



Harnessing Knowledge Assets for Business Transformation
MIKE Awards | Dr. Richard Lobo | March'19

We are a Global Company serving customers across 5 Continents



Yellow pin: Head Office
Orange pin: Manufacturing Facilities
Green circle: Markets

Americas

1 Green River Basin, Wyoming, US

Europe

2 Northwich, Lostock & Middlewich, UK

Africa

3 Jorf Hasfar, Morocco (JV), North Africa
4 Magadi, Kenya

Asia

5 Mithapur, Gujarat
6 Ankleshwar, Dahej, Gujarat (Rallis)
7 Lote, Maharashtra (Rallis)
8 Akola, Maharashtra (Rallis)
9 Babrala, UP
10 Haldia, West Bengal
11 Sripurumbudur, Tamil Nadu
12 Bengaluru, Karnataka (Metahelix)
HO: Mumbai, India



World's **3rd** largest producer of Soda Ash



World's **5th** largest producer of Sodium Bicarbonate



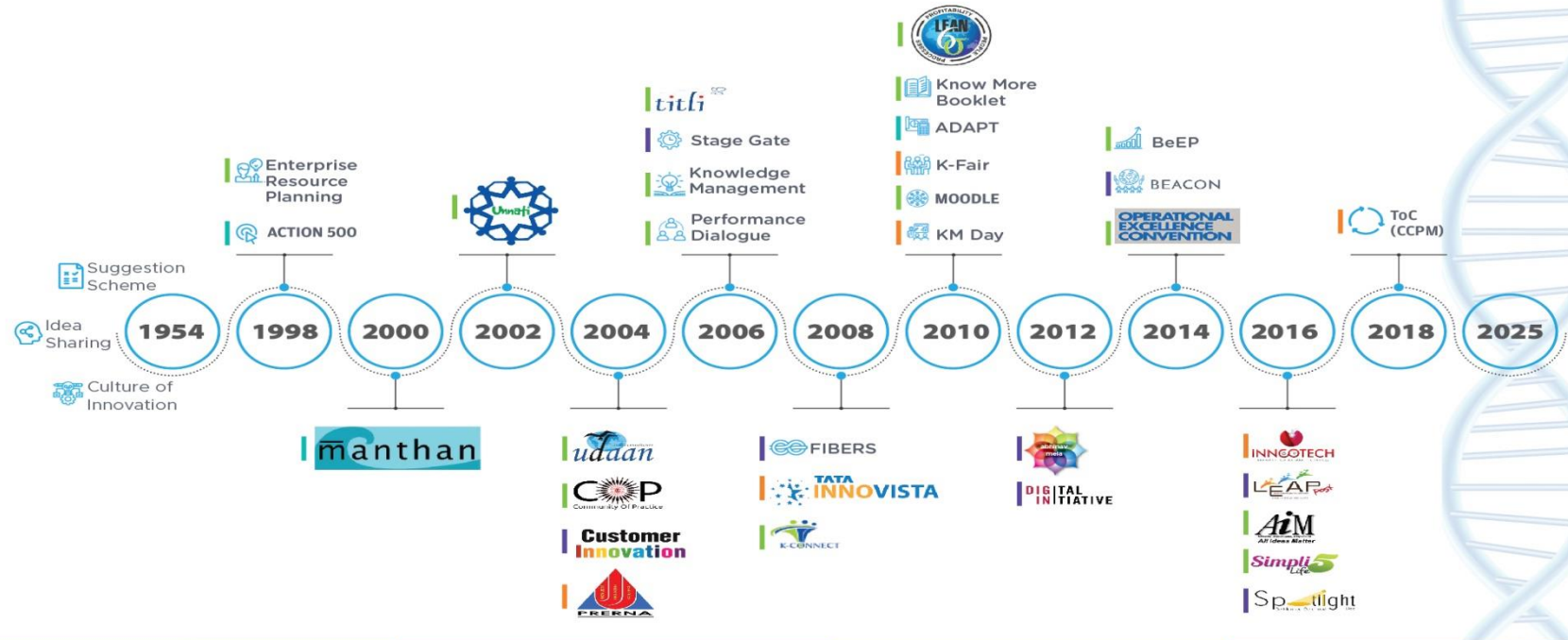
India Market Leadership; an overall Market Share of **65.4%** in National Branded Salt



Reaches **80%** of India's districts and has **7** Power Brands (through Rallis India)

Revenue : Rs 13,384 Cr | 12 Manufacturing sites globally | ~5000 employees

KNOWLEDGE MANAGEMENT JOURNEY AT TATA CHEMICALS



Cost Saving/Profitability

Process Improvement /
People Empowerment

Customer Focus

Innovation

Our Ecosystem enables us to deliver on our Mission of “Serving Society through Science”



Customers



**Product
Brands**



**Operational
Excellence
Programs**



**People
Practices**



**Community
Initiatives**

Our KM focus revolves around three critical Pillars



- ① **Operational Excellence,
Productivity and Quality
Improvement**



- ② **Customer Centricity,
embedding an obsession
for the Customer**



- ③ **Empowering our People
and Building Capability**



**Operational Excellence, Productivity
and Quality Improvement**

Operational Excellence - Tools



Safety initiative across all sites;
Flagship programs include
Suraksha Jyot, Looking For
Trouble, SRESHTO, Process
Safety Management (PSM)



Execution Excellence program
aimed at simplification of
processes to bring in agility and
accelerate decision making 150+
projects have been undertaken



Deployed globally for process and
delivery effectiveness; trained
more than 500+ employees in LSS
since inception



We are continuously adding
CoPs across our enterprise
which facilitate cross border
sharing of knowledge in the
areas of Safety, Business
Excellence practices,
engineering and sales &
marketing.



Annual showcase of how the 13
principles of Operational
Excellence are embedded across
various parts of our business



A platform for our field force, Shared
Services & New Sites to showcase and get
recognized for their efforts that they have
undertaken in driving improvements in
the market place.



Annual event promoting
Innovation, Collaboration using
Technology across Tata Chemicals



**Customer Centricity- embedding an
obsession for the Customer**

Customer Centric Approaches

DIGITAL INITIATIVE

Engaging with our customers through the digital medium for Tata Sampann (Nutrikart) and Tata Nx/NQ. To drive nutritional awareness and encourage our customers to engage with our brands

Customer Innovation

Customer centric innovation driven through our R&D Centres – IC Pune, RICH, Metahelix Labs.
Low oil absorb Besan, Tata Nx Zero/Lite Sugar, Highly Dispersible silica

STAGE GATE

Robust Stage & Gate process resulting in a strong pipeline of products addressing key customer requirements



LEAP (LEAD-ENGAGE-ASPIRE-PERFORM) is our platform to deliver on the Strategic imperatives. The progress is mapped closely using CCPM and leveraging the knowledge of the business and best in class.



Our competitive intelligence platform which tracks key competitive and market activities across our businesses

BEACON

Our overall CSR program has been named BEACoN. It includes initiatives across livelihood enhancement, skill development, biodiversity, health care, empowerment amongst others



Okhai connects over 600 rural women artisans with customers to sell their craft online

www.okhai.org. The brand actively engages with customers through social media platforms

#DeshKaSalam

Consumers paid tribute to the Indian Army on 69th Independence Day; 6.3 lakhs customers engaged 6.3 Lakh consumers engaged on social media to pay tribute to our Soldiers



Empowering our People and Building Capability



Approaches to empowering our People



platform created specifically for fostering day to day innovation at work, which allows employees to upload their everyday innovations and ideas on a common platform.



KConnect, our knowledge sharing portal, provides a platform for employees to access information and knowledge anywhere - anytime.

Analytics

Business analytics dashboards are periodically generated and made available to all relevant members to allow better understanding and action planning

K-Cafe

The K-café process at our facilities hosts conversations on various topics to generate ideas and action plans. Topics like sustainability, water use efficiency, waste are deliberated by the group

K-fair

A platform to develop a culture of Innovations on a particular theme / topic for shop floor employees
Topics like Vision 20 02, Water Conservation, Waste Reduction

KM Meter/ Innometer

Monitoring & Evaluating the performance of Employees and Departments at Sites & Non Sites



Culture of Innovation, New innovations in Product, Services

Science led differentiation in our Product launches



Launched Multigrain Khichdi, Nutri Mix Chillas and Organic Pulses



Launched a range of natural chutneys that are prepared without any colours or preservatives



Launched Medikarb™ – India's first branded pharmaceutical grade sodium bicarbonate



Launched 100% Natural Tata Nx - Zero Sugar and Lite Sugar, a substitute for regular sugar without the use of artificial sweeteners and provides additional health benefits



Launched Basmati Rice with the goodness of bran



Launched Red Rice Poha filled with high Fibre and offering great taste and texture

Thank You

टाटा सोल्ट प्लस पोटैशियम फॉस्फेट का विकास और प्रभाविकता का परीक्षण नेशनल इंस्टिट्यूट ऑफ न्यूट्रीशन, हैदराबाद द्वारा किया गया है।



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