 - CROMA**
 - TATASUQ**
 - STARBUCKS**
 - TATA CLIQ**
 - TATA SUE**
 - TATA TEA**
 - Tetley**
 - STAR BAZAR**
 - FESTOOL**
- Infrastructure
 - TATA POWER**
 - TATA HOUSING**
 - TATA PROJECTS**
 - TATA CONSULTING ENGINEERS LIMITED**
- Telecom
 - TATA SKY**
 - TATA COMMUNICATIONS**
 - TATA TELESERVICES LIMITED**
- Tourism & Travel
 - TAJ**
 - GINGER**
 - VIVANTA**
 - VISCON**
 - airasia**
- Aerospace and Defense
 - TATA ADVANCED SYSTEMS**

Business Lessons

- Market research most important while starting a business.
- Every century has an industry that brings in wave of opportunities for the entrepreneurs.
- Empathy and compression are two of those attributes that can turn a commoner into a king.