



Hello,

If there is one name that has a cross-generational connect in India, it can only be TATA. Frankly, it is not an overstatement.

From the unlettered granny in the kitchen, to a youngster cycling behind a truck, to a freshly minted graduate, the word 'TATA' carries equal resonance.

The TATA heritage is the culmination of the dedicated toil of visionaries, leaders, managers and workers; an endeavor that began in 1868.

Get to know from the adjoining case study and video review on what makes TATA, tick.

Warmly,

[The Editorial Team](#)

Video Review

Keepers of the Flames



Few names carry as much universal appeal as TATA does. It conveys feelings that touch every sphere of human endeavour. Of dignity, heritage, education, commitment and a deep sense of belongingness.

The enthralling video capsule takes you down the TATA memory lane. Know why 'TATA' has seeped into India's consciousness since over a century.

[More.](#)



Case Study

Tatas - A Treasured Heritage

Every corporation is first a business. Profits enable its good intentions. While as hard-nosed as any other business group, what marks out TATA is its genuine and overarching commitment to community welfare and nation building.

This study reveals the origins of the group, hard numbers, and the astounding span of the TATA group - from salt to software, from atoms to academia. A reach so wide and deep, it is in the realm where business and societal concerns become one. [More](#)

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