

# What Makes TML Future Ready?

The crafting of our mission, vision and values marked the beginning of our transformation journey.

**HEXA**



With HEXA we have reached out to today's dynamic next-gen customers with an emphasis on design, premium comfort and drivability, personifying Tata Motors passenger vehicle business unit's newly defined IMPACT design language and enhanced digital capabilities.

**XENON YODHA**



This smart pick-up is available in multiple variants – 4x2 & 4x4 and in single and double cab options. Powered by a common rail diesel engine, it delivers high power and torque, for varied business requirements.

**TIGOR**



Another remarkable product, the Tata TIGOR with its break-free design dynamics is India's first 'Styleback' car.

**MAGIC MANTRA**



A four-wheeler last mile public transport vehicle, this features a powerful 30 kW (40 hp) engine, a torque of 100 Nm for better pickup with a higher fuel efficiency of 21.4 km/l, powered by a BS IV compliant state-of-the-art 800 cc DiCOR engine.

**The year 2016-17 has been a landmark year when we launched several commercial and passenger vehicles, which exemplified our product innovation, advanced design and technology excellence.**

**Similarly, our subsidiary JLR is leading the transformation from Internal Combustion Engine (ICE) to Automated Connected and Electrified (ACE) vehicles.**

#### JAGUAR F-PACE



Officially the world's best and most beautiful car after double success at the 2017 World Car Awards, has received the prestigious World Car of Year and World Car Design of the Year titles.

#### JAGUAR XFL



The Jaguar XFL is designed exclusively for China and built at the state-of-the-art Chery Jaguar Land Rover plant in Changshu, the car is fitted with region-specific technology such as the air ionisation function that makes the air inside the car cleaner and more comfortable.

#### RANGE ROVER VELAR



With Touch Pro Duo, a dual Touchscreen system, lighter, more fuel efficient and powerful Ingenium engine, light weight aluminium body designed for safety and dynamic stability control, Velar leads the way in progressive design, and innovative technology.

#### LAND ROVER DISCOVERY



The Land Rover Discovery earned a five-star safety rating from Euro NCAP among many awards; recognised for its refreshing design, increased versatility and cutting-edge technology.

**Our product launches demonstrate our relentless efforts towards taking a great leap in our transformation journey. Our efforts of being Future Ready have some key building blocks, some of which we have already started laying the foundations for.**

#### EXPLORING OPPORTUNITIES IN MOBILITY

We introduced our sub brand – 'TAMO', as a core element of our transformation journey 'FutuReady'. TAMO showcased RaceMo, our new connected sports coupe, at the Geneva Motor Show 2017. With 'Impact Design', the tech-enabled heart of the car is getting contemporary styling.



JLR's ambition is to be a global leader in Connected Autonomous Vehicles. Its Advanced Driver Assistance Systems, including autonomous emergency braking and park assist, are already stepping stones to full autonomy. JLR envisages the development of an intelligent vehicle in another 10 years, which will be cleaner and safer, with greater car-to-car and car-to-infrastructure connectivity.

JLR's mobility services arm, InMotion Ventures invests in high-growth companies in the mobility and smart transportation sector. Through this arm, JLR offers new digital solutions and on demand services that meet modern travel and transport challenges.

#### ENRICHING OFFERINGS IN LINE WITH CUSTOMER ASPIRATIONS

Taking an outside-in approach to observe how aspirations of consumers are getting shaped, we evaluated how India's different customer segments are getting influenced by global advancements in technology, design and environmental issues.

In FY 2017, the focus was on strengthening our product portfolio to address key gaps in existing markets by embracing new technologies, fostering higher platform efficiency and offering solutions that connect with customer aspirations.

For passenger vehicles, the focus is on differentiated design, great driving experience and remarkable features. For commercial vehicles, in addition to design, the focus areas are enhancing occupant comfort, reducing ownership cost, leading in fuel efficiency and delivering high performance and reliable products.

Accessing real-time data from vehicles is one of JLR's pioneering initiatives. With the Connected Car diagnostics and technologies like CloudCar, valuable insights can be gained, which not only enable enhanced product development and more efficient processes, but also deliver services before customers even know they need them.

## BUILDING A NEW ROADMAP IN THE CV SPACE

A comprehensive strategy has been developed in CVs to build on the leadership position. This involves :

- Investments planned across product segments leading to regular and class-leading product interventions.
- Accelerate front line sales efforts to gain market share.
- Customer-centric, judicious mix of EGR (Exhaust Gas Recirculation) & SCR (Selective Catalytic Reduction) technology offerings.
- Structural initiatives to improve capacity utilisation and productivity.
- Establishing TML as a full-range defence solutions provider.
- Working on the road map prepared for 20% topline contribution from exports.

## REVAMPING THE MANUFACTURING PROCESS

The change in the manufacturing approach primarily concerns two aspects - achieving commonality in the bill of materials across PVs and shifting to an advanced modular platform where the same line can be used to make multiple products. The cost-structure analysis is being driven internally by ImpACT projects.

At JLR, the first phase of transformation is complete, with costs reduced across the business through process excellence and architecture efficiencies.

Now, the Company is working to lead in electrification, to achieve the scale required to remain competitive globally. The driving force of this transformation is the organisation's culture of innovation.

JLR is introducing its standardised framework to overseas sites as a way of directing cross-functional collaboration and ensuring the deployment of the right capabilities needed to manufacture our products.

## SPEARHEADING INDIGENOUS DEFENCE TECHNOLOGY

Tata Motors' Defence Solutions offers its customers a wide range of vehicles in the light, medium and heavy category. These include Logistics, Tactical, Armoured and Specialist vehicles, with lowest life-cycle maintenance cost, supported by the Company's vast pan-India service network, ensuring maximum operational readiness.

At TML, we are leading a consortium that is bidding for the 'future infantry combat vehicle' (FICV) project worth \$10-billion. Tata Motors, Bharat Forge and General Dynamics Land Systems have come together for this initiative.

