

STAKEHOLDER ENGAGEMENT

Prioritising stakeholder interests

Our stakeholders are important to us. Continuous engagements and consultations across various stakeholder groups help us understand their concerns and address their queries through our effective stakeholder management framework.



Employees

The reasons we engage with employees

They are key assets, driving our Company's culture.

Methods of engaging with employees

Team touch points, skip level meetings, quarterly town halls, accolades–Rewards & Recognition platform, culture survey and pulse survey, round table with senior leadership, Ask Me Anything forums, self-directed teams.

Material stakeholder interest and expectations

Employees need strong engagement, Rewards & Recognition, a strong organisational culture, leadership development, CESS capability, and union engagement.

Our responses to material interests

Transparent job postings through Career Xplore–IJP programme, exposure opportunities through GEMS programme, Accolades–launch of Rewards & Recognition programme, Inner Circle–leadership development programme, driving culture of self-directed teams at shop floor, focused efforts on Industry 4.0 and CESS initiatives.



Investors and shareholders

The reasons we engage with investors and shareholders

With a financial stake in our Company, they are essential to the success story of our Company.

Methods of engaging with investors and shareholders

Investor meets, investor calls, press releases and mail updates, e-mail support for investor queries.

Material stakeholder interest and expectations

They need timely business and other updates about material events with enhanced disclosures and compliances.

Our responses to material interests

For material events and quarterly results, we update through separate investor calls. All compliance-related matters and grievances are addressed in a time-bound manner.



Customers

The reasons we engage with customers

We engage with customers to ensure their satisfaction and retention.

Methods of engaging with customers

Customer meets, feedback calls, home visits.

Material stakeholder interest and expectations

Customers need help with product and service-related issues.

Our responses to material interests

Quick solutions of issues raised by customers, proactive actions on product quality improvement, with dealer manpower training.

Regulators/Government

The reasons we engage with regulators/government

To assess the impact of policies/regulations introduced by the government and the new situations in business environment.

Methods of engaging with regulators/government

Strategic representation and meetings with government agencies and representation across trade bodies.

Material stakeholder interest and expectations

Need assistance with obtaining permissions/licenses/clarifications/waivers/business development approvals/vendor and logistical support/recoveries as per group requirement.

Our responses to material interests

We resolve issues through routine interactions, representations, and discussions with key stakeholders.



Suppliers/service providers

The reasons we engage with suppliers/service providers

- Improve the time to market for new products by leveraging supplier technologies across Tata Motors products.
- To ensure a continuous supply for production by creating sufficient capabilities.
- Improve Spare part supplies through product life cycle requirements.

Methods of engaging with suppliers/service providers

- Vendor association in product design and development.
- Structured engagement through annual supplier conference, zonal meets and supplier council meets.
- Periodic interactions to drive ongoing
- Product improvements.
- Organise supplier technology days to align supplier technologies that can be deployed in Tata Motors products.

Material stakeholder interest and expectations

- Plant restart and capacity ramp-up
- To mitigate costs related to commodity price inflation.

Our responses to material interests

- Working capital management by introducing various bill marketing schemes.
- Direct engagement with semiconductor suppliers to improve allocation of chips. Specify alternate available chip sets.
- Drive cost optimisation through VAVE,
- Strategic engagements with key raw material suppliers and others.

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Communities

The reasons we engage with stakeholders

- To improve the quality of life for our dependent and local communities.
- To act as a responsible corporate citizen, managing relationships, brand building and developing trust.
- To improve business connect.
- To advocate inclusive and equitable development.

Methods of engaging with stakeholders

Awareness:

- Building through people-friendly engagement programmes like street plays and folk songs.
- Community meetings that match the schedules and convenience of the beneficiaries.
- Identification and felicitation through communication with the Board members and senior leadership.
- Emergency/Disaster relief activities.
- Celebration and participation in local community events.

Material stakeholder interest and expectations

Health-wise:

- Address issues on malnutrition and other health issues.
- Education-wise: Need to address gaps in learning levels, skills, increasing employability, even for school drop-outs.

Environment-wise:

They need increased environmental consciousness, improved plantations, and disaster relief in tough times.

Our responses to material interests

Issue-focused programmes being run:

- Health: Aarogya
- Education: Vidyadhanam
- Skilling: Kaushalya
- Environment: Vasundhara
- Affirmative Action: Aadhar and Employee Volunteering



Dealers and service centres

The reasons we engage with stakeholders

- To improve market share.
- To enhance and improve customer experience.

Methods of engaging with stakeholders

Dealer meetings, visits, audits, dealer council, joint programmes and sustainability initiatives.

Material stakeholder interest and expectations

- PV: Product complaints, customer experience consistency, and digitalisation opportunities.
- CV: To reduce ordering complexity and turnaround time, reduction in inventory cost, timely settlement of claims and timely support from insurance surveyors.

Our responses to material interests

- PV: Rapid Response Teams for product complaint resolution, sustained actions and monitoring through proactive intervention.
- CV: Introduction of Digi-VOR (Vehicle Off-Road) system for faster VOR ordering and supply, implementation of TOPS (Transformation of Parts Supplies) for accurate order requirement.



Experts/Academic & research institutions

The reasons we engage with stakeholders

- To build intellectual alliances for research and development of industry, products, and technology.
- To upskill and reskill employees.
- To support, certify, and validate new interventions.

Methods of engaging with stakeholders

- Through collective need-based engagements for mutually beneficial projects.
- Case-based meetings.

Material stakeholder interest and expectations

- Legacy of process and protocol of collaborating institutions.
- Confirming the technical alignment with customer requirement and regulatory requirements.

Our responses to material interests

- We endeavour to streamline processes and protocols.
- Engage to improve clarity and soundness of project outputs.
- Involvement in academic events and in sharing the business context.



Media

The reasons we engage with stakeholders

- Media updates and educating our stakeholders about our brand.
- They are deemed to be a reliable source for brand advocacy.
- Bringing in third-party/non-biased advocacy and helping solicit stakeholders' trust.

Methods of engaging with stakeholders

- Need for routine internal and external communication to augment key associated themes/storylines.

Material stakeholder interest and expectations

Media discussions, press releases, authored articles, involvement in industry forums as guest speakers and participating in creatives/posts on social media.

Our responses to material interests

- Participation in industry stories.
- Press releases announced for key achievement.
- Leverage days to publish engaging content on the identified theme. Promoted articles on important topics.
- Joined forums/webinars.