



# Your partners for business in India !

**Roland Berger**  
Strategy Consultants



**TATA STRATEGIC MANAGEMENT GROUP**

July 2009



# Tata Strategic Management Group is the largest Indian owned management consulting firm

## TATA STRATEGIC: AN OVERVIEW

Founded 1991 as a division of Tata Industries Ltd.

The largest Indian-owned management consulting firm

Over 70 members strong Consulting Team

Supported by a panel of domain experts

Growing client base outside India

500+ engagements, 100+ clients, across countries, across sectors

Increasing presence outside the Tata Group & India

- > 50%+ revenue outside Tata Group
- > 20% revenue outside India

With Roland Berger and Tata Strategic joining forces, clients get global best practice and vast know-how of the Indian market

## BENEFITS OF A STRONG ALLIANCE

### Roland Berger Strategy Consultants

- > Global best practices know-how
- > Sound expertise in Indian markets and industries
- > Premium access to Indian as well as global companies and networks

Tata Strategic Management Group

# Our alliance bring international reach and experience in addition to India expertise

## UNIQUE VALUE PROPOSITION

### INDIA EXPERTISE

- > **17 Years** of Management Consulting Experience
- > Across **multiple sectors**
- > Diverse client base

### PEOPLE

- > From **premier institutes**
- > **Diverse industry** backgrounds
- > Panel of **Industry Experts**

## UNIQUE VALUE PROPOSITION

- > **Global reach**
- > **International** experience
- > **Advanced Offerings**

### INTERNATIONAL REACH

- > **India perspective**
- > **Published Articles**
- > **Industry Studies**
- > **Quotes & Comments**

### THOUGHT LEADERSHIP

We have in-depth experience in India in several Practice areas with focused teams in each

## PRACTICE AREAS



**Automotive & Engineering**



**Infocomm, Media & Education**



**Chemicals & Energy**



**Consumer & Retail**



**Infrastructure**



**Analytics Solutions**



**Organization Effectiveness**



**Financial Services**

# Our clients in India come from a broad range of industries

## OUR CLIENTS (selection)

### Tata clients



### Clients outside Tata



### International clients

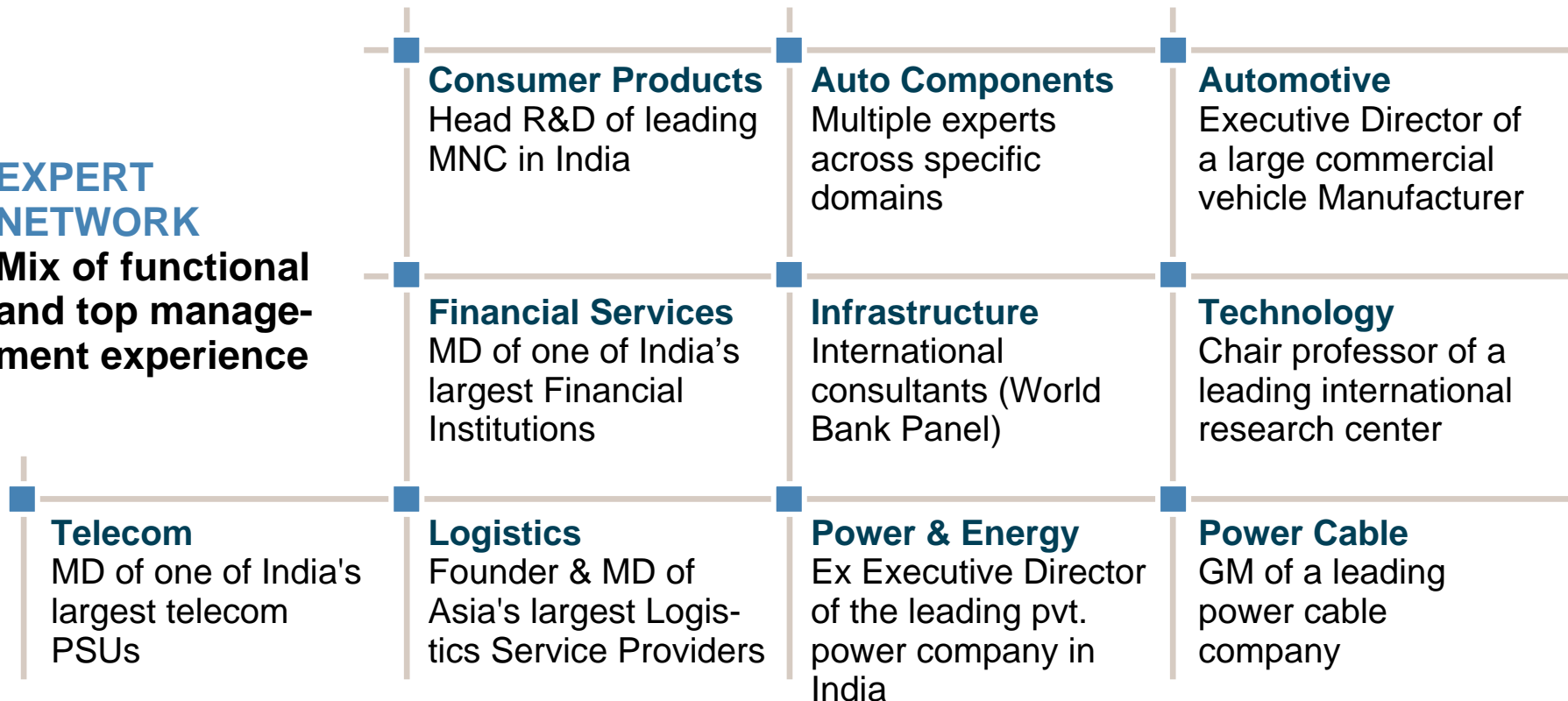


We are aided by a team of Indian experts in different fields

EXPERT NETWORK AND PREVIOUS POSITIONS HELD

**EXPERT NETWORK**

**Mix of functional and top management experience**

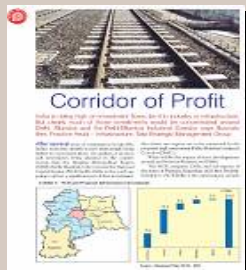


We have the highest number of India focused articles published among Management Consulting firms

## INDIA FOCUSED ARTICLES (1)

### India Opportunities

Corridor of Profit



*Infrastructure Today  
May 2008*

Will the MHCV tyre Industry finally go radial?



*Auto Monitor  
June 2008*

Indian Specialty Chemicals : An Unfolding Growth Story?



*Chemical Weekly  
July 2008*

Packaged Food & Organized retail : Made for each Other



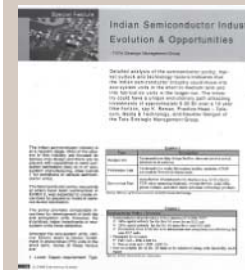
*Retail Biz Magazine  
July 2008*

Emerging Opportunities in the Indian Fertilizer Market



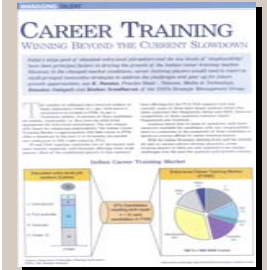
*Chemical Weekly  
October 2008*

Indian Semiconductor Industry : Evolution & opportunities



*Outlook Magazine  
November 2008*

Career Training : Winning beyond current slowdown



*Times Ascent Online  
March 2009*

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## INDIA FOCUSED ARTICLES (2)

### Downturn / Slowdown

Dealing with volatility!



*Tata Review*  
November  
2008

Preparing for the economic slowdown



*Financial Express*  
November  
2008

Navigating Through Tumultuous times



*Economic Times*  
December 2008

Is Business Planning relevant today?



*MINT*  
December 2008

Enhancing Profit During Downturn



*BSESENSEX*  
Apr-Jun 2009

### Performance Improvement

The Ad-spend Rol Riddle



*The Strategist (Business Standard)*  
October 2008

Improving returns on talent



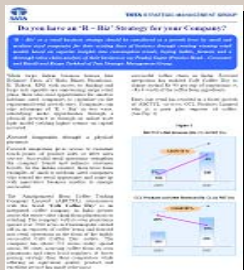
*The Strategist (Business Standard)*  
April 2009

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**INDIA FOCUSED ARTICLES (3)**

**New Technology / New Business Models**

Do you have an 'R – Biz' Strategy for your Company?



*Tata Review  
 May 2008*

The Future is Electric



*Auto Monitor  
 October 2008*

Emerging Opportunities in Pharmaceutical Contract Mfg



*Indiachem  
 October 2008*

Live one day without using chemicals



*Economic Times  
 November 2008*

Infrastructure Sharing : Time for New Business Models



*Voice Data  
 December 2008*

E-Waste Management Cashing in on the Opportunities



*Electrical &  
 Electronics  
 December 2008*

H2O-The Next Mega Opportunity



*Infrastructure  
 Today, February  
 2009*

# We have the highest number of India focused articles published among Management Consulting firms

## INDIA FOCUSED ARTICLES (4)

### Industry Reports

The Indian Ready-to-Eat Market



*Released in 2007*

Travel Industry Report



*Released in September 2008*

India Chem 2008



*Released in October 2008*

For further information, please contact our India representatives in Europe and at Tata Strategic headquarters in Mumbai

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