

## ON THE PATH OF EXCELLENCE

A seamless process integration from mine-to-manufacture-to-customer is what enhances efficiencies and through it, competitiveness. At every stage, excellence is achieved through the three-pronged focus on Sustainability, CSR and Health and Safety.

### PRODUCTS & BRANDS

Tata Steel's branded products and solutions touch 2.5 million consumers and 5,000 customers every year. By actively responding to changing customer demands and expectations, the Company has expanded its distribution network, strengthened existing brands and won several brand awards. For Tata Steel Europe, the volume of new products sold rose by more than 75% in Financial Year 2013-14 compared to the previous year and the Company launched 30 new products, as promised. Customer claims and critical claims from existing facilities have shown significant reduction in Financial Year 2013-14 due to strengthening of Quality Assurance Systems.



### SUPPLY CHAIN & LOGISTICS

Tata Steel has started creating a network of world-class warehouses with best-in-class facilities that would further improve operational efficiency and reduce costs, whilst enabling seamless delivery of superior quality products and services to its customers. The Company has also invested in customised road and rail transportation, and a hub and spoke model in several cities, to meet customer needs.



### RESEARCH & DEVELOPMENT

Innovation and product development are at the core of Tata Steel's business. From the conversion of drill diameter to reduce blasting cost, to development of new high-tech steel grade that protects cars from dents, the Company is constantly pushing the boundaries on innovations that drive business results.



SUSTAINABILITY



CORPORATE SOCIAL SUSTAINABILITY



HEALTH & SAFETY



TECHNOLOGY

Stabilisation of the new LD#3 & TSCR plant at Jamshedpur Works, with an installed capacity of 2.4 million tonnes per annum of HR coils, consolidated the Company's position in the Flat Products market. With this new mill, the product mix has expanded to include HR coils up to 1680 mm in width and also higher strength materials. The shorter cycle times of this process has improved the capability of the Company to supply HR coils at shorter lead times.



CUSTOMER FOCUS & MARKET SEGMENTS

The Company has realigned its Marketing & Sales organisation recently to improve its customer centricity further. The continued focus on customer service excellence and proactive market development has yielded 15% increased sales of automotive and special products in Financial Year 2013-14. New service intensive market segments developed in the SME space for HR coils (Brand Astrum) led to increase in its market share to 13% in Financial Year 2013-14. Segments like LPG witnessed three times market share increase from 7% in Financial Year 2012-13 to 23% in Financial Year 2013-14. Progress on improving the product and service portfolio, including success in Value Analysis/Value Engineering initiatives led to the Company improving its standing with its customer base.



MANUFACTURING

The Tata Steel group saw production of 27.37 million tonnes of steel in the Financial Year 2013-14. The first phase of the greenfield steel project at Kalinganagar which boasts of a Blast Furnace of 4330 cum capacity that will roll out high end flat products, is currently under implementation. The Company also continued its efforts to improve operational efficiencies.



RAW MATERIAL & MINING

With a firm belief in sustainable mining, Tata Steel continues to be ahead of regulations through adoption of best practices, modern technologies and innovation to ensure that its mining activities are efficient causing minimum environmental impact and leading to social development in the neighbouring areas.

