

## **Diversification Strategies of Tata group of companies: A Case Study**

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### **Abstract**

Tata Group is fondly recognized for its proper ethical leadership and its important qualities regarding the running of a corporation with social responsibility. Mr. Tata was the best leaders who had taken the company to the next level and also made it famous around the globe. He is well known for his business ideas. There is an important study regarding Ratan Tata, who reconstructed the Tata and Sons business in order to make it a futuristic company worldwide.

Ratan Tata, one of his companies, regarding Tata Steel and its products and related companies, is one of the most famous and popular companies around the world. and also in economic conditions, it is sold to be the most popularly known as the lowest cost production of steel. We are not only in one position as a chairman, but he also looks over all kinds of businesses like Tata Motors, TCS, and also Tata Power Limited, including some of the important Indian hotels. You are the tough decision maker, and also, the Tata family was dissatisfied with Mr. Mistry.

**Keywords:** Corporate responsibilities, Diversification, chairman's, Cyrus Mistry, Tata Group, Initiatives, Leadership

### **Tata Group: A Snapshot**

Tata and its important founder, Indian year of 1868. He died around the age of 36, and he had a total of 4444 people by the year of 1932 in its industry. Dorabji, the son of steel and power generation diversification, dies. Dorabjee's close associate, his Nowroji Saklatwala, who had become his third chairman of the group, was one of the leading and also as a consolidation moment when the heat died of a heart attack in the year of 1938. Tata's son, Jehangir Ratanji Dadabhoy Tata, became the new chairman on the age of 34 and eventually ruled over the company as a group of pilots for half a century. He was well known for his aviation industry and also showed a great interest in the area.

He became the primary Indian to obtain the proper commercial licence in the year 1929. After three years, Eco Point became one of the best companies in the world known as aviation services under the name of Tata Airlines, where he got the company to the national level. He also added that along with all the three industries. Tata Chemicals Limited, founded in 1939, was primarily concerned with the production of soda ash. Tata

Engineering and Locomotive Services in the year of 1945, which is one of India's largest automobile manufacturing companies as well as technical products.

After independence, the history of the group took several turns. It was the diversification and also including the operation of many companies where globalisation and also innovation were the major criteria. The next expansion was done by Ratan Tata in order to make a proper choice to lead the group of the company where JRD stepped down in the year of 1991. Ratan Tata took over all the years of building the proper authority over the facilitated structure in order to make it a decentralised service after the improvement and efficiency of the group of companies and then turn their attention to globalise Ratan Tata and its group introduced the British tree brand known as Tetley for a cost of 450 American dollars in 2012. 2.3 billion dollars were invested in Jaguar and Land Rover in competition with Ford Motor Company this year, with revenue increasing from 14000 in 1991 to around 4.76 trillion in 2011 and 2012. When is professor Cyrus Mistry, one of the oldest chairman, to take command, as well as the economic downturn in India and the aftermath of the crisis in the United States and Europe, the response will begin. Hence, in less than two years of the consideration, he took over the expansion of the company and invested over 35 billion dollars over the next three years. The group is considered to be one of the best expansions where they focus on synergy in cluster and also in defence, including aerospace retail infrastructure and also finance.

As of today, the Tata group has 100 operating companies across seven business sectors, including communications, records generation, engineering, particulars, solutions, spirit, consumer goods, and chemicals. Their operation is expanded over 100 countries on six continents, which also includes export business over 150 countries. The value of the employed 581,470 people, which is around the world, under the turnover of around \$103.27 billion, ended in the financial year ended March 31, of which 67.2% was from companies outside India.

## **Tata companies' emergence as a conglomerate:**

The TATA organization is one of India's most popular multinational companies, which holds its headquarters in the area of Mumbai, Maharashtra, India. where the operations office countries are spread across more than a hundred countries and six continents after the founding of the aviation industry in the year of 1868. On March 31st of 2019, the publicly traded Tata companies had a value of around 28 billion rupees, which when combined with the capitalisation exceeds the recovery of 160 million dollars. Tatasohn which is the main shareholder of the principal amount of the company and also the founder of the Tata companies and groups, Tata Consultancy Services Ltd., Tata Steel Limited, Tata Motors Limited, Titan Company Limited, Tata Chemicals Limited, Voltas Limited, Tata Coffee Limited, Tata Consumer Limited, The Indian Hotels Company Limited, etc.

Tata Group, which is considered to be a value-based organization, The group will ensure that the operation is considered fair, transparent, and accountable, including ethical management, with an important mission over factors such as integrity, responsibility, excellence, pioneering, and unity.

They have a code of conduct where the Tata Group, which has the highest ethical and also some of the important moral standards, also takes into consideration the respect for human rights and also the dignity and professionalism. The Tata organization is also well known for its integrity and with the greatest importance to honesty in all interactions with trusted stakeholders and society at large.

Around 152 years ago, the Tata organizations founded by Jamshedji Tata. which is nearly a half century and also an achievement. The Tata Group prioritised the most important factors for the people. For example,

areas like health, education, empowerment, and the environment are four key areas that need more attention for the country's long-term growth.

## TATA Group Diversification

The Tata Group has highly diversified businesses that include the following industries:

- Defense and Aerospace
- Information technology
- Steel
- Infrastructure
- Automotive
- Consumer & Retail
- Financial services
- Tourism & Travel
- Telecommunications and media
- Trading & Investments





### (A) Indian Hotels Company Limited

In the year of 1902, the IHCL entrenched in short form, known as the IHCL, which is one of South Asia's largest with a history of around 115 years. which is having facilities like the short-term accommodation activities along with consideration of the restaurants and mobile food service activities. Mr. Puneet Chatwal, who has been a director and the CEO of Tata Company for many years, They also operate and manage hotels as well as palaces, including some famous resorts. They are also well known for their popular air catering and also for their investment activities, which include the Hotel Taj, Taj Safaris, Vivanta by Taj, one of the most famous and most popular gateway hotels, Ginger, and Taj Trade, which also includes transport. And they also run businesses like the Taj Air, which owns 179, and also includes the hotels in 26 states of India as well as in Utah.

### (B) Tata Elxsi Ltd.

Tata Elxsi Limited which is most popular for design and development of the systems, including primarily the software for the proper consideration of the vertical industries, which are light, including automotive airspace broadcasting communication and also some of the important consumer electronics, which include semiconductors. They are well known to bring technology to meet the needs of users, where all popular brands and some important manufacturing brands for the Tata company itself are helping customers to satisfy their needs and also bringing innovative ways to improve their lifestyle.

### (C) Tata Consultancy Services (TCS) Ltd

TCS Ltd is one of India's biggest and maximum popular IT companies. Its delisting can be found on the NSE and also on the Bombay Stock Exchange in the year of 2004 in the month of August. They also offer the best consultancy service in digital media and also include some of the integrated business operations where the company also supports the software facility for banking and financial services and also includes some of the important insurance companies, which are new, including some of the retail businesses, telecommunications, and also media and technology, which include some of the manufacturing industries as well.

**(D) Tata Communication Ltd.**

Tata Communication Ltd (TCL) was established in 1986. The company enables the digital transformation of enterprises around the world. TCL is also a global telecommunications company. We provide voice, data, and value-added services for enterprises, network operators, and individual customers. He is also one of the world's largest providers of international wholesale voice services and operates one of the world's largest submarine cable networks.

**(E) Tata Chemicals Ltd.**

Tata Chemicals Limited (TCL), which was founded in the year of 1939, mainly concentrates on business processes like chemicals. Soda ash, sodium bicarbonate, cement, and salt are examples of chemical core products that are used in industries where export is required for downstream brands. The product also includes refined soda ash, agriculture science, nutritional science, and some of the important material science where the product is the main advantage of the company.

**(F) Tata Investment Corporation Ltd.**

Tata Investment Corporation is a non-banking financial company that invests primarily in the stock market ventures in the long term and also in the related equity in the securities. In the year of 1937, the promoter Investment Corporation and Tata Limited were privately held. In the year of 1959, a few of the listed investments were introduced in Mumbai. considering the year 1960 and also as 1970, where the company's activities changed for consideration of investment and also included in the investment portfolio where new companies have been emerging and included in the computation to invest in the other sectors as well.

**(G) Trent Ltd.**

Trent Ltd was incorporated on December 5, 1952 as Lakme Limited ("Lakme"). Lakme was engaged in manufacturing, marketing, and exporting cosmetics, toiletries, and perfume products. Additionally, in 1998, he decided to sell Lakme's cosmetics business and chose to pursue the clothing retail space. Indeed, Lakme has decided to invest in clothing and is also considering the textile retail market, where new department stores will be opened across the country. In addition to this, the concepts like foot branding, footwear fashion, including that which acquires the market for women, men, and children, as well as a variety of stores that sell the same brands, where the business of homewares and decoration is also included.

**(H) Titan Company, Ltd.**

Titan Company is one of the leading companies that concentrates and also focuses on the lifestyle needs of consumers. It is considered to be one of the fifth largest companies in the world where they manufacture lifestyle products for customers. This band also holds jewellery brands, one of which is known as Tanishq. They also provide the popular bands like Eye Plus, including titles like Fastrack Sonata Raga, which are the important brands of the company and also the most popular among the people where the value of the brand is the highest in consideration of customer needs. They also include some of the luxury silk sarees under production and also manufacturing.

**(I)Tata Steel Ltd.**



Tata Steel was established in 1907. Ratan Tata, one of his companies, regarding Tata Steel and its products and related companies, is one of the most famous and popular companies around the world. and also in economic conditions, it is sold to be the most popularly known as the lowest cost production of steel. In addition, this steel group, which operates in five continents, which has around 65,000 people. This company also operates in crude steel production with a capacity of around 19.6 million TPA. The plants are also present in Jamshedpur, Jarkhand, Kalinganagar, and Denkanal, Orissa, Sahibabad, Uttar Pradesh, and Kopoli, Maharashtra.

#### **(J)Tata Power Company Limited**

Tata Power is India's largest integrated power company. The company is present across the energy value chain, from conventional and renewable energy to energy services and next-generation customer solutions such as solar roofs and electric vehicle charging stations. Tata Power has a combined generation capacity of 13,061 MW through its subsidiaries and joint ventures, 32% of which comes from clean and green sources. In addition, the company is engaged in energy-efficient power services, has installed EV charging stations in several cities to empower India and is a leading rooftop solar provider in India. In addition, the company continuously provides eco-friendly technology for smart consumers.

#### **(K) Tata Motors Ltd.**

Tata Motors is a \$34 billion global automobile manufacturer. They offer a wide variety of cars and also automotive parts and their important services, the manufacture of commercial vehicles and also some of the most important personal vehicles. They are also in the industry of electronics, where they are bringing one of the most popular brands, Tata Nexon, to the market. Tata Indica Trigger and other vehicles, which are considered to be one of the most popular brands and which the customer needs. The like nets all Tata Safari extra, which provides the most popular, famous and comfortable journey to the customers in the matter of luxury branding as well.

#### **(L) Voltas Limited**

Voltas is India's largest air conditioning company. Its market share exceeds 24%. The market value is about 24%, which was founded in the year of 1954, and the air-conditioning systems are almost all used in every Indian home where the brand and also the product are most popular, also considering the power saving as well. It also offers some of the best customer service, as well as some of the most important cooling solutions, such as air coolers, water coolers, and commercial refrigerator products. They operate all over the world, considering South Asia and Africa as well, where the product and their brand are most popular and also in demand.

#### **(M) Tata Consumer Products Ltd.**

Ratan Tata and his group launched the British tree brand Tetley in 2012 for 450 US dollars. And also, during this year, the revenue increased from 14000 in 1991 to around 4.76 trillion in the years of 2011 and 2012. Professor Cyrus Mistry, one of the oldest chairman, to command, as well as the Indian economic downturn and the aftermath of the crisis in the United States and Europe. Whatever the issue, Tata Consumer Products is the world's second largest producer of branded teas, serving over 330 million servings per day globally.

## List of Tata Group Chairman from 1868 to present

The company is known to serve more than 150 countries and covers about six continents. Since his tenure, Tata Group has had 4,444 CEOs. The list of Tata Group Chairmen is as follows:

### Jamshedji Tata 1868 – 1904



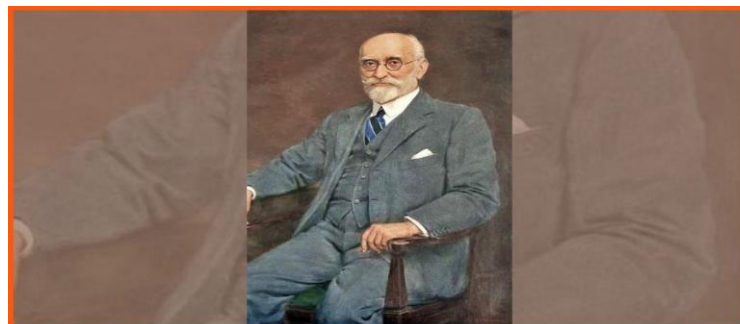
Jamshedji Tata was an Indian pioneer and founder of the Tata empire.

Group, now India's 4,444th largest corporate group. In 1870, Jamshedji Tata, with a capital of 21,000, established the Indian Rupee Stock Exchange Organization. He bought a defunct oil mill in Chinchipokuri, converted it into a cotton mill under the name Alexandra Mill, and sold it two years later to make it profitable. In 1874, he established another cotton mill in Nagpur called the Empress Mill. His goal was to achieve four main goals: the creation of a steel organization, an inn of excellence, a world-class educational institution, and a hydroelectric power station. During his lifetime, in 1903, the Taj Mahal Hotel opened on his front on the water in Colaba, becoming the first hotel in its long history to hold power.

Sir Jamsheji Tata has received many titles and awards. He was awarded the honorary seal.

"Father of Indian Industry". He was also ranked first in the list of "Hurun Philanthropists of the Century (2021)". Sir Jamsheji Tata died on May 19, 1904 at the age of 65.

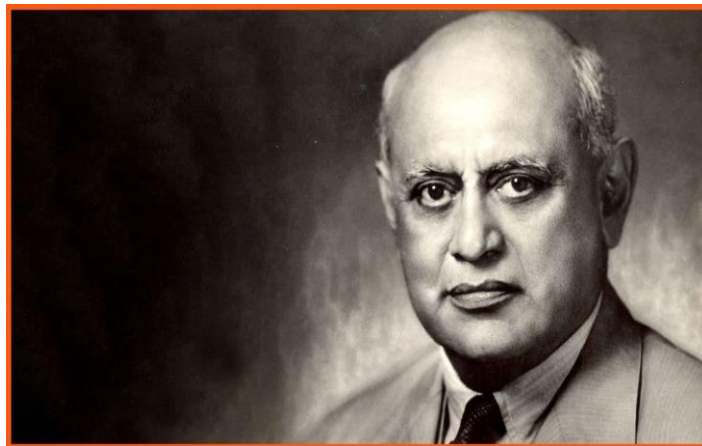
### Sir Dorabjee Tata 1904 – 1932



Sir Dorabji Tata, born on the 27th of August 1859, was the eldest son of Sir Jamsheji Tata and the

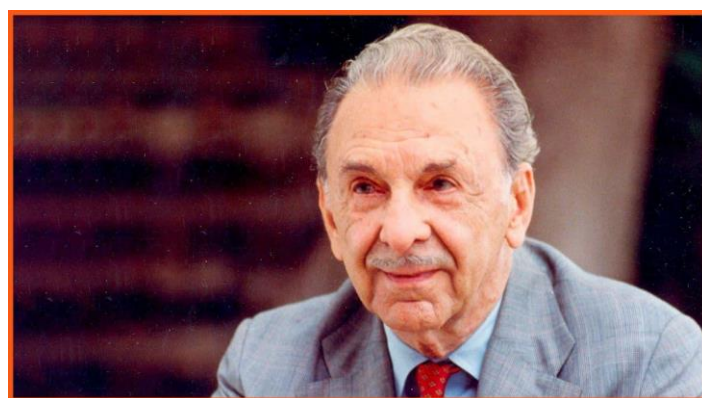
The Chairman of the Tata Group He died in 1932, becoming the third chairman of the Tata Group. Sir Dorabji Tata played an integral role in forming and maintaining the Tata industrial group during the British era. Sir Dorabji Tata's main focus was to fulfil the dream left by Sir Jamsheji Tata and establish a modern steel industry. Sir Dorabji Tata was the first President of the Indian Olympic Association. He was also recognised by the British. In 1910, Dorabji Tata was knighted by Edward V and took the name Sir Dorabji Tata.

### **Sir Nowroji Saklatwala 1932 – 1938**



Born on September 10th, 1875, Sir Nowroji Saklatwala, the third Chairman of the multinational conglomerate Tata Group in India, Unlike his two previous chairmen, he was a simple employee and Tata-related apprentice. was promoted from clerk to his first chairman, a position he held until his sudden death of heart failure in 1938. Sir Nowroji Saklatwala introduced many plans and facilities for staff and always worked well for the welfare of employees.

### **JRD Tata 1938 – 1991**



Jehangir Ratanji Dadabhoy Tata was born on July 29, 1904 and was the 4th Chairman of the



Tata Group. He was the second child of Ratanji Dadabhoy Tata, the cousin of Jamsheji Tata. JRD. He is the only person in the Tata Group to have served as chairman for more than 50 years. JRD Tata was also the first Indian to be licensed as a commercial pilot. Interest in the aviation industry led JRD Tata to establish Tata Aviation Services. He contributed a lot to the company and was recognized for his efforts. JD Tata is also the recipient of the Padma Vibhushan Award and the Bharat Ratna Award. Sir JRD Tata died on November 29, 1993, after stepping down as chairman of the Tata Group for two years.

### **Ratan Tata 1991 - 2012, 2016 – 17**



Ratan Naval Tata was the fifth Chairman of the Tata Group and was born on December 28, 1937. Ratan Tata was the son of Marine Tata. Navy Tata was the adopted son of Sir Jamsheji Tata.

Ratan Tata started as an assistant to Tata's concern and became his fifth chairman of the company.

Ratan Tata was appointed chairman of the company in 1990 and held that position until 2012. He is again known to have served as Interim Chairman of the Tata Group from October 2016 to February 2017. Ratan Tata has helped shape the company since he became Chairman. The Tata group was in chaotic shape. Under the leadership of Sir Ratan Tata, the company prospered again. Ratan Tata has won many awards, including the Padma Bhushan (2000) and Padma Vibhushan (2008).

### **Cyrus Mistry 2012 – 2016**



Cyrus Pallonji Mistry, born July 4, 1968, was the sixth chairman of the Tata Group and also the second chairman of , who believed that surnames should not be tagged with "Tata". Cyrus Cyrus's

Mistry joined Tata Group as a director and soon after, he was elected Chairman of Tata Group in 2012. However, after just four years as chairman, he was removed from the chair by the board of directors. There is a lot of discussion on the subject as to the main reason for its removal. Cyrus Mistry is said to have ignored the history of the Tata Group and was keen to develop the company in his own way.

There were also reports that Cyrus Mistry had filed a lawsuit against the head of Tata for suppressing the interests of minority shareholders. The matter between Cyrus Mistry and Ratan Tata went to court, and on March 26, 2021, the Supreme Court of India overturned his ruling in favor of Ratan Tata, dismissing rumors that Cyrus Mistry would be reinstated as group chairman. Despite the ups and downs faced by Cyrus Mistry, his 2013 article published by The Economist ranked him among the top businessmen in both India and the UK. Sadly, Cyrus

He passed away on September 4th, 2022 in a road accident in Maharashtra.

### **Natarajan Chandrasekaran 2017- Present**



Natarajan Chandrasekaran, born on June 2, 1963, is the 7th generation and current Chairman of the Tata Group. He is the only non-Percy chairman in the history of the Tata Group who is a professional manager. Previously, he served as Chief Operating Officer and Chief Executive Officer of Tata Consulting Services.

Natarajan Chandrasekaran's journey as chairman of the Tata Group has not been smooth. In

In April 2019, the National Court of Appeals for Corporate Law (NCLAT) ruled that his position as chairman was illegal and issued an order to reinstate Cyrus Mistry as executive chairman. Also in 2020, the Supreme Court of India overturned the NCLAT decision. Natarajan Chandrasekaran is still known as the chairman of the Tata Group.

### **SWOT analysis:**

Tata is also a major contributor to India's GDP. The contribution of the company in the area of consideration is about 4%, which was also in the period of the COVID-19 pandemic. The success of this is due to the consideration of moral values and ethics, including some of the important marketing strategies. They use various methods, which include six, as well as important strategies in digital marketing, where they become more successful and also most popular in demand.

### Services offered by Tata

Tata Group operates in several markets and offers services and products in the following segments:

- Information Technology
- Steel
- Automotive
- Consumer & Retail
- Infrastructure
- Financial Services
- Trade & Investment

### Tata's competitors

We face fierce competition within the industry. Its top competitors include

- Reliance
- Ashok Leyland
- Maruti
- Ford
- Toyota

The main purpose of SWOT is to identify strategies that companies can use to seize external opportunities, counter threats, build and protect strengths, and eliminate weaknesses.

1. **Tata's Strengths** Tata is one of the most popular and strongest brand companies. Tata has many strengths, which will lead to the success of the company. which not only assists the Tata Group in acquiring stock market share in all areas, but also strengthens the new in the era of emerging markets

**Outstanding Performance in New Markets:** Over the years, Tata has built a reliable distribution network that can reach most of the potential markets. They have the strongest ability to enter into any business sector and become more successful when compared to other bands due to their relationship with customers, including their important marketing strategies, which will eventually lead to a successful business.

**Strong Distribution Network:** Over the years, the network has grown so strong that it has captured nearly 30% of the global market in terms of global market consideration.

**Strong Merchant Community—Build** a culture among wholesalers and sellers where sellers

They push their organization's merchandise and invest resources in preparing contact groups to show customers how to get the most out of their merchandise.

We have a strong base of reliable suppliers of crude materials that enables organizations to overcome inventory network bottlenecks.

Tata has invested in developing a strong brand portfolio over the years. Tata's SWOT analysis highlights this reality. This brand portfolio is surprisingly valuable considering the association has to challenge new article classifications.

## 2. Tata's Weaknesses

Weaknesses are areas where Tata can improve. The procedure is easy, and the downside is the district where the SWOT exam can be used to create additional affiliations and build their height and key positioning.

Organizational Structure: An organizational structure is only feasible if the current action plan adequately limits the development of relevant element fragments.

Demand Forecasting: Poor forecasting of product demand results in a higher lost opportunity rate compared to competitors. One of the reasons Daily Stock stands in contrast to its peers is that Tata is generally not very good at predicting requests.

Financial Planning-Not done properly and efficiently. Current asset and liquidity ratios show that organizations are using their money more efficiently than before.

## 3. Opportunities for further development of Tata

Market developments can lead to dilution of competitive advantages and allow Tata to become more competitive compared to other competitors.

-Expansion: Economic recovery and increased customer spending after a significant period of stagnation and slow business growth is an opportunity for Tata to attract new customers and increase market share.

Transportation Costs: Reducing transportation costs by reducing shipping costs can also reduce the cost of Tata's goods in this direction. This allows the company to increase productivity or give customers the advantage of gaining a slice of the industry as a whole.

## 4. Threats from Competitors to Update Tata

New emerging technologies developed by competitors or market disruptors can pose serious threats to various industries in the medium to long term. A growing pattern of interference could evoke similar responses from various government agencies, thus being counterproductive to global agreements.

Demand for profitable products is seasonal in nature, and unforeseen events during peak season can affect a company's profitability in the short to medium term. Political Environment

As the organization operates in different countries, it faces financial changes, especially given the volatile political environment in various business sectors around the world.

Exceptional Competition-Stable Increased productivity has increased the number of players.

in this business over the past two years, reducing both utility and total revenue.

## TATA Business Excellence Model (TBEM)

The Tata Business Excellence Model (TBEM) is a modification of the internationally renowned Malcolm Baldrige Model. TBEM is used by the Tata group of companies to respond to regularly changing business conditions. TBEM focuses on seven main activities: management; key contracts; customer and market center; executive assessment; review and learning; human resources center; board processing; and business outcomes. Execution is estimated on an absolute priority basis, and the organization must achieve at least 500 (out of 1,000) within four years of BEBP contract approval.

Benefits are granted through group-wide approval. TQMS helps Tata's business organization use this model to gather insights on business quality and open the door to development. This is monitored through an annual evaluation and review process.

### Strategic Planning

A plan that matters is the organization of activities; the transmission of the plan; how to ensure satisfactory assets to achieve the plan; how to modify the plan when circumstances require change; and how to measure and support performance. It depends on how you do it. The Strategic Planning category focuses on critical long-term support. While many societies are gradually becoming capable of making important decisions, the execution of plans presents a formidable challenge.



The chart above shows the top companies of the Tata Group with a turnover of USD 1 billion in 2021-2022, according to statistics.

## Industry Structure and Development

Tata Industries Limited, which is registered with the Reserve Bank of India and also includes one of the core investments, where the company and its members promote growth of the company by investing in



certain areas, including promotions and other business fields. Tata Unistore Limited, where it is also known as Tata Cliq. They are also well known in the data analysis field and also in the area of digital health, where they provide proper health support to the customer and their important needs in time. They are also including some of the important growth in certain sectors where they see an opportunity in order to build sustainable high-tech enterprises where it is also important for the vision of Tata and group companies.

### Data Analytics

India is currently one of the top 10 biggest data analytics markets in the world. NASSCOM aims to making the country one of the top three markets. The growing need for analytical services and products aligned with business outcomes and customer experiences is driving companies to partner with data analytics professionals. Key growth drivers in this area include exponential growth in data generation; the presence of low-cost infrastructure; improved innovative and scalable solutions; ease of data integration; the presence of regulatory and risk compliance; and including the rise of SaaS (Software as a Service) solution.

### Digital Health

Digital health has the greatest potential to bridge the significant gap between infrastructure and its critical requirements by shortening some of the critical consultation times. additional culture in some of the most important benefits to patients and their affordability, as well as some of the most important convenience

In the pandemic of COVID-19, which has created one of the highest needs for insurance and also support for medicine, including some of the important categories where they needed such an exemption. They contributed 700 million dollars between 2014 and 2019 to various disease management systems. They have captured over 80% of their own relaunched telecommunications system in order to support the consumer and their important needs. The interior of 2020 Amazon and also that of Apollo Pharmacy, where they entered the field of forestry in order to consolidate the measurement and the important needs that are given to the customers.

### Education Technology

Education Technology, popularly known as EdTech, is one of the fastest growing technology-enabled companies in India. Smaller cities are striving for the same quality of education as big cities.

- o An increase in the number of nuclear family households:

Dual-income parents need support for their children's learning.

- o Rising Internet and Smartphone Adoption in India

- o A Government Program to Promote Online Education

### Management and Strategy Consulting

In addition, Tata Strategic Management Group (TSMG), a division of Tata Industries, serves as the strategic center of excellence for Tata companies. provides strategic consulting services to Tata Sons Pvt. Ltd. and various other Tata companies. We also work closely with other Tata companies to identify and promote

synergy initiatives between different companies. Where necessary, we work with outside experts and companies to provide our services. TSMG has been consistently successful in recruiting the best talent in the market. TSMG has structured training for its staff and built a strong knowledge management capability to support its core consulting services.

## Conclusion

In conclusion, Tata Group is one of the most well-known and well-known companies, and it has also demonstrated its value to new entrepreneurs. India's pride is also a shining example of its success, which also tells the story to the world in order to consider it for the young business. The company operates 24 hours a day, seven days a week in all areas, providing proper support and service to customers, and almost all of them are satisfied with their service. They also provide one of the best services to the government and also meet consumer needs where day-to-day essentials are also noted and the manufacturing of such products is done at a high level of quality maintenance and service. Not only the mission of the company but also the strategy of planning, including marketing and also considering the business sectors where brand value and also the popularity of the company are well known.

The entire TATA team has considerable influence in various business areas. For example, Tata's techniques at home are the same in terms of cost control and segregation. No jewelry process integrates low prices and fragile markets. Tata is India's largest private company, largest citizen, and most influential trade worker. With a tradition of 134 years, Tata is a well-known brand name in India for business and innovation, and can openly enter all segments of the market. The Tata Group's digital presence is so elitist that it effectively maintains its credibility.

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