

FROM THE EDITOR



In these stressed and uncertain times, with mighty global banks crashing and most companies caught between a rock and a hard place, it is reassuring to find signs of growth and resurgence. That's why we decided to make Tata Chemicals the focus of this edition of Tata Review. Here's a company that has lived through more than its fair share of stormy weather, and emerged stronger, better equipped and more determined from the experience. Is there a lesson in it for the rest of us, struggling to cope with events and eventualities we can barely comprehend, let alone control?

The answer is a resounding yes. Tata Chemicals has discovered a business formula that has helped it to overcome many hurdles and find its place among the elite in two industry segments: chemicals and fertilisers. The company's footprint now extends to places that would have seemed like an unattainable dream just five years back. Its acquisitions in Europe, Africa and America (accomplished with minimum fanfare and much finesse); its foray into new areas, and its pursuit of an inclusive vision of growth (one that's premised on fulfilling environmental, social and community obligations), makes Tata Chemicals a standout example of success.

Success has also been a concomitant of the unique and distinctive Tata marque, which inspires trust among customers of whichever product or service it adorns. Our 'Brandscape' section captures the spirit of Tata, as reflected in some of our key brands.

While on brands, the TCS corporate brand is shining bright in North America, with operations in that region contributing over 50 per cent of TCS's global revenues. In an interview, Surya Kant, president, TCS North America, shares his experiences in steering the company to success through the adoption of a new business delivery model and a focus on innovation.

Innovation of a different kind found expression in the Tata International Social Entrepreneurship Scheme (TISES), which brought students from University of Cambridge and University of California, Berkley face to face with rural India. Their experience of working in community projects initiated by Tata companies was, in the words of one participant, "a once-in-a-lifetime opportunity and experience — one which has helped broaden my horizons and change perspective."

Other harbingers of hope for the community that feature in this issue are Rallis, which is reaching out to the Indian farmer with a host of innovative products and solutions; and Taj Hotels, which is rejuvenating the once dying weaving profession in Benaras.

On the business front, we spoke to Rana Sinha, managing director of Telcon, the latest company to win the cachet of the JRD QV award. Also featured in this section are innovative offerings from Tata BP Solar and Tata Elxsi.

For those who are wondering what will happen to their business plans in view of the prevailing gloom in the world economy, our friends at the Tata Strategic Management Group have some sound advice on how to confront volatility in business.

We hope you enjoy reading this issue.

Warm regards,

A handwritten signature in black ink that reads "Christabelle Noronha".

Christabelle Noronha