



Business Legend

RATAN TATA

Early life and Education

Ratan Naval Tata (Born 28 December 1937) Ratan Tata was adopted by Naval Tata and Soonoji Commisariat in the Tata family, a prominent family belonging to the Parsi community. He is the great-grandson of Tata group founder Jamsedji Tata. After his parents separated in 1944, he was brought up by his grandmother Lady Navajbai and did his schooling in Mumbai from Campion School. Later, he enrolled in Cornell University, where he earned a B.S in architecture with structural engineering in 1962, and has also completed the Advanced Management Program at Harvard Business School (Class of 1975)





Career

- When he returned to India in 1962 after turning down a job with IBM on the advice of JRD, he was sent to Jamshedpur to work on the shop floor at Tata Steel with other blue-collar employees, shovelling limestone and handling the blast furnace.
- In 1971, he was appointed the Director of National Radio and Electronics (Nelco), which was in dire straits when he came on board: with losses of 40% and barely 2% share of the consumer electronics market. However, just when he turned it around (from 2% to 25% market share), the Emergency was declared. A weak economy and labour issues compounded the problem and Nelco was quickly near collapse again.
- In 1981, JRD Tata stepped down as Tata Industries chairman, naming Ratan as his successor. He was heavily criticized for lacking experience in running a company of the scale of Tata Industries.
- In 1991, he was appointed group chairman of the Tata group. As group chairman, he has been responsible for converting "the corporate commonwealth" of different Tata-affiliated companies into a cohesive company.





- He has been responsible for the acquisition of Tetley, Jaguar Land Rover and Corus, which have turned Tata from a largely India-centric company into a global business, with 65% revenues coming from abroad. He also pushed the development of Indica and the Nano. He is widely credited for the success of the Tata Group of companies, especially after the liberalization of controls after the 1990s
- In August 2007, Ratan Tata lead Tata Group's acquisition of British steel maker Corus. At that time, this was the largest takeover of a foreign company by an Indian company, and resulted in Tata Group becoming the fifth largest steel producer in the world. According to the BBC, however, some analysts criticized the move, saying that Tata Group had overpaid for Corus and had prioritized national pride before its shareholders.
- Tata is set to retire in December, 2012; a search has been underway for a successor since August 2010. In August 2011, the company reported having narrowed the choice down to three people, though no details were reported on who was being considered.



Personality

- ✓ Very Dignified
- ✓ Ethical
- ✓ Dependable
- ✓ Believes in keeping promises
- ✓ Loyal and believes in relationship
- ✓ Questioning the unquestionable
- ✓ Risk taker not Speculator
- ✓ Exempalary Leadership qualities and a Motivator



Corporate Spurs....

- ❖ Tata Consultancy Services went public and Tata Motors was listed on the New York Stock Exchange.
- ❖ On January 31st, 2007, Ratan Tata successfully pulled off one of the biggest acquisitions in Indian corporate history. Corus Group - an Anglo-Dutch steel and aluminium producer, was acquired by Tata Sons for an astounding £6.7 billion at the rate of 608 pence per share against a Brazilian steel company that had bid 603 pence.
- ❖ Another feather of success got attached with this man when he presented the latest Tata four-wheeler model **Tata Elegante** at Geneva on March 6, 2007. This model was appreciated by all the global dealers of four-wheelers



International Recognition

- ✓ Chairman, government of India's Investment Commission.
- ✓ Member, Prime Minister's Council on Trade and Industry
- ✓ Member, National Hydrogen Energy Board
- ✓ Member, National Manufacturing Competitiveness Council
- ✓ Serving on the International Investment Council set up by the president of the Republic of South Africa
- ✓ Serving the International Business Advisory Council of the British government to advise the chancellor of the exchequer
- ✓ Member, International Advisory Council of Singapore's Economic Development Board
- ✓ Member, Asia-Pacific Advisory Committee to the board of directors of the New York Stock Exchange



Motivation

- Ratan Tata never married. In Bombay he would date on and off, was even engaged once but broke it off before the cards could be printed.
- Without a family and children what motivates him?

Awards & Honours

- ✓ The Government of India awarded Mr. Ratan Tata one of its prestigious civilian awards ***Padma Bhushan*** in 2000 and ***Padma Vibhushan*** in 2008.
- ✓ Honourary Order of the British Empire ***Knight Commander of the Order of the British Empire*** (KBE) in 2009.
- ✓ First award for Responsible Capitalism.
- ✓ 26th Robert S. Hatfield Fellow in Economic Education, awarded by Cornell University.