

# NEWS SNAPSHOTS



Kishor Chaukar, MD, Tata Industries and chairman, Tata Council for Community Initiatives (centre), launching *Code of Honour* with Gautam Padmanabhan, CEO, Westland and Christabelle Noronha, chief, group corporate affairs

## The message of sustainability

Westland publishing house, a subsidiary of Landmark book stores, has recently published a new book, *Code of Honour: Nurturing People, Enriching Life*, authored by Group Publications, the internal publications division of Tata Sons. The book, which captures the philosophy of the Tata group and its approach to corporate sustainability, was launched in January 2010 by Kishor Chaukar, managing director, Tata Industries, and chairman of the Tata Council for Community Initiatives, at the Taj Mahal Palace & Tower, Mumbai.

The book highlights the Tata group's endeavours in the areas of governance, employee relations, environment and the community, through inspiring real life stories about the people whose lives have been changed through these projects in India and other parts of the world.

*Code of Honour*, priced at Rs795, is available across bookstores in India. ●

## Supercomputing for speedy cars

For the first time, a Formula 1 racing team will leverage an Indian computing organisation for enhancing car design activities. Computational Research Laboratories (CRL), a wholly-owned subsidiary of Tata Sons, has entered into a partnership with Force India Formula One Team, India's first and only F1 team, to offer a fully automated computational fluid dynamics solution for aiding the design of the team's next-generation race cars as well as improving efficiency in current racing models.

The exclusive three-year multi-million dollar deal gives the Force India design team access to CRL's 'Eka', India's fastest supercomputer, capable of 133 trillion calculations per second. This will allow the team to model the cars' aerodynamics in more detail and deliver results in greatly reduced time frames. ●

## Laying new tracks

Tata Steel Europe is investing €35 million in its rail production facility in

Hayange, France, after securing a contract worth about €350 million from French railway operator SNCF to supply rails for upto six years for the renewal and maintenance of the RSS (Réseau Ferré de France) tracks. The investment in new manufacturing equipment will improve efficiency and enable workers to produce 108-metre long rails. Gérard Glas, director general of Corus Rail (France), said: "Being able to produce 108-metre long rails opens up new opportunities for us and puts us in a better position to supply the growing demand for high-speed rail lines. By 2011, we will be among just a handful of producers with this world-class capability." ●

## TCS partners UK city council and also funds research scholars

India's largest information technology services provider Tata Consultancy Services (TCS) has won a £150 million (about Rs1,160 crore) contract as strategic IT partner for UK's Cardiff city council. The tenure of the contract is 15 years. The project is a part of the council's 'strategic transformational change' programme, where private sector partners will advise and work with it to help develop and improve services. The contract enables TCS to strengthen its position in the UK market and enter the lucrative government sector. "We want this to be an outstanding example of innovative engagement between the public and private sector," said Brian Woodford, director, public sector, TCS.

TCS also announced a new programme to encourage quality academic research. The company will fund 200 doctoral candidates over a period of five years to take up PhD programmes in reputed academic institutions across India. Each year, 40 TCS Research Scholars will be selected for the programme from well-known academic institutes.

The TCS Research Scholars programme was announced by CEO and MD N Chandrasekaran at its annual academic conclave. He said, "At a time when the introduction of new technologies is changing business models

rapidly, there is an urgent need for more focused research to stay ahead of the learning curve.” The programme will help enlarge the R&D agenda, encourage exploration of new ideas, widen the faculty talent pool available and supplement existing TCS programmes. ●

---

## Visual effects for Hollywood



Visual Computing Labs (VCL), one of India's best visual effects and animation studios and a division of Tata Elxsi, is known for the effects it has created for a number of Bollywood box office hits. The unit now aims to create magic in Hollywood. It has set up a base in Los Angeles and has added three well-known visual effects (VFX) industry veterans, Joel Hynek, Tricia Ashford and Treva Blue, to its team. The LA team will lead VFX production for VCL in the US and work in tandem with VCL's studio in Mumbai.

The new studio in Santa Monica, LA, designed keeping US-based film and television production companies in mind, provides services shaped to suit client needs through all stages of production. Sharing of work between VCL's Mumbai and US facilities will enable significant economy in costs for clients. Says Tata Elxsi managing director Madhukar Dev, “This is yet another milestone for Tata Elxsi, and a big step in our efforts to become a truly globalised organisation.” ●

---

## New line-up from Tata Motors

At the Auto Expo 2010 in New Delhi, Tata Motors launched several new vehicles and demonstrated the depth and breadth of its product portfolio and technology

capability. The display of 37 vehicles included three new Tata vehicles — Aria, Venture and Magic Iris — the all new Jaguar XJ, Land Rover SUVs, Tata Indigo Manza sedans, Tata Indica Vista hatchbacks, and the Tata Safari, Sumo Grande MK II, Xenon XT and two specially conceived Tata Nano models. The commercial vehicles range includes a brand new Starbus platform, the Prima range of world standard trucks, CNG-fuelled pick-up vehicles and a Winger-based special application.

The technology capability on show included environment-friendly hybrid and electric powertrains, and lightweight vehicle architecture, besides new drive technologies, infotronics and passenger comfort, safety and entertainment systems. Tata Sons and Tata Motors Chairman Ratan Tata said, “The range of vehicles is representative of our technology base and the direction our brands are taking in pursuing market opportunities. The company is focused on meeting the full range of customer needs while being conscious of the environment.” ●

---

## Tata Power signs JV

Tata Power has joined hands with Norway's fast-growing, renewable energy company, SN Power in a 50:50 joint venture to develop hydroelectric power projects in India and Nepal. Tata Power and SN Power aim to produce 2,000MW through hydropower by 2015 and a total of 4,000MW by 2020. They are looking at potential opportunities based on the reserves of renewable energy in the

Himalayas and also considering to co-develop the Tamakoshi 3 project in Nepal to which SN Power holds licence rights.

“We look forward to working together to jointly develop efficient, high-quality and sustainable projects,” said Banmali Agrawala, executive director, strategy and business development, Tata Power. Øistein Andresen, president and CEO of SN Power, commented, “Through this partnership, we will be able to explore business opportunities and take on new and needed development projects in this high-potential region.” ●

---

## Spread your wings

For Indian scholars looking to study at some of the top universities around the world, help and support is available in the form of scholarships from the JN Tata Endowment.

The endowment was set up in 1892 by the Founder of the Tata group, Jamsetji Tata. Annually, the endowment selects around 120 scholars for higher studies abroad. Over the years, several JN Tata Scholars have distinguished themselves in various walks of life. The endowment awards loan scholarships for higher studies in all disciplines and subjects. The programme is open to all Indian nationals and includes graduates, students in the final year of a degree course and mid-career professionals upto the age of 45 years, who plan to go abroad for research, specialisation or training. The endowment has invited applications for the academic year 2010-2011. ●

