

About Tata Group

The Tata Group comprises over 90 operating companies in seven business sectors: communications and information technology, engineering, materials, services, energy, consumer products and chemicals. The group has operations in more than 80 countries across six continents, and its companies export products and services to 85 countries. The total revenue of Tata companies, taken together, was \$83.5 billion in 2010-11, with 57.8 per cent of this coming from business outside India. Tata companies employ over 425,000 people worldwide. The Tata name has been respected in India for 140 years for its adherence to strong values and business ethics.

About Tata Motors

Tata Motors is India's largest automobile company, with consolidated revenues of \$ 27 billion in 2010-11. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand and Spain. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also distributes Fiat cars in India, and has an industrial joint venture with Fiat in India. With over 5.9 million Tata vehicles plying in India, Tata Motors is the country's market leader in commercial vehicles and among the top three in passenger vehicles. It is also the world's fourth largest truck manufacturer and the third largest bus manufacturer. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia and South America.

From the Tata Newsdesk

[Diesl commemorates World Aids Day with ambitious Aids awareness and road safety programme](#)

[Tata Open India International Challenge 2011 kick-starts on December 14](#)

[Tata Housing Development Company wins Brand Excellence Award at World Brand Congress 2011](#)

[Tata BP Solar bags international recognition — Impact Business Award](#)

[A Squared Entertainment and Tata Elxsi announce global joint venture A2E2](#)

[Tata Consultancy Services ranked as leader in life science R&D IT outsourcing market by leading analyst firm](#)

[Tata Housing Development Company wins Brand Excellence Award at World Brand Congress 2011](#)

[Range Rover Evoque crowned the 'Best Import SUV of the Year' at the CNBC TV18-Overdrive Awards](#)

[Tata Motors launches Tata Divo Luxury Coach and Tata Starbus Ultra](#)

22.12.2011 Diesl commemorates World Aids Day with ambitious Aids awareness and road safety programme

The Tata group's logistics arm Drive India Enterprise Solutions (Diesl) flagged off a nationwide Aids awareness campaign. The initiative plans to cover 10,000 truck drivers across the country. The ambitious project is driven by Diesl in partnership with reputed NGOs from the respective regions, including Urbo Rural Integrated Development Association (north zone), Bhoruka Public Welfare (east zone), Indian Network For People Living With HIV/Aids (south zone) and Wockhardt HIV/Aids Education and Research Foundation (west zone). The entire campaign will be conducted simultaneously and will span over a period of three months.

Awareness is a key for the community considered as the backbone of the economy. Recent reports have highlighted the colossal lack of awareness among the truckers. Only 2 per cent of truckers know the difference between HIV and Aids. Over 40 per cent of the entire community is said to be infected with HIV, with 95 per cent of them in the active age group of 18-45 with 85 per cent married and about 75 per cent in the profession for over five years. The above statistics makes awareness programmes look like desperate fire-fighting measures. Diesl has been at the forefront since 2010, and in addition to focussed activities like the above, it also has converted warehouses (meeting points for truckers) as ongoing awareness centres to inform about the deadly virus.

[Top](#)

12.12.2011 Tata Open India International Challenge 2011 kick-starts on December 14

- *Tata Open India International Challenge 2011, the badminton tournament, to be held from December 14-18, 2011, at the National Sports Club of India, Mumbai*
- *Tata group partners with Tata Capital for the tournament*
- *The tournament will witness participation from international badminton players from Malaysia, Indonesia, Singapore, Japan, Hong Kong, Vietnam, Austria along with a strong contingent of leading Indian players*

Mumbai: In their continuing commitment to support sports, Tata group and Tata Capital, today, announced the commencement of the 2011 edition of Tata Open India International Challenge, at a press conference, in Mumbai.

Tata Open India International Challenge 2011 has been organised by Prakash Padukone Badminton Academy (PPBA) under the auspices of Maharashtra Badminton Association (MBA) and will get underway at the National Sports Club of India (NSCI), Mumbai, from December 14 to 18, 2011. The tournament carries prize money of \$15,000. Tata Open India International Challenge is part of the international circuit tournaments which earn ranking points for players. Being the Olympic qualifying year, this tournament will play an important role for the participating players to earn points to increase their world rankings and thus increase their chances to qualify for the London Olympic Games, scheduled to take place next summer.

[Top](#)

2.12.2011 Tata Housing Development Company wins Brand Excellence Award at World Brand Congress 2011

Tata Housing Development Company (Tata Housing), India's fastest growing real estate development company, was honoured with the Brand Excellence Award in the Real Estate category at the World Brand Congress 2011, concluded recently in Mumbai.

This coveted Global Award for Brand Excellence was presented to Tata Housing for its significant role in building its brand on the national and international scene. The award recognises Tata Housing's contribution to the Indian realty sector and its consistent efforts in building consumer confidence in the industry. World Brand Congress is considered as one of the biggest congregations of people who make impactful and most sought-after brands.

The World Brand Congress is the single largest rendezvous of the best brains behind some of the world's most successful and sought-after brands. The focus of the two-day World Brand Congress in Mumbai was to discuss and influence the issues for innovation and change.

[Top](#)

23.12.2011 Tata BP Solar bags international recognition — Impact Business Award

Tata BP Solar has been announced as the winner of Impact Business Award for 'Innovative models promoting adaptation and climate technologies' after two rounds of judging amongst several international applicants.

The Impact Business Award is implemented on behalf of the German Federal Ministry for Economic Cooperation and Development and organised by the Deutsche Gesellschaft für Internationale Zusammenarbeit.

Tata BP Solar's entry for the award was 'Transforming lives with solar solutions — solar home lighting project of Tata BP Solar with grameen banks'.

This prize is a recognition for the innovativeness of the business model and achievements in combating climate change. Besides, the international jury has complimented Tata BP Solar's efforts in promoting economic development in India while providing substantial environmental benefits.

[Top](#)

8.12.2011 A Squared Entertainment and Tata Elxsi announce global joint venture A2E2

- *New company will team kids industry veterans Andy & Amy Heyward with Visual Computing Labs (a division of Tata Elxsi) — Asia's premier animation and visual effects studio, part of India's largest conglomerate, Tata Group*
- *USC's School of Cinematic Arts Dean, Elizabeth Daley, to join newly-formed A2E2 board of directors*

Los Angeles, CA: Today A Squared Entertainment (A2), an international kids' entertainment company, and Tata Elxsi, the technology arm of the multi-billion-dollar Tata group, India's largest and most respected

business conglomerate, announced the formation of A Squared Elxsi Entertainment LLC (A2E2), a joint venture pursuant to a memo of understanding entered into in January, in India. Together, they will create, develop and distribute original brands, including animated entertainment, digital gaming and originally-designed consumer products.

[Top](#)

7.12.2011 Tata Consultancy Services ranked as leader in life science R&D IT outsourcing market by leading analyst firm

Tata Consultancy Services a leading IT services, consulting and business solutions organisation, announced, that it has been designated as a leader in the life science R&D IT outsourcing market by the prominent global market intelligence firm IDC Health Insights in its report, IDC MarketScape: Worldwide Life Science R&D IT Outsourcing 2011 Vendor Assessment. Among the attributes that garnered TCS the honour are the company's more than twenty-year history of experience in the life science field, its broad portfolio of industry-specific services and TCS's ability to effectively meet increasing customer demands for resources across the entire life science value chain.

IDC MarketScape reports are designed to identify factors for effectiveness and success in particular markets, both long-term and short-term, and then evaluate vendors in the market against those factors. The key criteria for defining excellence in the study focused on a number of factors including project experience in the life sciences R&D outsourcing market, strength of project leaders and their teams, breadth of service offerings and quality of work and customer satisfaction.

TCS has collaborated with the world's leading life science and healthcare organisations for over two decades in diverse geographies and has leveraged this experience to enable customers to address current challenges and meet future business requirements with efficient, cost-effective solutions.

[Top](#)

2.12.2011 Tata Housing Development Company wins Brand Excellence Award at World Brand Congress 2011

Tata Housing Development Company (Tata Housing), India's fastest growing real estate development company, was honoured with the Brand Excellence Award in the Real Estate category at the World Brand Congress 2011, concluded recently in Mumbai.

This coveted Global Award for Brand Excellence was presented to Tata Housing for its significant role in building its brand on the national and international scene. The award recognises Tata Housing's contribution to the Indian realty sector and its consistent efforts in building consumer confidence in the industry. World Brand Congress is considered as one of the biggest congregations of people who make impactful and most sought-after brands.

The World Brand Congress is the single largest rendezvous of the best brains behind some of the world's most successful and sought-after brands. The focus of the two-day World Brand Congress in Mumbai was to discuss and influence the issues for innovation and change.

[Top](#)

12.12.2011 Range Rover Evoque crowned the 'Best Import SUV of the Year' at the CNBC TV18-Overdrive Awards

The CNBC TV18-Overdrive Awards jury has named the all-new Range Rover Evoque as the "2012 Import SUV of the Year", for its innovation in technology and design.

The new Range Rover Evoque fought off stiff competition from the Mercedes G55 AMG, Porsche Cayenne, and the BMW X5 in the CNBC TV18-Overdrive India "Import SUV of the Year" category. The Evoque, which went on sale in India in November, has already tallied up 34 international awards.

The Range Rover Evoque was chosen as the outright winner in the "Import SUV of the Year" category due to its bold and sophisticated design, with clever technology that is innovative, relevant and intuitive to use.

[Top](#)

20.12.2011 Tata Motors launches Tata Divo Luxury Coach and Tata Starbus Ultra

Tata Motors launched the Tata Divo, a luxurious long distance inter-city travel bus and the Tata Starbus Ultra, a modern and practical offering for commuting within the city.

Tata Divo Luxury Coach - arrive energized

The brand new luxury AC Coach is meant for inter-city passenger transportation and tourist operations. The Tata Divo body design comes from Hispano Carrocera of Spain, a fully owned subsidiary of Tata Motors, providing a truly international standard ride to the long distance traveler.

The sleek body and the luxurious interiors are a treat to the eye. Tata Divo offers customised interior features such as different seating layouts in semi-sleeper and seater configurations, wide seats with upto 135 degree recline with head flaps and armrests, generous saloon space with high roof, hat-racks with personalised controls for AC and reading lights, large luggage space, making it the ultimate luxurious coach. In addition, an entertainment system with DVD player and 2 LCD screens, on board refrigerator, mobile charging points, destination board, public address system, enhance the travel experience.

Tata Starbus Ultra- Go beyond your world

Tata Starbus Ultra opens up a whole new world of comfort and luxury for office-goers, hotel guests, tourists and school children. Meant primarily for intra-city transport, the luxury variant can also be used for inter-city travel.

The Tata Starbus Ultra is available in Luxury, Standard, School and Deluxe variants. These are available in different seating configurations (22 – 46 seater), on different wheelbases, thereby providing the customer with a whole range to select from.

The luxury variant comes with engine-driven individual AC vents, for each passenger. The modular hat-rack is integrated with AC vents and reading lamps. Push-back seats with upto 135 degree recline with arm-rests and footrests make the travel heavenly. The Deluxe variant has hi-back reclining seats for extra comfort. Rear and side luggage booths give ample space for storage. LCD screen fitment and CD / DVD player provision on request completes the delightful experience. The School variant is equipped with 25 safety features along with all the comfort features for children.

[Top](#)
