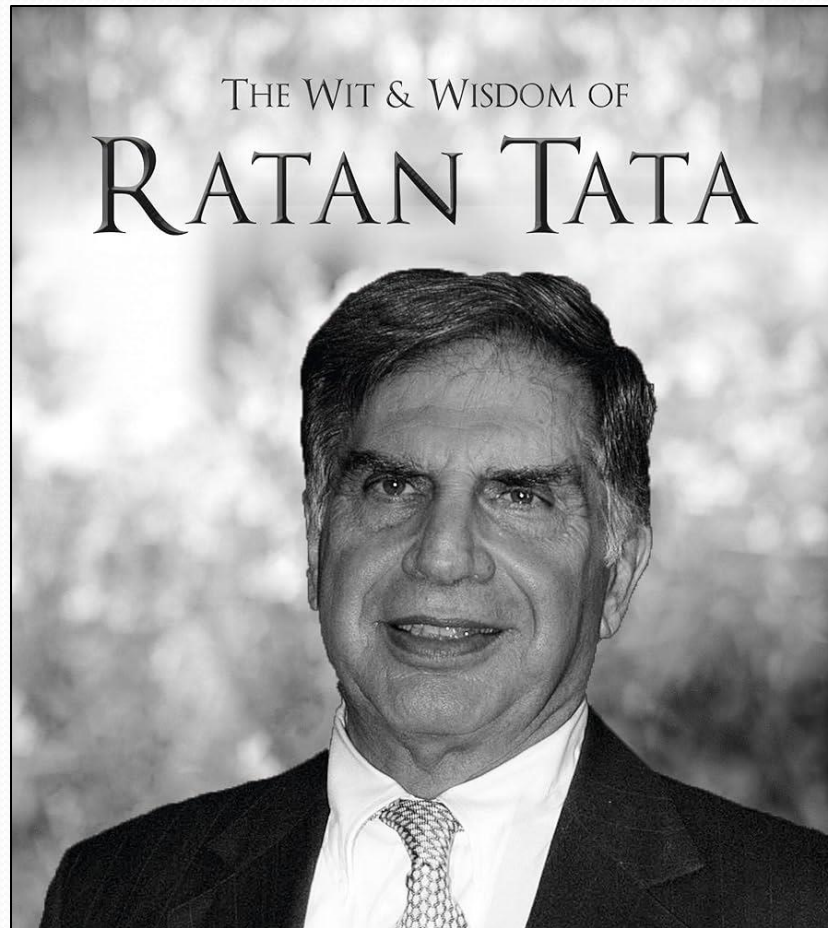




WELCOME

A Living legend Ratan Tata



Ratan Naval Tata

Present chairman of Tata group

(A business legend)



INTRODUCTION

- Born: December 28, 1937.
- Achievement: Honored with Padma bhushan, one of the highest civilian awards in 2000.
- Present chairman of Tata group.
- He has taken Tata group to new heights and under his leadership, groups revenues have grown manifold.
- His first language is Gujarati.

CHILDHOOD

- Ratan Tata born in Dec 28, 1937 in famous Tata family.
- A prominent family belonging to Mumbai's wealthy parsi community.



CHILDHOOD

- His childhood was troubled, with his parents separating in the mid-1940's.
- Ratan tata is the great grandson of Tata group founder jamsedji Tata.
- Ratan Tata was adopted by his grandmother Navjibai.



EARLY CAREER

- School: Champion School in Mumbai.
- 1962: Completed B.Sc degree in architecture with structural engineering.
- 1975: done the advanced management program from harvard business school.
- Dec 1962 : he joined the Tata group after turning down a job with IBM .
- 1971: Ratan Tata was appointed the director-in-charge of the national radio.
- 1981: Ratan Tata named director of Tata industries.

EARLY CAREER



ACHIEVEMENTS

- 1998: Group logo created ,
Tata brand belongs to Tata son's .
- 2000: Tata tea acquires the treaty group UK.
- 2002: Tata son's acquires a controlling stake in VSNL.
- 2005: Singapore based steel company Nasteel.
- 2006: Tata sky satellite television launched.

ACHIEVEMENTS

- 2008: Tata motors acquires the jaguar and land rover brands.
- 2009: Tata motors announce commercial launch of the Tata Nano.
- 2011: Top 50 club of global brands.

QUALITIES OF RATAN TATA

- Leadership
- Integrity
- Philanthropy
- Innovation
- Commitment to social responsibility
- Humility
- Long term vision

AWARDS & RECOGNITION

- Padmabhushan
- Padmavibhushan
- Honorary doctorates
- Business leader of the year
- Life time achievement award



AWARDS & RECOGNITION



CHALLENGES FACED RATAN TATA

- Innovating in competitive market
- Ethical business practices
- Corporate social responsibility
- Competition
- Regulatory changes

SWOT ANALYSIS OF RATAN TATA



Strengths

- **Visionary**
- **Strategist**

- **Diverse businesses**
- **Strong competition**



Weakness

OPPORTUNITIES

- Innovation and Technology
- Global Expansion

THREATS

- Competition
- Regulatory changes

Tata's products

TATA NANO

- World's most affordable car.
- New market, where none existed before.



TATA TEA

Had made to campaign for marketing both have different aims :-

- To create awareness
- For Anti-corruption





THANK YOU