

Tata emerges as the only Indian brand among the Top 100 brands in the world

- Value of Tata brand value rose by 37% percent from last year to \$19.5 billion

Mumbai, January 27, 2019: The 'Tata' brand has entered the list of top 100 most valuable brands according to the Brand Finance Global 500 2019 report released at the World Economic Forum in Davos. Climbing from the 104th position to 86th position this year, the Tata brand is the only Indian brand in the Top 100.

The total value of brand 'Tata' increased 37 per cent to \$19.5 billion in 2019 from \$14.2 billion a year ago.

According to Brand Finance, a leading brand valuation and strategy consultancy, the increase in the valuation of the Tata brand is the result of:

- Improved performance of key Tata companies which include Tata Consultancy Services, Tata Motors and Tata Steel
- Inclusion of a wider number of Tata entities for a more segmented and complete view of the Tata Group Brand Value
- Increase in the Tata group's overall brand strength

Mr. N Chandrasekaran, Chairman, Tata Sons said, "TATA has always been synonymous with trust and leadership and these brand attributes are even more important to all our stakeholders today. This recognition of the strength of our brand will encourage us to drive our businesses in a socially responsible manner globally while continuing to strive for excellence through innovation and entrepreneurship

Mr. David Haigh, Chief Executive Officer, Brand Finance, said, "Tata Group has seen an impressive increase in Brand Value in 2019, and have been rewarded by being the only Indian brand within the top 100 most valuable brands in the world. This solid increase in Tata Group's brand value has largely been driven by an outstanding year for Tata Consultancy Services (TCS) who improved on their Brand Strength and are for the first time rated a AAA brand."

About the Tata Group:

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, headquartered in India, comprising 30 companies across 10 verticals. The group operates in more than 100 countries across six continents, with a mission 'To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust'. Tata Sons is the principal investment holding company and promoter of Tata companies. Sixty-six percent of the equity share capital of Tata Sons is held by philanthropic trusts, which support

education, health, livelihood generation and art and culture. In 2017-18, the revenue of Tata companies, taken together, was \$110.7 billion. These companies collectively employ over 700,000 people. Each Tata company or enterprise operates independently under the guidance and supervision of its own board of directors. There are 28 publicly-listed Tata enterprises with a combined market capitalisation of about \$145.3 billion (as on March 31, 2018). Companies include Tata Consultancy Services, Tata Motors, Tata Steel, Tata Chemicals, Tata Global Beverages, Titan, Tata Capital, Tata Power, Tata Advanced Systems, Indian Hotels and Tata Communications.

For further information, please contact:**Tata Sons**

Sarika Kapoor Chokshi / Harsha Ramachandra

No: 022-66657891 / 7564

Email: skchokshi@tata.com/harsha.r@tata.com**Adfactors PR**

Sayantani Banerjee / Ojasvni Singh

No: 9830035203 / 9538394101

Email: sayantani.banerjee@adfactorspr.com; ojasvni.singh@adfactorspr.com;