



BRANDSCAPE



THE TATA PROMISE

What makes a customer pick up a Titan watch from the plethora of brands in the market? Or select a Tata Safari rather than some other SUV? Why does a woman implicitly trust the purity of Tanishq jewellery? What makes a new brand like Himalayan find easy acceptance in the mineral water market? The Tata name of course.

“I think the world over, realisation has dawned that, as economies develop and consumers have more spending power, people don’t buy products; they buy a promise,” R Gopalakrishnan, executive director, Tata Sons, had said way back in 2001, in an interview to the group website tata.com. “The future,” he had predicted, “will undoubtedly belong to the brand — and the Tatas will not be left behind.” His belief has been more than justified: the Tata marque has become a symbol of quality, reliability, and real value, not just in India but in other parts of the world too.

Think Tata, and words like ‘nation-building’, ‘service to the community’, ‘strong values’, come to mind. See the Tata marque on a product, and you are insensibly reassured about its price, quality and safety. This strong brand equity is not of recent origin; its foundation was laid by Jamsetji Tata himself, more than a century ago, at a time when ‘brand’ and ‘branding’ had a totally different connotation. The brand values have endured and been enhanced because succeeding generations of Tata leaders have continued to preserve and enhance this priceless legacy, even when they ventured beyond the shores of India.

The Tata name now adds lustre to an amazing range of products and services in 80 countries across the world. In tandem with the increasing international footprint of its companies, the group is also gaining international recognition. Brand Finance, a UK-based consultancy firm, recently valued the Tata brand at \$11.4 billion and ranked it 57th amongst the Top 100 brands in the world. BusinessWeek ranked the group sixth amongst the ‘World’s Most Innovative Companies’ and the Reputation Institute, USA, recently rated it as the ‘World’s Sixth Most Reputed Firm.’

“Globally, Tata stands for different businesses in different countries,” says Mr Gopalakrishnan, “But, whether it adorns an Indica in India, a TCS service in North America or a Tetley product in the UK, the Tata brand promise shines through: Leadership with trust.”

We salute the sterling attributes of this unique marque with a pictorial parade of some of our key brands.

