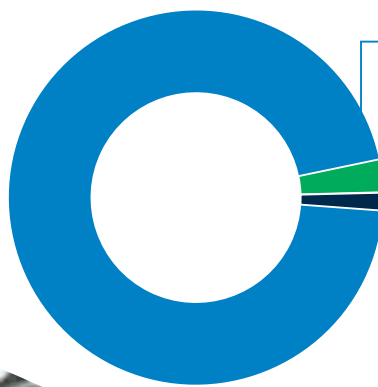


PRINCIPAL ACTIVITIES AND REVENUE STREAMS

As a global and diversified integrated steel producer, we have adopted a holistic business model that looks at the entire value chain. The key revenue drivers of our Business Value Chain are:



STEEL VALUE CHAIN

92%

of Total Revenue

From captive mining to downstream steel businesses

RAW MATERIALS VALUE CHAIN

7%

of Total Revenue

From mining of chrome and manganese ore to production and sale of ferro-alloys & minerals

OTHER BUSINESSES

1%

of Total Revenue

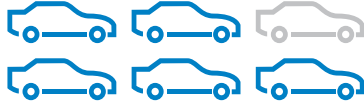
Including manufacturing of agricultural equipment and bearings

SOME OF OUR LEADING PRODUCTS & BRANDS



Automotive Sector

We move India



Almost every vehicle model in India's automobile sector has some steel from **Tata Steel**



Every 3rd tyre made in India makes use of bead wires from **Tata Steel Global Wires**



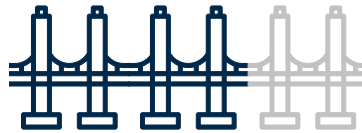
3 out of 4 medium and heavy commercial vehicles run on chassis which is made with **Tata Steel Hot Rolled Steel**

Infrastructure Development

We fortify shelters and the nation



Every 2nd major infrastructure project in India uses **Tata Structura - Steel Hollow section**



Two-third of metro rail, flyovers and bridges are built on high-strength wire strands from **Tata Steel Global Wires**



1 out of 3 Galvanised Sheet roofs in rural India is made with **Tata Shaktee**

4 Million Households served by Tata Steel retail brands **Tata Tiscon, Shaktee, Durashine**

Agriculture

We assist hands that toil hard



Every 3rd agri hand tool comes from **Tata Agrico** product range



Every 3rd borewell in India uses **Tata Pipes**



80% of India's grapes grow on **Tata Wiron**

Cylinders

We guard your fuel



1 in every 2 LPG cylinders in India is made from **Tata Steel Hot Rolled Steel**



KEY MARKET SEGMENTS

	MARKET SUB-SEGMENTS (CUSTOMER GROUPS)	PRODUCTS & BRANDS
 <p>Construction</p> <p>A comprehensive range of products and techniques to create value for the construction industry and support sustainable development.</p>	<ul style="list-style-type: none"> Individual House Builders (B2C) Rural Roofing (B2C) Infrastructure (B2B) Housing and Commercial (B2ECA) 	<ul style="list-style-type: none"> Tata Tiscon (Rebars) Pravesh (Doors & Windows) Tata Pipes (Plumbing Pipes) Tata Shaktee (Roofing sheets) Nest-in (Housing, Water ATMs, Ezyneest Toilets) TMT Rebars (Higher dia rebars, Corrosion resistance steel) Tiscon Readybuild (Cut & Bend Bars)
 <p>Automotive</p> <p>Automotive applications is one of the focus areas of Tata Steel's Research & Development, aimed at giving the Group a competitive edge in the automotive market.</p>	<ul style="list-style-type: none"> Auto OEMs (B2B) Auto ancillaries (B2B, B2ECA) 	<ul style="list-style-type: none"> Hot rolled, Cold rolled, Coated Steel Coils & Sheets Hot rolled, Cold rolled, Coated Steel Coils & Sheets Precision Tubes Tyre Bead Wires Spring Wires Bearings
 <p>General Engineering</p> <p>A range of steel products, encompassing hot rolled and cold rolled sheets, wire rod and wire, sections, plate, bearings and tubes, which serve a multitude of small engineering companies.</p>	<ul style="list-style-type: none"> Panel & Appliances (B2ECA) Fabrication & Capital Goods (B2ECA) Furnitures (B2ECA) 	<ul style="list-style-type: none"> Tata Steelium (Cold Rolled) Galvano (Coated) Tata Astrum (Hot Rolled) Tata Structura (Tubes)
 <p>Industrial</p> <p>A range of products to support industrial processes and applications.</p>	<ul style="list-style-type: none"> LPG (B2B) Welding (B2B) Process industries (e.g. cement, power, steel) (B2B) 	<ul style="list-style-type: none"> Hot Rolled Wire Rods Tata Tiscrome (Ferro Chrome) Tata Ferromag (Ferro Manganese) Boiler Tubes
 <p>Agriculture</p> <p>High quality agricultural implements making it the first choice in India's rural markets.</p>	<ul style="list-style-type: none"> Agri equipments (B2B) Fencing, Farming & Irrigation (B2C) 	<ul style="list-style-type: none"> Bearings GI wires Agri & Garden Tools Conveyance Tubes