

NEWS SNAPSHOTS

Jaguar Land Rover wins three-year supply contract from SCAS

Jaguar Land Rover (JLR) has signed a memorandum of understanding, in February 2009, with one of its major business partners in China for the supply of some 13,000 Jaguar and Land Rover



vehicles over a three-year period. This is a very significant order for the company and underlines the importance of the Chinese market and the commitment of its partner.

Sales of its vehicles in China have been growing rapidly over recent years and the country is now already established as JLR's fifth-largest market in the world. The confirmation provides JLR with a solid base on which to further build its presence in this key emerging market and is particularly welcomed at this challenging time for the company and the automotive industry. ●

The Pierre to re-open in New York in June

The Pierre, the iconic US flagship of Taj Hotels located on New York's Fifth Avenue overlooking the Central Park,



will re-open on June 1, 2009, following a meticulous \$100-million renovation. The Pierre will showcase remodelled interiors for its guestrooms, as well as new restaurant, Le Caprice at The Pierre, a new lobby lounge called 2 East, and a graciously welcoming reception area.

"The designs perfectly complement The Pierre's classic ambience of quiet refinement and restore a sense of the property's original grandeur," says Heiko Kuenstle, general manager, The Pierre. "We're also excited to join forces with Le Caprice to introduce our new brasserie-style restaurant, Le Caprice at The Pierre, the first restaurant outside of London for this celebrated UK favourite."

The Pierre's guestroom designs were conceptualised by James Park Associates; Champalimaud created the designs for 2 East and additional public spaces; and Swedish designer Martin Brudnizki, designed Le Caprice at The Pierre. ●

Indian Hotels forms The Taj Public Service Welfare Trust

Many people, including the security forces, policemen, fire service men, hotel employees and guests of the Taj Mahal Palace and Tower, were either killed or wounded during the terror attack in Mumbai between November 26 and 29, 2008. In the aftermath of this terror attack, the Taj group witnessed an outpouring of emotional support from well-wishers in India and across the globe, both for the restoration of the hotel and to offer relief for those affected by the attack. In response to this, Indian Hotels Company and the Taj group set up a public service welfare trust fund named Taj Public Service Welfare Trust (TPS Welfare Trust) in December 2008.

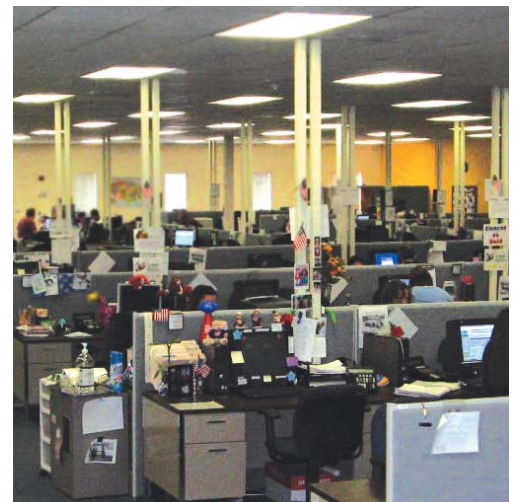
The objective of the trust is to provide immediate relief to all victims of the attack, including families of those who

were killed. This trust will continue to discharge its mandate in the coming years, specifically covering relief to victims of sudden acts of violence, natural disasters, and other tragic events that inflict damage to life and property.

The Sir Dorabji Tata Trust and the Sir Ratan Tata Trust have also committed a significant initial contribution to the trust. ●

Tata Business Support Services announces new jobs

Tata Business Support Services, US, has announced new job openings in



the depressed economy. The company has secured a contract to provide support services for an online travel agency, which will translate into the creation of 200 new jobs.

This announcement is welcome news for a select group of former employees of the company. The company had to downsize in August 2008 in response to a tightening market. At the time, the company's management held out hope that positions might reopen in the future; the recruiting process is open to qualifying former employees first, before expanding to new recruits.

"It is really a win-win for us as well as our employees. They already have the skills and knowledge that match our needs. But beyond that, it was very difficult to announce the downsizing last June. We were hopeful that this day would come, when we could welcome them back to our

organisation,” said Ricardo Layun, vice president and head of US operations. ●

Tata Elxsi unveils Design Studio Europe in London

Tata Elxsi, the technology arm of the Tata group, announced the opening of Design Studio Europe in the UK in November 2008. The design studio will provide a range of high value services — including product design, packaging design, graphic design and design realisation services — to customers in the European region.

Design Studio Europe is the first of a network of international design studios, which will connect into Innovation Design Engineering (IDE) — the industrial design division of Tata Elxsi in Bangalore. IDE has worked with leading companies around the world across industries. It has also won international acclaim including the World Star and Asia Star awards.

Madhukar Dev, managing director, Tata Elxsi said, “With the impact of current economic developments across the world, design is a catalyst that can enable companies to sustain themselves while continuing to offer their end customer a superior product experience. At Tata Elxsi, we always strive to provide our customers that edge, by constantly innovating our approach and services.” ●

Tata Motors celebrates the Indica’s 10th anniversary

Tata Motors celebrated the 10th anniversary of the launch of the Indica on December 30, 2008. To mark this milestone, a 10th anniversary limited edition Indica Vista was launched.



The car comes with an all-new colour combination — porcelain white with a black roof — and includes gold-finished grill garnish, golden emblems and mascots, and a specially designed number plate.

The Indica has remained a best-seller throughout in the industry figuring in the top three selling list of cars for most of the years. In the first decade, close to 940,000 Indicas have been produced; it achieved a peak sale of 144,690 in 2006-07. The new-generation Indica Vista was launched in August 2008 to a continuing pull even in depressed market conditions. ●

Tata Projects bags biggest BoP contract in Indian power sector

In February 2009, Tata Projects (TPL) was awarded India’s largest balance of plant (BoP) contract in the power sector by the Andhra Pradesh Power Development Company for their 2x800MW super-critical coal-fired Sri Damodaram Sanjeevaiah Thermal Power Plant at Nellatur village, in Nellore district of Andhra Pradesh. The Rs2,780-crore engineering, procurement and construction (EPC) job involves the basic and detailed design, engineering, manufacture, procurement, supply, construction, erection, testing and commissioning of complete BoP systems and equipment. The project is scheduled to be completed in three years.

With this 1,600MW added to their order book, TPL continues to maintain its leadership position in the list of EPC contracting companies executing BoP jobs in the thermal power plant sector in the country. ●

Tata Steel group endows professorship in metallurgy at University of Cambridge

In November 2008, Tata Steel announced a donation to endow a professorship of metallurgy at the University of Cambridge. Based in the department of materials, science and metallurgy, the first Tata Steel professor of metallurgy is Harry Bhadeshia, a world-renowned expert on the physical metallurgy of

steels. The endowment recognises the commitment of the Tata Steel group and the university to world-leading research in the field, particularly in steels, as well as Prof Bhadeshia’s distinguished work in the subject.

The department of materials, science and metallurgy in the University of Cambridge has a track record of carrying out world-leading research on a wide range of industrial materials, improving existing materials and creating new ones. Prof Harry Bhadeshia is one of the world’s leading experts on physical metallurgy in general, and on the manipulation of steels in particular. His specific expertise is on how processing steel influences microstructures, and in the control and design of steel microstructures.

In a joint statement, managing director of Tata Steel B Muthuraman and Philippe Varin, [then]CEO of Corus, said, “In this partnership, we are fortunate to have found a combination of passion, inspiration and dedication towards the further development of steel.” ●

Tata Strategic Management Group ties up with Roland Berger Strategy Consultants

Tata Strategic Management Group, the largest Indian owned management consulting firm in South Asia, entered into an alliance with Roland Berger Strategy Consultants, one of the largest strategy consultants of the world, in February 2009. This is the first cooperation among major strategy consulting firms of this stature in India.

This alliance will give both firms an opportunity to offer Indian firms new high-end services that require specialised or international experience, as well as support international firms in their expansion plans in India. Both companies would also seek to jointly develop new geographies in the region. The two firms will create a unique and strong consulting capability, which will work jointly on projects. It will begin with offering services to customers in three practice areas — automotive, chemicals and energy, consumer goods and retail. Opportunities in other verticals will be pursued selectively. ●