

NEWS SNAPSHOTS

Bringing home the first Tata Nano



Ratan Tata, Chairman, Tata Sons and Tata Motors, handing over the keys of the first Tata Nano to Ashok R Vichare of Mumbai in July 2009. Tata Motors announced the names of the first 100,000 owners of the Tata Nano from among the 206,703 applicants

Jaguar Land Rover enters India

The month of June 2009 saw a key development in Tata Motors with Jaguar Land Rover (JLR) launching its brands in India. The vehicles are retailed through JLR's flagship showroom at Ceejay House in Mumbai.

Jaguar, well-known the world over for its fast cars and sedans, sells the Jaguar XF, XFR and XKR models in India. Land Rover, maker of versatile and luxurious all-terrain vehicles, launched the sports tourer Discovery 3, the Range Rover Sport and the classic 4x4 Range Rover models.

In September, the company added the Freelander 2 to the mix of vehicles. The showroom aims to establish a benchmark experience in luxury car sales. The dealer network is expected to be fully developed by 2010.

The JLR brands have entered India at a time when the domestic auto market is showing positivity and car sales have started registering a strong upward trend. Speaking at the

launch, Ratan Tata, Chairman of Tata Sons and Tata Motors, said: "We hope that the Jaguar Land Rover brands will delight customers in India just as they have done in markets the

world over." David Smith, CEO of Jaguar Land Rover, added: "It is an exciting time to be entering the Indian market, a country with increasing affluence and an economy which is still growing. We believe that the Indian market holds significant growth potential in the long term, and we hope to tap the demand for premium vehicles from discerning customers."

Both brands' portfolios will expand through a series of exciting new segment entries that build on Jaguar's and Land Rover's designs, performance and technology excellence. In addition, a new generation of lightweight sedans, sports cars and premium SUVs, with hybrid and electrification technology, will significantly reduce fuel consumption and CO₂ emission.

Some £800 million have been dedicated to environmental innovation, which will in part be supported by European Investment Bank funds. Finally, there will be additional derivatives and powertrain variants from core model lines.

The plan includes a production version of the LRX Concept, which will be the smallest, most fuel-efficient Range Rover ever. It will be built in the world-class, multi-award winning Halewood plant in Liverpool, subject to quality and productivity agreements. ●



Bollywood actor Shahid Kapoor receiving the keys of the newly-launched Range Rover Model Year 2010 from Ratan Tata, Chairman, Tata Sons and Tata Motors, at the Jaguar Land Rover showroom in Mumbai on November 2, 2009

Luxury offerings from Titan

Titan Industries has made strong advances into the premium customer segment by launching high-end retail outlets that cater exclusively to the topmost bracket of customers.

Helios: In January 2009, Titan piloted Helios as a multi-brand watch store retailing premium brands catering to the discerning watch customer, in order to exploit the growing opportunity in the premium watch segment. Says Shyamala Ramanan, senior marketing manager, Titan Industries, "By bringing so many reputed and premium watch brands under one roof, Titan offers an entirely new experience of watch shopping to our customers in Bangalore. The store is a natural extension for Titan."

Helios targets premium luxury watch buyers that seek a wider choice of



brands and products. The Helios store houses what is possibly the largest number of watch brands under one roof, with more than 40 brands and over 2,200 watches on display across a spacious 2,600 sq ft (at least two times the size of an average World of Titan store). The brands include Titan, Tommy Hilfiger, Fossil, Guess, Roberto Cavalli, Emporio Armani, Hugo Boss, Versace, Movado, Raymond Weil and Baume & Mercier. The price range is between Rs3,500 to Rs25,000.

Says Ms Ramanan, "This year we plan to pilot this format across three different towns. With the learning from this, the company plans to seek board approval and hopefully roll out up to 50 stores in the next three years."

Zoya: Tanishq launched the Zoya line of luxury boutiques in Delhi and Mumbai earlier this year to offer an

exclusive experience for high-end customers. The stores offer design-differentiated products in an elegant, world-class ambience and a totally indulgent service. Says C Venkatraman, COO, Tanishq, "The discerning upper



class customers in India are used to the customised treatment of the large jewellers or individual designers / boutiques. Our dream for Zoya was to offer a very sophisticated and professional version of those."

Zoya differs from Tanishq in several aspects. The product range at Zoya is more eclectic, to cater to the widely-travelled customer. Equal emphasis is given to western aesthetics of jewellery design as to traditional Indian aesthetics. Zoya is essentially a diamond boutique, while Tanishq carries the entire range of 22-karat jewellery as well. Zoya price points start around Rs25,000, while Tanishq starts as low as Rs2,500. ●

New hope

The Tata Medical Center, the new cancer speciality hospital in Kolkata, expected to be commissioned in early 2010, is proceeding on schedule.

The center, planned on the lines of the Tata Memorial Hospital in Mumbai, will focus on providing affordable patient service, with an infrastructure that is up-to-date. There is a strategic alliance between the two hospitals in the project phase on all medical aspects, predominantly in the area of recruitment and equipment procurement. In the operational phase, the two hospitals will be linked via telemedicine; a system of two-way referrals, follow-ups, exchange programmes of key personnel, etc will be set up.

The 150-bed facility will cater to



about 100,000 patients every year. A significant number of these will be from the underprivileged community. The center is considering recruiting medical social workers who will be trained in income-screening and charging what is affordable to the patient.

Technology in the form of telemedicine and cyber consultation will play a key role in the center's operations as it will be linked to other primary hospitals across the eastern and north-eastern regions. The center will only handle those cases full-time that cannot be dealt with via remote technology.

The new center will come equipped with state-of-the-art medical technology and equipments, such as Image-Guided Radiotherapy, a Siemens Biograph 64 PET/CT scanner, tomotherapy and Novalis Tx external beam therapy with on-board imaging (for high-precision radiotherapy). Molecular diagnostics testing is a new offering, along with the very latest in operating theatre and intensive care equipment. The patient monitoring equipment will be networked to enable remote monitoring from outside the hospital (a virtual ICU). A pneumatic chute system will be deployed to transport samples, drugs, documents and other consumables.

The project cost of Rs330 crore has been entirely funded by the Tata Trusts and Tata companies, with more than two-thirds of the funds coming from the Sir Dorabji Tata Trust, the Sir Ratan Tata Trust and the Jamsetji Tata Trust. There are also plans to form a corpus by inviting funding from outside. The center has hired a professional fundraiser in the US to coordinate this activity.

The center foresees voluntary organisations participating in several areas including preventive oncology, providing volunteers at the hospital to aid in patient care, patient navigation and operating the dormitory facility. ●