

FROM THE EDITOR



Browsing through a website recently, I came across this interesting observation by Jack Welch on the impact of globalisation on General Electric, the giant conglomerate he headed for long. Globalisation had, he said, changed the company into one that “searches the world not just to sell or to source, but to find intellectual capital — the world’s best talents and greatest ideas”. This seems true of Tata companies too; they are not just going out and making a mark in the global marketplace, but also coming back with ideas and strategic inputs that translate into much more than mere economic gain.

A good example is Tata Power’s journey over the last few years, which has seen the company touching foreign shores and being exposed to global markets. By spreading its ‘sell or source’ operations beyond Indian shores, Tata Power has developed a clear vision of how climate change, green regulatory policies and environmental norms will affect its business in the long term. This, in turn, has led it to seek pioneering solutions and technologies, some of them local, some international, some far in advance of anything currently available in India.

Indian Hotels, which operates the Taj brand of hotels, has a similar story to tell. While pushing its presence into new geographical areas, especially those ruled by globally established hospitality brands, Indian Hotels has found it worth the effort to take a second look at itself. The result: the evolution of a customer-oriented, globally appropriate brand architecture that will enable the company to push for aggressive growth in several critical segments and markets. The evocative and revered Taj brand will continue to rule the roost, but there are several new sub-brands being launched that will take Taj Hotels to previously uncharted territory and provide new platforms for exploration and growth.

Any talk of the world’s intellectual capital leads us to the story of Advinus Therapeutics, a company that has gathered a pool of scientists from across the world to seek and develop new drugs of tomorrow for the illnesses that ail people today. Exceptional expertise can also be found in Tata BP Solar, an enterprise that is using skills honed in European markets to cut through the technical obstacles of rural electrification across the vastness of India. It is creating customised solar plants, products and solutions that meet the diverse needs of banks and telecom companies, cities and villages.

Globalisation has taken Titan Industries into new territories, as well; not only has it embraced international brands, it has pushed its retail envelope beyond old limits to develop new customer experiences for a clientele that is increasingly becoming global. Tata Metaliks is another company that has turned planet-conscious and is focusing on cutting down its carbon footprint to the maximum, by fashioning solutions within and beyond its organisational boundaries.

This then is the spread of stories we bring to you, dear reader, in this issue of *Tata Review*, exploring the changes and perspective shifts that mark the evolution of the Tata group, and capsulating a business odyssey that we in the editorial team find exciting and energising.

Warm regards,

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