

V M V V SANGHA'S



V M K S R VASTRAD ARTS SCIENCE
AND V S BELLIHAL COMMERCE COLLEGE
HUNGUND

Project report entitled

**"A PROJECT REPORT ON TATA INDUSTRIES
LIMITED"**

UNDER GRADUATION OF BACHELOR OF COMMERCE

Submitted by

Mr. MAHESH KAMATAR

B.Com-II Semester

Register Number U15IY22C0024

Under the Guidance of

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Lecturer,

Department of commerce

2022-23



DECLARATION

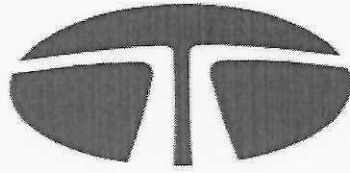
I declare that this project report entitled " **A PROJECT REPORT ON TATA INDUSTRIES LIMITED** " independent project carried out by me in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce by the **Rani Channamma University**. The project report has been prepared under the guidance of . **Mr. SHREESHAIL BOMMASAGAR** Co-ordinator Department of in Commerce **Rani Channamma University, V M K S R VASTRAD ARTS SCIENCE & V S BELLIHAL COMMERCE COLLEGE HUNGUND.**

I have not submitted his project previously to this university or any other university for the award of any degree.

Date : 24/08/2023
Place : HUNGUND

M. H. Kamatar
Mr. Mahesh Kamatar





TATA MOTORS

Formerly	Tata Engineering and Locomotive Company Ltd. (TELCO)
Type	Public
Traded as	BSE: 500570 NSE: TATAMOTORS NYSE: TTM NSE NIFTY 50 Constituent
ISIN	IN9155A01020
Industry	Automotive
Founded	1945; 76 years ago
Founder	J.R.D Tata
Headquarters	Mumbai, Maharashtra, India
Area Served	Worldwide
Key people	Natarajan Chandrashekhara (chairman) Marc Llistosella (CEO)
Products	Automobiles Luxury vehicles Automotive parts Pick-up truck SUVs
Production output	961,463 (2021)

Services	Automotive finance Vehicle leasing Vehicle service
Revenue	Rs.252,437 crore (US\$35 billion) (2021)
Operating income	Rs.-2,377 crore (US\$-330 million) (2021)
Net income	Rs.-13,016 crore (US\$ -1.8 billion) (2021)
Total assets	Rs.343,125 crore (US\$ 48 billion) (2021)
Total equity	Rs.54,480 crore (US\$7.6 billion) (2021)
Number of employees	78,906 (2021)
Parent	Tata group
Divisions	Tata Motors cars
Subsidiaries	Jaguar land rover Tata Daewoo Tata technologies Tata Hispano Tata Hitachi construction machinery
Website	www.tatamotors.com

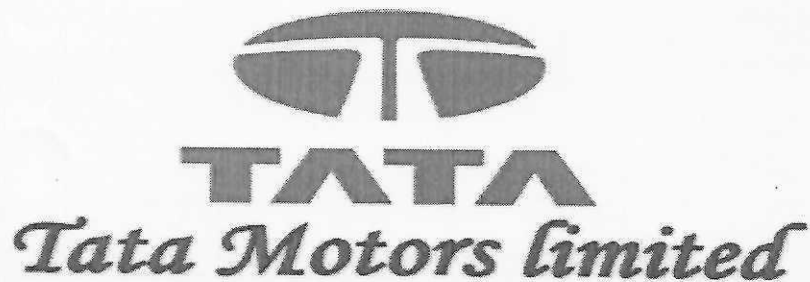
INTRODUCING TO TATA MOTORS :

TATA MOTORS LIMITED (TML) a \$42 billion organization, in India largest automobile company and is a leading global manufacturers of cars, utility vehicles, buses, trucks, and defence vehicles. Incorporated in India in the year 1945. TATA Motors is a part of the over \$ 100 billion Tata Group founded by Jamsetji Tata in 1868. Recognised for its world- class quality, originality, engineering and design excellence, the company is on the path of shaping future of mobility in India. Sustainability and the spirit of ' giving back to society' is our guiding philosophy and good corporate citizenship is strongly embedded in our DNA.



With a large global footprint, the Company has consolidated its position as the TATA MOTORS GROUP through mergers and acquisitions. It has a network of 76 subsidiaries in India and internationally, which provide a host of engineering and automotive solutions.

HISTORY OF TATA MOTORS :



TATA MOTORS was founded in 1945, as a locomotive manufacturer. Tata Group entered the commercial vehicle sector in 1954 after forming a joint venture with Daimler-Benz of Germany.

TATA MOTORS entered the passenger vehicle market in 1991 by launching the Tata Sierra, a sport utility vehicle based on the Tata mobile platform.

Tata subsequently e launched the Tata estate (1992; a station wagon design based on the earlier Tata mobile), the Tata Sumo (1994, a 5- door SUV and the TATA SAFARI (1998).

Tata launched the INDICA in 1998, a fully indigenous Indian passenger car tailor-made to suit Indian consumers needs though styled by I.D.E.A, Italy.

In 2004, **TATA MOTORS** acquired Daewoo's South-Korea based truck manufacturing unit, **DAEWOO** commercial vehicles company, later renamed **TATA DAEWOO**.

In 2005, **TATA MOTORS** acquired a 21% controlling stake in Spanish bus and coach manufacturer Hispano Carrocera.

In 2006, Tata formed a joint venture with the Brazil- based Marcopolo, MarcoPolo bus to manufacture fully built buses and coaches.

In 2008, **TATA MOTORS** acquired the English car maker Jaguar Land Rover manufacturer of the Jaguar and Land Rover from Ford motor company.

In 2009, Tata unveiled the Tata world truck range jointly developed with Tata Daewoo; the range went on sale in South Korea, South Africa the SAARC countries and the middle East at the end of 2009.

In 2010, TATA MOTORS acquired an 80% stake in the Italian design and Engineering Company Trilix for €1.85 million.

In 2012, TATA MOTORS announced it would invest around rupees 6 billion in the development of futuristic infantry combat vehicles in collaboration with DRDO.

In 2013, TATA MOTORS announced it will sell in India, the first vehicle in the world to run on compressed air and dubbed “Mini CAT”.

IN 2014, TATA MOTORS introduced first truck racing championship in India “T1 Prima Truck Racing Championship”.

On 2nd November 2015, TATA MOTORS announced Lionel Messi as global brand ambassador at New Delhi, to promote and endorse passenger vehicles globally.

On 27th December 2016, TATA MOTORS announced the Bollywood actor Akshay Kumar as brand ambassador for its commercial vehicles range.

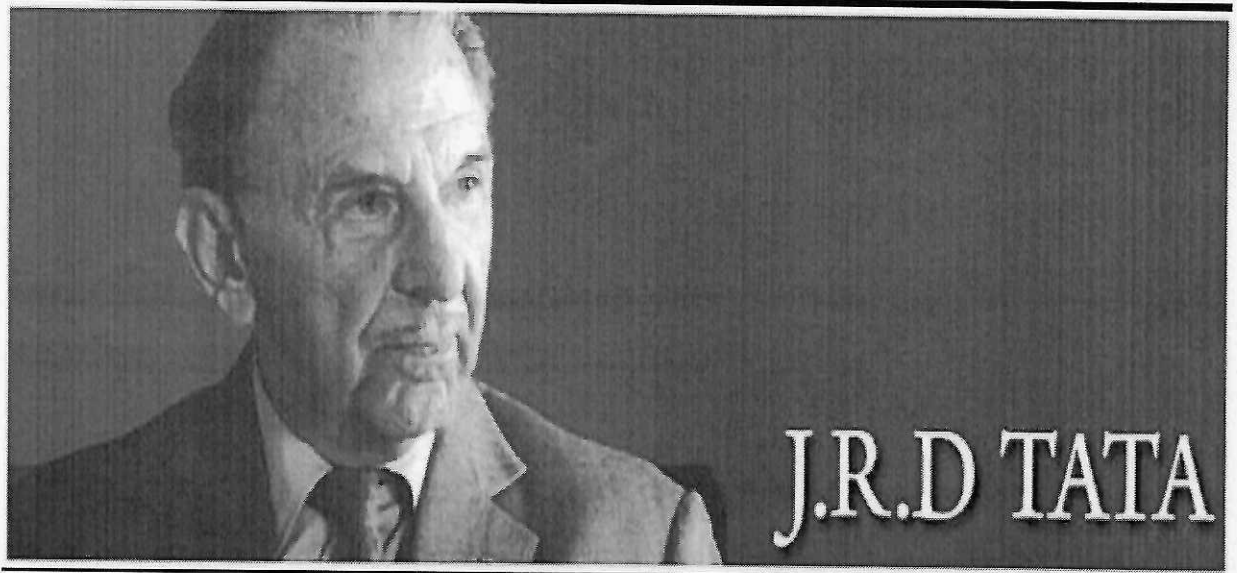
On 8th march 2017, TATA MOTORS announced that it has signed a memorandum of understanding with Volkswagen to develop vehicles for India’s domestic market.

On 3rd May 2018, TATA MOTORS announced that it sold its aerospace and defence business to another Tata Group Entity, Tata advanced systems, to unlock their full potential.

On 29th April 2019, TATA MOTORS announced a partnership with Nirma University in Ahmedabad to provide a B.Tech. degree programme for employees of its Sanand plant.

On 24th March 2020, TATA MOTORS Limited announced that it would spin off its passenger vehicles arm as a separate unit within the company.

On 5th March 2021, TATA MOTORS holders approved hiving off its passenger vehicles business into a separate entity.



FOUNDER OF TATA MOTORS "JEHANGIR RATANJI DADABHOY TATA"

Branches in INDIA

**Northern
Region**

- New Delhi
- Chandigarh
- Jaipur
- Lucknow

**Western
Region**

- Mumbai
- Pune
- Nagpur
- Indore
- Ahmedabad
- Raipur

**Eastern
Region**

- Kolkata
- Orissa
- Patna

**Southern
Region**

- Bangalore
- Hyderabad
- Cochin
- Chennai
- Madurai
- Salem
- Coimbatore



PM Telang
Managing Director (India Operations)
Tata Motors

TATA MOTORS



Branches

In world

UK

South Korea

Russia

Europe

Africa

the Middle East

South East Asia

South Asia

South America.



RT Wasan

Head, Commercial Vehicles Division
Tata Motors International Business



Navigating the storm

No matter how perfect the storm is and the magnitude of its impact, we, at Tata Motors are confident of emerging stronger on the other side. We will do this by keeping our costs low and ecosystem viable.

In FY20, challenges facing the automotive industry were aplenty, much before the outbreak of the coronavirus pandemic. A slowing domestic economy, muted demand across other geographies, regulatory transitions (emissions, safety and axle load), pricing pressures and geo-political conflicts put our resilience to test. However, anchored to our core purpose of providing innovative mobility solutions, we leveraged our strategic strengths to become more lean, agile and operationally fit amidst the intensifying storm.

We prioritised our capital expenditures towards immediately value-accretive projects, reduced working capital and curtailed overhead costs. Our new launches and strong pipeline reflect the choices we are making to consolidate our core capabilities by streamlining products, architectures and new-age technologies. We are exploring strategic alliances to ensure steady access to capital, deleverage our balance sheet and step up our play as a leading automobile manufacturer.



Performance snapshot FY20

₹2,61,068 CR

REVENUE
(CONSOLIDATED)

8.4%

EBITDA MARGIN
(CONSOLIDATED)

(0.2%)

EBIT MARGIN
(CONSOLIDATED)

₹(9,205) CR

FREE CASH FLOW
(AUTOMOTIVE)

33.4%

REDUCTION IN ABSOLUTE
(SCOPE 1 & SCOPE 2)
GHG EMISSIONS (TML)

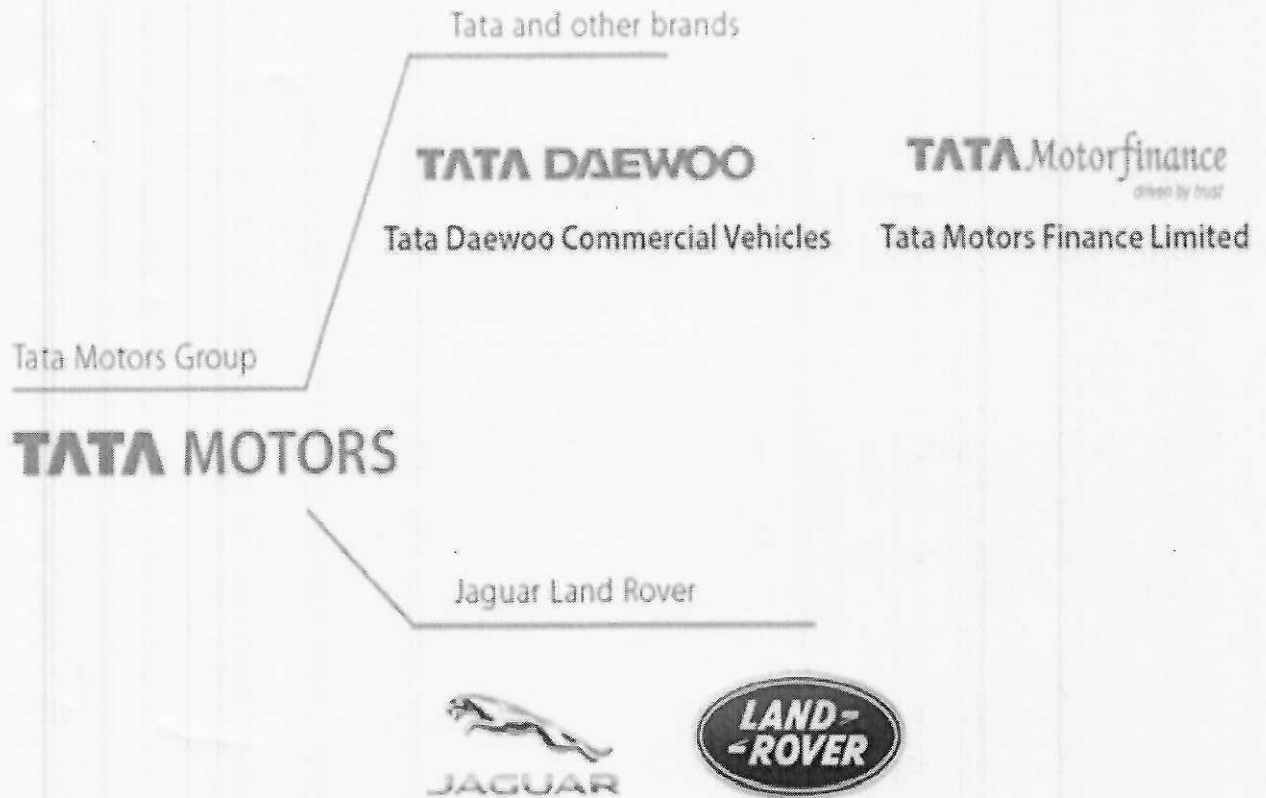
7,63,600

TOTAL COMMUNITY
OUTREACH (TML)

21,11,015

TOTAL COMMUNITY
OUTREACH (JLR)

BRANDS OF TATA MOTORS :



Some of the world's most iconic brands including JAGUAR LAND ROVER in the UK and TATA DAEWOO in South Korea form part of the automotive operations of the Group.

➤ JAGUAR LAND ROVER :

Land Rover is a British brand of predominantly four-wheel drive, off-road capable vehicle, owned by multinational car manufacturer Jaguar Land Rover (JLR), since 2008 a subsidiary of India's Tata Motors. JLR currently builds Land Rovers in Brazil, China, India, Slovakia, and the United Kingdom. The Land Rover name was created in 1948 by the Rover Company for a utilitarian 4 WD off-roader; yet today Land Rover vehicles comprise solely upmarket and luxury sport utility cars.



Products include:

➤ **Passenger Vehicles :**

TATA ALTROZ.
TATA SAFARI
TATA NEXON.

➤ **Commercial Vehicles :**

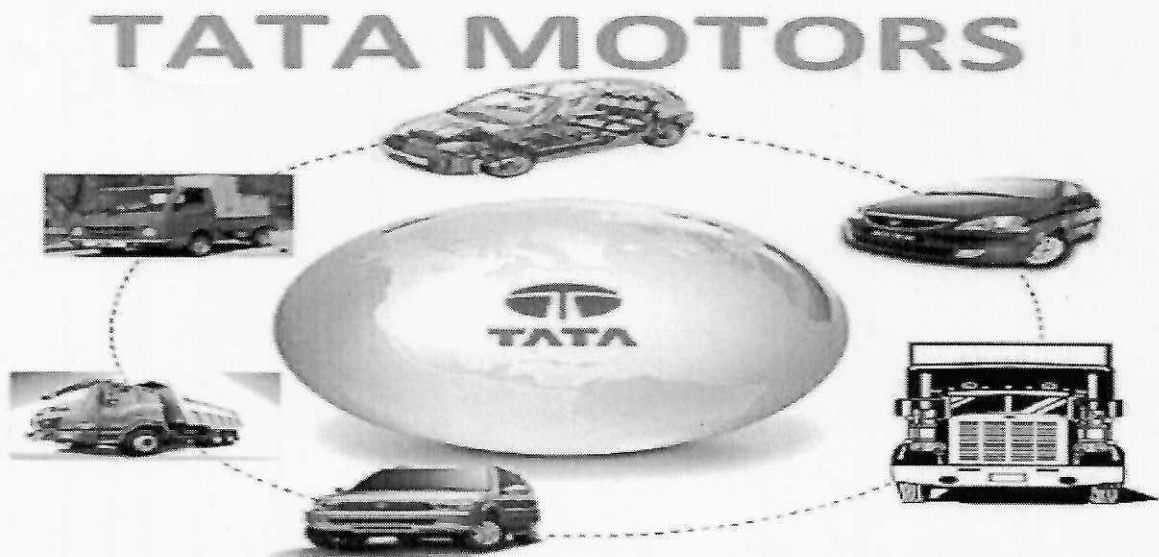
TATA SIGNA 5525.S
TATA 1512 LPT
TATA Intra V10 Brochure

➤ **Military vehicles :**

Defence combat light armored multi-role vehicle (Lamv)

Defence combat wheeled armored amphibious platform (WHAP)

Defence light support vehicle (LSuV)



TATA SAFARI : The Tata Safari is a mid-size SUV produced by the Indian automobile manufacturer Tata Motors since 1998. The first generation Safari has been designed as a 7 seater SUV with a foldable third row, roomy interior; on the market it has positioned itself as an alternative from the competitive prices to other brands off-road vehicles. The Safari nameplate was re-introduced in 2021. Unlike the previous Safari the second generation Safari is a front wheel drive monocoque crossover SUV sharing its underpinnings with the Tata harrier the Safari.



OBJECTIVE OF TATA MOTORS DURING COVID-19 :

Tata Motors has bucked the Indian passenger vehicle market trend in COVID-19 battered FY 21 as the company ended the fiscal with whopping growth of 69 % year-on-year and record volumes.

While a few leading manufacturers have reported decline in their annual sales for FY 21, Tata Motors has reported strong positive growth for the period.

The company's total domestic PV sales stood at 222,025 units in FY 21 when compared with 131,196 units in FY 20 recording its highest-ever annual sales in the last 8 years.

It's PV volumes in March 2021 stood at 29,654 units as compared to 5676 units in lockdown hit March 2020.

In FY 21 the business registered its highest ever annual sales in 8 years while posting a growth of 69% over FY 20.

The company's "New Forever" product range, including the new Tata Safari, continues to witness strong acceptance in the market. In the EV segment, the company sold 4,219 units in FY 21, a three-fold increase over FY 20. The company also registered its highest ever monthly and quarterly sales of 705 EVs and 1,711 EVs in March 21 and Q4 FY 21. Nexon EV, the highest sold EV in the country, crossed the milestone of 4000 units, since its launch in January 2020, added Chandra.

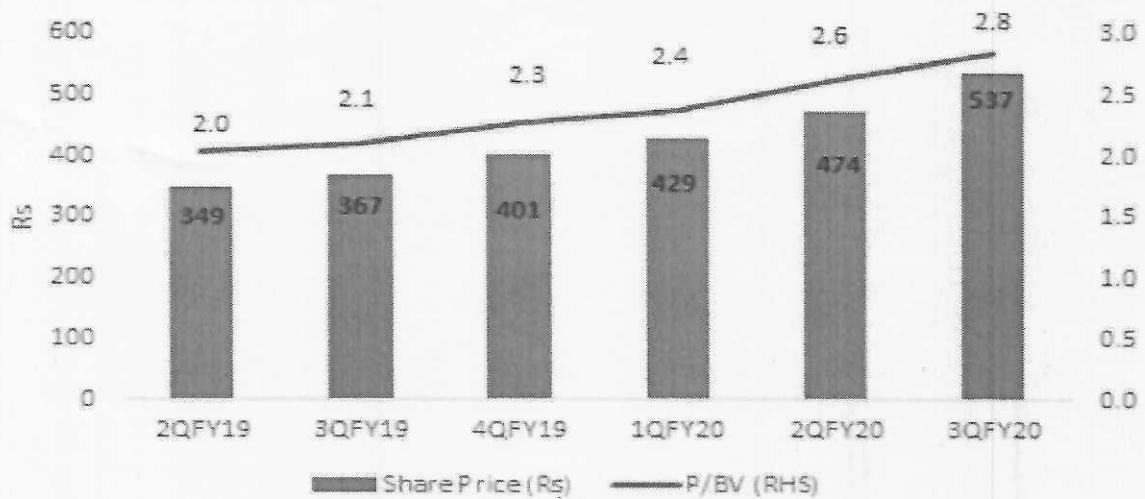
PROBLEMS:

Revenue collection or cash flow statement before and after COVID-19:

As a result of account of COVID-19 pandemic, there is a significant reduction in revenue across most geographical markets in FY 2019-20, the decline was lower in United States and China as compared to other economies. In FY 2019-20 percentage of revenues in China and the United States have improved as compared to FY 2018-19. China witnessed a double digit growth in volumes and second and third quarter of FY 2019-20 and a decline on account of impact of COVID-19 in fourth quarter of FY 2019-20, thus resulting in marginal decline in revenues as compared to FY 2018-19. Further, in FY 2019-20, the revenue of a subsidiary in South Korea declined due to lower industry volumes and exclusive discounts and marketing strategy of importers. Due to decreased revenue in India, on account of lower volumes as explained above in FY 2019-20, the proportion of our net sales earned from geographical markets outside of India increased from 77.4% in FY 2018-19 to 82.0 % in FY 2019-20.

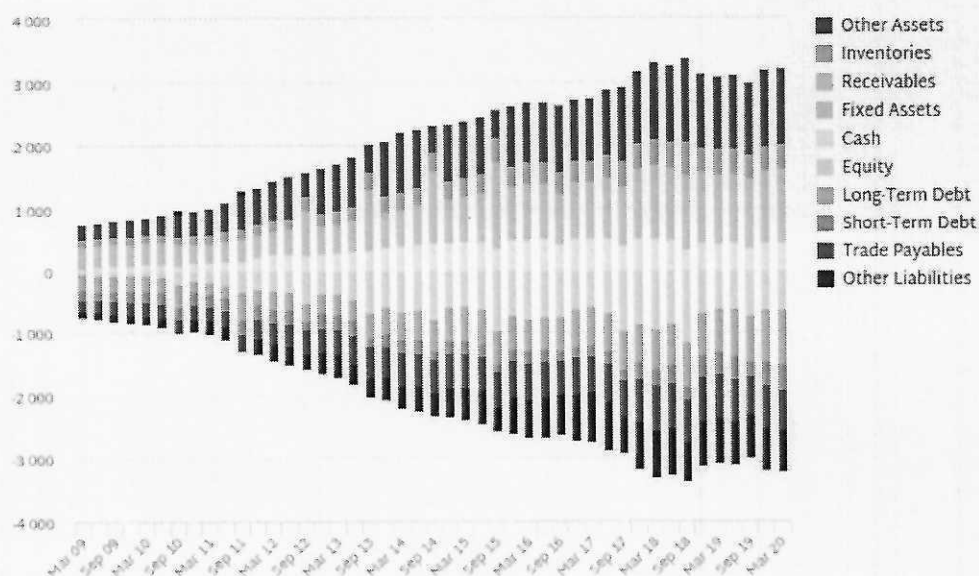
The following table sets forth our revenue from our key geographic markets:

Revenue	FY 2019-20		FY 2018-19	
	(Rs. In crore)	%	(Rs. In crore)	%
India	47,094.	18.0%	68,087.	22.5%
China	29,820.	11.4%	30,415.	10.1%
UK	42,443.	16.3%	49,114.	16.3%
United States	52,030.	19.9%	52,473.	17.4%
Rest of Europe	43,227.	16.6%	49,814.	16.5%
Rest of World	46,454.	17.8%	52,035.	17.2%
Total	2,61,068		3,01,938	



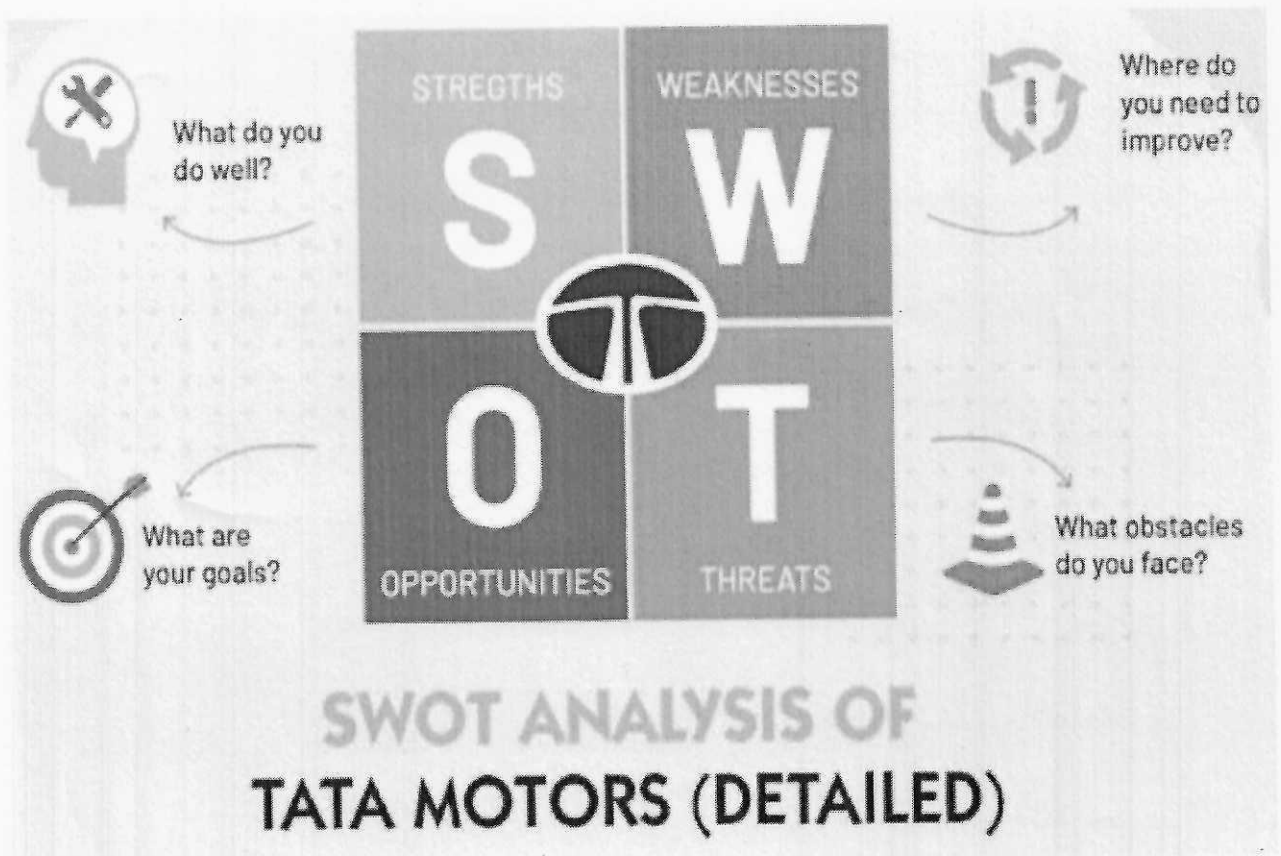
CASH FLOW STATEMENT: 2019-21

CASH FLOW STATEMENT OF TATA MOTORS (in Rs.Cr)	MAR 2021	MAR 2020	MAR 19
	12 months	12 months	12 months
NET PROFIT/LOSS BEFORE EXTRAORDINARY ITEMS AND TAX	0.00	-7,289.63	2,020.60
Net Cash Flow From Operating Activities	0.00	-1,454.59	6,292.63
Net Cash Used In Investing Activities	0.00	-4,718.86	-3,820.55
Net Cash Used From Financing Activities	0.00	7,749.21	-2,529.70
Foreign Exchange Gains/Losses	0.00	82.14	-1.80
Adjustments On Amalgamation Merger Demerger Others	0.00	0.00	0.00
NET INC/DEC IN CASH AND CASH EQUIVALENTS	0.00	1,657.90	-59.42
Cash And Cash Equivalent Begins Of Year	0.00	487.40	546.82
Cash And Cash Equivalents End Of Year	0.00	2,145.30	487.40



SWOT ANALYSIS :

SWOT ANALYSIS is a strategic planning method used to evaluate the Strengths, Weakness, Opportunities and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.



STRENGTHS :

Market leader in commercial vehicles segment and among the top in passenger vehicles segment.

Increasing profitability from international cells sense Jaguar and Land Rover acquisition.

Increased expenditure on R and D (Revotron 1.2T engine a case in point).

WEAKNESS :

Limited coverage of the rural market.

Slow reaction to market sentiment.

Perception problem among a new car buyers as it is famous in taxi and car rental space.

Fewer upgrades available of existing models.

Product development - fewer models released over the last few years as compared to its competitors.

Opportunities :

Rising per capita income of the middle class which will boost the demand.

Customizing product offerings for the rural markets.

Mergers and acquisitions to acquire new technology.

Demand for electric cars will increase as people adopt eco friendly techniques.

THREATS :

Increasing cost of fuel.

Intense competition in the automobile sector.

Frugal engineering and disruptive innovation in product design by competitors.

Increase in raw material costs.

Increase in interest rates leading to differed purchase.



AWARDS



Tata Motors Limited

- Ranked 31st out of 2,000 and 5th among global automobile manufacturers in Forbes World's Best Regarded Companies 2019
- Ranked second highest in the JD Power India Customer Service Index Study 2019 for a third consecutive year
- CV business received several awards during the year at platforms like Apollo CV, ET Now, CII Award for Customer Obsession and CII Maturity Model
- PV business received a strong response and accolades, with 13 awards during the year
- Tata Harrier received several awards and accolades, including Most Awaited Car of the Year award, Car of the Year award and Best Design award at various forums
- Tata Sierra Concept EV received Best Design award at Car & Bike - Auto Expo Excellence Awards

Jaguar Land Rover

- Received 200+ awards from leading international motoring writers, magazines and opinion leaders, reflecting the strength of its model line-up, design and engineering capabilities
- Jaguar I-PACE received 2019 World Green Car of the Year, 2019 World Car Design of the Year and 2019 World Car of the Year at the World Car of the Year Awards, and the Best SUV Award at Golden Steering Wheel Awards

SOCIAL RESPONSIBILITY



Tata Motors Limited

- Organised free nationwide Pollution Under Control (PUC) checkup camps this World Environment Day (WED) on June 5; 570+ workshops conducted across India offering free pollution check camps to all PV customers
- Implemented programmes focusing on health, education, employability and environment interventions for relevant target groups
- Arranged cooked food, masks and sanitisers along with information kits on precautions to be taken for safety, health and hygiene, for thousands of truck drivers; the direct assistance programme during COVID-19 benefitted 1.5 lakh people
- Over 8.3 lakh people benefitted from our various community programmes during the year

Jaguar Land Rover

- Donated 700 desks to seven schools in villages close to the Pune plant, supporting the education of 1,000+ children
- Working with partner BASF, part of a pilot research project that aims to tackle the challenges of plastic waste; the project takes plastic waste and recycles it into premium material for potential use in future Jaguar and Land Rover models
- Received the inaugural 2020 Chinese Car of the Year Corporate Social Responsibility (CSR) Reputation Award
- Deployed 362 vehicles globally to support charitable organisations and frontline workers tackling the spread of coronavirus
- Supplied 3D-printed face visors for protection of frontline staff in the fight against COVID-19

RATIO ANALYSIS OF TATA MOTORS: 2019-2021

FINANCIAL RATIOS OF TATA MOTORS (In Rs.Cr)	MAR 2021	MAR 2020	MAR 2019
PER SHARE RATIOS			
Basic EPS (Rs.)	-6.59	-21.06	5.94
Diluted EPS (Rs.)	-6.59	-21.06	5.94
Cash EPS (Rs.)	3.36	-10.88	15.07
Book Value Excl Reval Reserve/ Share	49.77	51.11	65.26
Book Value Incl Reval Reserve/Share	49.77	51.11	65.26
Dividend/Share	0.00	0.00	0.00
Revenue from Operations/Share	122.83	122.10	203.77
PBDIT/Share	6.10	2.03	22.07
PBIT/Share	-3.52	-7.35	12.94
PBT/Share	-6.04	-19.81	7.06
Net Profit/Share	-6.26	-20.26	5.95

PROFITABILITY RATIOS:

PROFITABILITY RATIOS			
PBDIT Margin(%)	4.96	1.66	10.82
PBIT Margin (%)	-2.86	-6.01	6.35
PBT Margin (%)	-4.91	-16.22	3.46
Net Profit Margin (%)	-5.09	-16.59	2.91
Return on Networth/Equity (%)	-12.57	-39.64	9.11
Return on Capital Employed(%)	-3.46	-7.18	11.57
Return on Assets (%)	-3.68	-11.64	3.31
Total Debt/Equity	0.99	1.14	0.79
Asset Turnover Ratio (%)	72.28	70.18	113.61

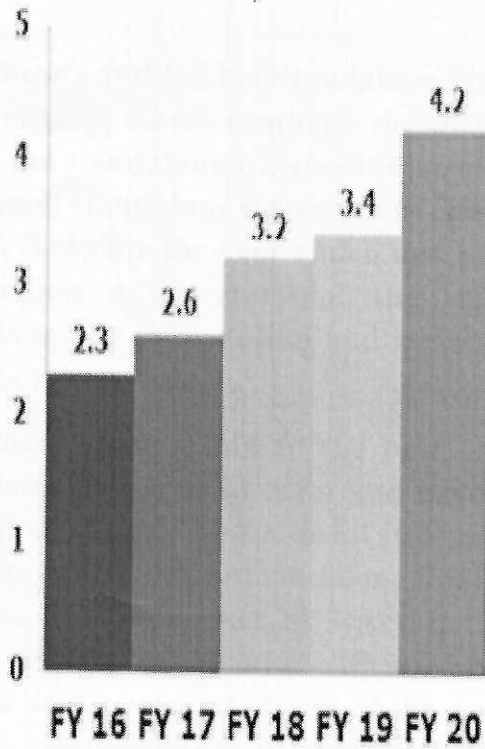
LIQUIDITY RATIOS :

LIQUIDITY RATIOS			
Current Ratio	0.60	0.53	0.58
Quick Ratio	0.43	0.38	0.37
Inventory Turnover Ratio	10.33	11.46	14.84
Dividend Payout Ratio(NP)(%)	0.00	0.00	0.00
Dividend Payout Ratio (CP)(%)	0.00	0.00	0.00
Earnings Retention Ratio (%)	0.00	0.00	0.00
Cash Earnings Retention Ratio(%)	0.00	0.00	0.00

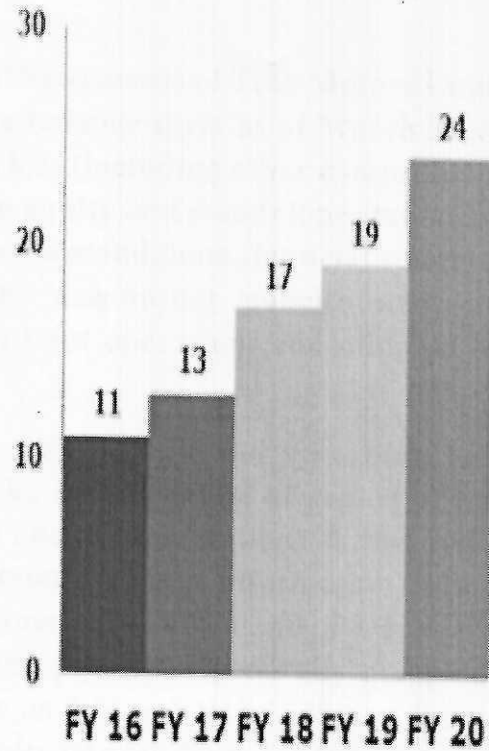
VALUATION RATIOS :

VALUATION RATIOS			
Enterprise Value (Cr.)	130,130.20	42,927.34	75,419.87
EV/Net Operating Revenue	2.77	0.98	1.09
EV/EBITDA	55.72	58.65	10.06
MarketCap/Net Operating Revenue	2.46	0.58	0.86
Retention Ratios (%)	0.00	0.00	0.00
Price/BV	6.07	1.39	2.67
Price/Net Operating Revenue	2.46	0.58	0.86
Earnings Yield	-0.02	-0.29	0.03

**ROCE: Net operating Profit/
Employed Capital**



**ROA: Net income/ Total
Assets**



Year	FY16	FY17	FY18	FY19	FY20
ROCE Ratio	2.3	2.6	3.2	3.4	4.2

Year	FY16	FY17	FY18	FY19	FY20
ROA Ratio	11	13	17	19	24

They shall not be held liable in accordance with the provisions of section 142 (2) of the act, their responsibilities under these provisions are hereby described by the auditor's recommendation for the audit of the consolidated financial statements of the company.