

WHEN INFORMED DECISIONS DRIVE BUSINESSES!



BIG DATA

ACHIEVING COMPETITIVE ADVANTAGE
THROUGH ANALYTICS

Extract

Enrich

Deliver

About Tata Business Leadership Awards

The Tata Business Leadership Awards, a coveted business case competition in the country, was introduced in 2002. With the Tata group's ardent belief in nurturing talent, the primary objective of TBLA has been to keenly engage with bright young minds from premier business schools as well as in-house talent across group companies, providing a platform for them to showcase their business acumen and creativity by addressing critical live business challenges relevant to the House of Tata. The competition aims to recognise talent and provide opportunities for them to actively interact and engage with the group leadership, thereby gaining key insights directly from thought leaders. Over the years, TBLA has generated a great degree of excitement at the top business schools and Tata companies, thereby strengthening the TAS and Tata group employer brand.

TBLA Campus track is open to all business schools visited for selection of high potential students under the TAS programme and the In-house track is open to all employees of the Tata group. Teams that are shortlisted for the Campus and In-house rounds are invited to present at the Campus and Regional rounds. Further, winners of the Campus and In-house rounds are invited to present at the TBLA National Finals in Mumbai. The National Finals are evaluated by high profile panels comprising senior leaders of the Tata group and eminent academicians of the country. The winning teams are felicitated at a grand ceremony and walk away with the coveted TBLA trophy, along with a suite of attractive gifts.

Theme for TBLA 2016

BIG DATA

ACHIEVING COMPETITIVE ADVANTAGE THROUGH ANALYTICS

Extract Enrich Deliver

Every industry has witnessed an exponential increase in the volume of data and the velocity of change in data, facilitated by a tremendous increase in computation power. This has propelled most companies to explore ways and means of generating insights and predictions from their internal and external data. The potency of using data for

driving competitive advantage has become so well recognised that most companies have started viewing data as an information asset rather than as a by-product of business processes. To this end, analysis of data and creation of data-driven strategies have become an integral part of the overall management philosophy.

TBLA In-house 2016 –Regional Rounds

- Employees on permanent rolls of Tata group companies and employees on permanent rolls of Tata group joint ventures (excluding employees on the JV partner rolls) are eligible to apply
- Teams have to register on www.tas-tata.com. Each team must comprise 3 team members and all the team members must be from the same group company
- Teams shortlisted for the Regional Rounds will get a total of 30 minutes to present which includes 20 minutes of presentation and 10 minutes of Q&A
- The Regional Rounds will be adjudged by senior Tata leaders with a width of experience across sectors and functions
- The dates for the Regional Rounds will be firmed up shortly and shall be shared on www.tas-tata.com
- Teams shortlisted for the National Finals will be announced once all the Regional Rounds are conducted across all the regions
- Teams presenting at the National Finals will be given a Group level Big Data Case which will be shared with them at a later date.

Schedule for TBLA 2016

| S. No. | Details | Timeline |
|--------|---|--------------------|
| 1 | Launch of TBLA In-house | July 18, 2016 |
| 2 | Team Registrations | July 18 - 31, 2016 |
| 3 | Case Allocation to teams | August 1, 2016 |
| 4 | Last day to upload presentations | August 22, 2016 |
| 5 | Announcement of Shortlist for the Regional Rounds | September 2016 |
| 6 | Regional Rounds | September 2016 |
| 7 | National Finals | November 30, 2016 |



National Finals

1. The National Finals will be held in Mumbai
2. Finalists to meet with GEC members and Senior Leadership in an exclusive panel discussion
3. Teams presenting at the National Finals will get a Group level Big Data Case
4. The event will be followed by a grand Awards Night to be attended by the senior-most leadership of the Tata group

Prizes

NATIONAL FINALS

Winner

Prize Money: **Rs 5,00,000**

*Wins PPI with TAS (Final Interview)

First
Runner-up

Prize Money: **Rs 2,00,000**

TAS Shortlist*: Shortlist to
TAS Presentation Round

Second
Runner-up

Prize Money: **Rs 1,00,000**

TAS Shortlist*: Shortlist to
TAS Presentation Round

**Subject to meeting the TAS eligibility criteria.*

Contact Details

Log on to **www.tas-tata.com** for all information on TBLA 2016.
For any query on TBLA 2016, write to us at **tbla2016@tata.com**.

For regular updates on TBLA, log on to
www.facebook.com/tas.tbla

