





Stakeholder engagement

Through our continued interaction with our diverse stakeholders, we understand their needs and concerns, which helps us manage our risks, drive innovation, build relationships, and navigate the complexities of a rapidly evolving industry landscape.

Stakeholders	 Employees Our key assets, shaping the culture within our organisation	 Investors and shareholders Having a financial interest in our organisation, they play a crucial role in driving growth	 Customers Customer engagement is crucial for driving innovation, product enhancement, quality improvement, and delivering outstanding service	 Regulators/ Government Governments and regulatory authorities establish and enforce laws, regulations, and policies that govern our business activities
Channels of engagement	<ul style="list-style-type: none"> – Team touch points – Skip level meetings – Quarterly town halls – Rewards and recognition platform – Culture survey and pulse survey – Round table with senior leadership – Ask Me Anything forums 	<ul style="list-style-type: none"> – Investor meets – Investor calls – Press releases – Mail updates – E-mail support for queries – Periodic communications for matter relating to KYC updation, unclaimed dividends and IEPF 	<ul style="list-style-type: none"> – Customer meets – Feedback calls – Home visits – Social media 	<ul style="list-style-type: none"> – Strategic representation and meetings with government agencies – Representation through trade bodies
Key priorities	<ul style="list-style-type: none"> – Learning and development technical and functional knowhow – A strong organisational culture – Leadership development – Grievance redressal – CESS capability – Union engagement – Occupational health and safety 	<ul style="list-style-type: none"> – Financial performance – Transparency – Compliance – Timely communication on strategy 	<ul style="list-style-type: none"> – Quality and safety – After-sales servicing – Pricing – Complaint resolution 	<ul style="list-style-type: none"> – Obtaining permissions/ licenses /clarifications/ waivers/ business development approvals/vendor and logistical support /recoveries as per group requirement
Value created	<ul style="list-style-type: none"> – Transparent job postings through Career Xplore– IJP programme – Exposure opportunities through GEMS programme – Accolades–launch of Rewards and 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 	<ul style="list-style-type: none"> – Improved profitability and revenue growth – Enhanced transparency and accountability through regular financial reporting, enhanced disclosures and investor engagements – Strengthened competitive positioning in the market – Increased shareholder value through dividends and capital appreciation – Effective risk management strategies resulting in reduced financial volatility 	<ul style="list-style-type: none"> – Innovative vehicle designs meeting diverse needs – Enhanced product quality and reliability – Improved after-sales service experience – Quick solutions of issues raised by customers 	<ul style="list-style-type: none"> – Compliance with laws, regulations, and policies – Contribution to economic growth and employment – Investment in research and development for innovation



Suppliers/Service providers

An efficient and resilient supply chain allows us to create cost-effective, innovative products, enhance service efficiency, and maintain sustainable operations consistently

- Vendor association in product design and development
- Structured engagement through annual supplier
- Conferences, 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



Communities

Enhance local quality of life through responsible corporate citizenship, fostering relationships, strengthening business ties, and advocating for inclusive development of the society

- Various community engagement activities
- Emergency/disaster relief activities
- Celebration and participation in local events
- Need-based surveys



Media

Media updates are useful for disseminating brand information to stakeholders, helping solicit stakeholders' trust

- Interactions at regular intervals
- Press releases



Dealers and service centres

They contribute to market share growth and enhance customer experience through effective sales and service delivery

- Dealer meetings
- Visits
- Audits
- Dealer council
- Joint programmes and sustainability initiatives



Expert/Academic and research institutions

They contribute to market share growth and enhance customer experience through effective sales and service delivery

- Collective need-based engagements for mutually beneficial projects
- Case-based meetings

- Inventory planning
- Quality compliance
- Closer engagement and exchange of technology transfer on quality, safety and sustainability

- **Health**
Combat malnutrition and address other health concerns
- **Education**
Bridge learning gaps, enhance skills, and boost employability, especially among school dropouts
- **Environment**
Foster environmental awareness, promote tree planting initiatives, and provide disaster relief during crises

- Marketing communication
- Constant liaising

- Financing opportunities
- Knowledge transfer
- Complaint resolution
- Digitalisation and improving CRM system

- Ensuring technical alignment with customer requirement and regulatory needs
- Product and process innovation to ensure resource efficiency and sustainability
- Product development and capex management

- Fair and transparent procurement processes
- Timely payments
- Collaboration opportunities for mutual growth
- Support for supplier development and capacity building

- Education and skill development initiatives enhancing employability
- Environmental conservation efforts promoting sustainable living
- Health and wellness programmes fostering well-being

- Effective communication of Company initiatives and achievements
- Crisis management and timely response to media inquiries
- Strategic partnerships with media outlets for promotional activities

- Increased revenue opportunities through vehicle sales and service contracts
- Business growth through dealership expansions and service centre networks
- Technical and operational support ensuring efficient service delivery
- Training and development programmes improving staff expertise and customer satisfaction
- Access to innovative tools and technologies for streamlined operations

- Collaborative research and development projects advancing industry knowledge
- Talent pipeline development through internships and educational partnerships
- Access to cutting-edge technologies and expertise for innovation
- Joint certification and accreditation programmes enhancing skill standards

