

# Long-term value creation

A key aspect of our preparedness for future



## Customers

### TML PV

Customer centricity is one of the top priorities for TML. To improve customer satisfaction, concerted efforts were made to enhance entire customer life-cycle experiences. To address the perceived weak brand sentiment and low enquiries from customers, TML launched various initiatives such as deploying 'Tata Advocates', rolling out a standard operating procedure called 'Mantra', building capabilities through large-scale trainings to the sales staff and deploying an online client engagement platform.

### TML CV

To improve customer and dealer confidence, TML increased engagement with them. It developed 'Sampoorna Seva', which is a comprehensive service package that provides complete solution for the upkeep of vehicles. TML has witnessed the benefits of these initiatives whereby the NPS and the customer and dealer scores have improved compared to earlier years in both the CV and PV segments.

TML is moving into massive customisation to provide 'Vehicle of Choice' to its customers. The Modularisation and Super APP Framework, which has been developed in-house, enables TML to capture the customers requirements and configure accordingly for both the CV and PV segments.

TML's initiatives for strengthening customer connect and providing enhanced value to them is covered in '**S5: Customer Focus**' in the section 'Strategic Priorities'.

### JLR

Excellent customer service doesn't just mean satisfying customers; it means listening and responding to them for continuous improvements. That is why JLR used over 250,000 verbatim comments from customers, distilling their thoughts down into five Customer-First principles: Easy to Do Business With, Dependable, Personalised, Make Me Feel Special and Transparent.

These principles focus JLR's attention on everything they do, from each screw they turn to each mile they drive, keeping customers at the forefront of their minds.

This is why JLR recruits only the best talent, who understand the importance of customer care and can convey these principles throughout the business, continuing to create experiences customers love for life.



## Sustainable supply chain

We continuously engage with our supply chain partners to improve efficiency and address various bottlenecks that may impede our production targets. Our focus this year was to increase the ratio of subsystem-and aggregator-level suppliers within our supplier base while reducing the total number of suppliers. We conduct regular site assessments and quality checks for each of our suppliers and prescribe our policies on sustainability.