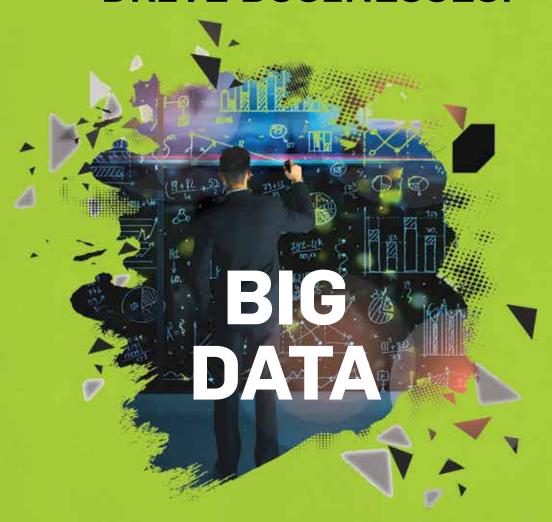




# WHEN INFORMED DECISIONS DRIVE BUSINESSES!



ACHIEVING COMPETITIVE ADVANTAGE THROUGH ANALYTICS



# 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

# ACHIEVING COMPETITIVE ASIGHTS ANSWERS ADVANTAGE THROUGHCESS ANSWERS ADVANTAGE THROUGHCESS ANSWERS ADVANTAGE STRATEGY ANALYSIS ANALYSIS STRATEGY ANALYSIS STRATEGY ANALYSIS STR

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.

# BLA 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	**Territically
5	Announcement of Shortlist for the Regional Rounds	September 2016	
6	Regional Rounds	September 2016	A B COM WITE
7	National Finals	November 30, 2016	
		(B+82 +52)	191-121. Le

## 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

