



TATA: THE FUTURE

Beyond India

The Tata Group is one of India's biggest conglomerates, with businesses in cars, steel, hotels, consulting, and many other sectors. As India emerged from protectionism in the 1990s, Tata needed to grow from a huge player on the Indian stage into a significant force in world markets. The group's chairman, Ratan Tata, asked Wolff Olins to create a group brand strategy to help make that happen.

Reshape the group

Wolff Olins reviewed the businesses – almost 100 of them – that make up Tata, and recommended which should be named Tata, which should be endorsed as part of the Tata group, and which should have independent brands. Our aim was to make sure that the core Tata brand had a clear meaning, and that it was associated most strongly with the group's best-performing (or most promising) units. Through this, we helped reshape Tata from a heavy industrial conglomerate into a modern, knowledge-based business. We then created a new symbol for the group – a T and A that represent precision and the future, which could also be seen as a fountain of knowledge. The symbol was particularly designed to look good on cars, an important growth market.

In the world

The new brand identity was launched in 1999, and immediately began to symbolize a new Tata for the twenty-first century. The business has since made a huge mark on the world, acquiring Tetley tea in 2000, steel-maker Corus in 2007, and Jaguar cars in 2008. And in January 2008, Tata unveiled its most significant new car, the Nano – a small, light, green 'people's car' for India's mass market, selling for just \$2500. The group's revenues are now almost \$30 billion, the equivalent of 3 per cent of India's GDP.

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