# TATA MOTORS

# Our business model

## Capitals engaged



#### **Financial Capital**

The funds and monetary resources needed to establish and operate the business. The business raises funds through a mix of debt and equity and optimises its debt based on market conditions.



#### Manufactured Capital

The production facilities and equipment for designing, prototyping and manufacturing vehicles.



#### Intellectual Capital

Research and Development (R&D), innovation, design and engineering, which form the basis of our product development efforts.



#### **Human Capital**

The collective skills, experience and expertise of our people, which drive our production process.



# Social & Relationship Capital

Stable and sustainable relationships with value-chain partners and customers are indispensable for business continuity. Our relations with communities ensure our social licence to operate.



#### **Natural Capital**

The automotive business is dependent on multiple natural resource based raw materials. At the same time, there are several impacts of the business activities on nature.

#### **Growth drivers**

- · Strong industry know-how
- State-of-the-art manufacturing sites
- · Consistent innovation
- · Talent development and retention
- · Disciplined capital allocation
- · Robust risk management
- · Strong supplier and customer relationships

#### Key inputs

Capital expenditure (Consolidated)

₹42,672 Crores

#### Manufacturing assets

Key manufacturing units

Consumption of raw materials

8\* JLR

**TML** 

\*except the facility in Slovakia, which will be functional from December 2018

₹1,73,371 Crores

## Research and Development (R&D)

R&D investment

₹2,398 Crores

R&D centres

TML India (Pune), the UK and South Korea

£2,016 Millions

JLR

JLR Innovation Hubs in Europe and the US

People strength (Consolidated)

Employee cost (Consolidated)

81,090

**Employees** 

₹30,300 Crores

## **Community investments**

₹21.44 Crores

TML CSR spend

4,931

Sales and service touchpoints for PV and CV businesses of TML

£10.5 Millions

Our partners

Strong dealer network of JLR

#### Natural resources used

Energy consumption per vehicle

4.91 GJ

2.11 MWh

#### Strategic focus areas linked to our business processes

- **S1** Focus on new product development
- **S2** Expanding international business
- \$3 Mitigating cyclicality

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\$5 Organisational efficiency and cost management



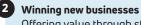
#### Business value chain



# Designing new products and solutions

Judicious investment in technology and R&D, together with an understanding of market trends and customer needs.

S1 and S4



Offering value through strong engineering capability, global footprint and innovative solutions.

S2, S3 and S4



## Sourcing materials and products

Moving towards consolidation of supply chain for efficiency and reducing the time for design-to-delivery.

S3 and S5



#### **Efficient manufacturing**

Efficient and cost-effective processes that make higher levels of capacity utilisation possible.



#### **Delivering high-quality products**

Meeting customers' needs and earning trust.

S1 and S4



#### Commitment towards sustainability

Intensifying our focus on developing alternative fuel engine technologies for a cleaner and greener environment.

# Output

Revenue (in ₹ Crores)

66,620 TML

2,26,965

Vehicles Manufactured

PVs, CVs, SUVs, EVs

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## Outcomes



(Consolidated) **EBIT** (in ₹ Crores)

11.846

**PBT** (in ₹ Crores) 11,155



#### Vehicles sold (Consolidated)

12.21.124



# New technologies developed

TML – India's first bio-methane engine for buses

JLR - CloudCar and Connected Car technology

Growth in PBT

20%

Patents granted

Designs registered

80 TML

23 TMI



# **LTIFR**

0.08 TML

# Diversity

TML - 3% women workforce

JLR - 24 % increase in the proportion of women in workforce since 2014



TML ranked second in J D Power 2017 India Customer Service Index (CSI) Studu

JLR Retailers invested £ 3 Billions in Arch sites, a customer experience game changer

**CSR** beneficiaries

6,44,000

1.2 Million



# Reduction in specific water consumption

15.91% TML (y-o-y)

JLR (since 2007)

Reduction in specific GHG emissions (%)

**4**%

46%

JLR (since 2007) TML (y-o-y)

#### Impact on stakeholders

#### **Shareholders**

With profitable growth and financial returns, we strive to deliver sustainable returns for our shareholders.

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#### Customers

It is our endeavour to achieve market leadership by delivering products that meet the evolving needs of customers on safety, inside-car environment, eco-friendliness and future technologies.

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#### **Employees**

We strive to attract, develop, retain and reward talent and build a diverse workforce to draw requisite skills to drive our future strategy needs.

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#### Suppliers and dealers

We engage closely with our value-chain partners to develop their skills and mutuallu benefit by creating efficient processes and consolidating our supply chains.

# More on Page 50 **Communities**

We engage with the communities we operate in and enhance their quality of lives through technologyenabled interventions in the domains of health, education and livelihood development, among others.

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