

Tata Group – A transnational corporation and its global links

Fact file:

India's best-known brands

Headquarters – Mumbai, India

Over 100 companies operating independently (eg Tata Steel, Tata Motors)

Founded in 1868 by Jamsetji Tata as a trading company

Owned by Tata Sons

Operations in more than 80 countries

58% of revenue from outside India

2008 – purchased Jaguar and Land Rover (Tata Motors)

Business Sectors:

- Communications and technology
- Engineering
- Materials
- Energy
- Consumer products
- Chemicals
- Services

Why has it expanded abroad so rapidly?

- Objective was to buy world renowned brands associated with high quality
- Reputation for social responsibility (rewarded Carnegie Medal for Philanthropy in 2007)
- Has steadily moved up the value chain by producing more sophisticated and higher value products

Presence in the UK?

- Key acquisitions such as:
 - Jaguar and Land Rover by Tata motors
 - Corus group by Tata Steel