

TATA CHEMICALS



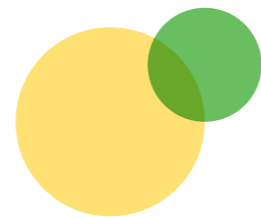
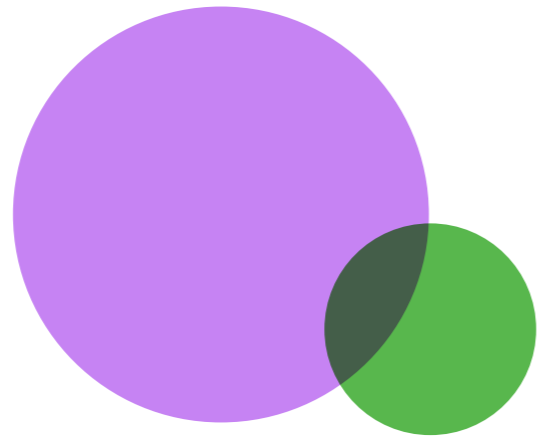
serving society through **science**



living
essentials

farm
essentials

industry
essentials



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From the sun and sea, a dream is born

Tata Chemicals Limited is a global company with interests in businesses that focus on LIFE: Living, Industry and Farm Essentials.

The story of the company is about harnessing the fruits of science for goals that go beyond business.

This story began in Mithapur, Gujarat in western India with the creation of a plant that would raise a wealth of marine chemicals from the ocean, with the potential to touch human lives in many ways. From these humble beginnings a market-leading international business has been created, with operations across four continents.

Tata Chemicals is the world's second largest producer of soda ash with manufacturing facilities in Asia, Europe, Africa and North America. The company's Industry Essentials product range provides key ingredients to some of the world's largest manufacturers of glass, detergents and other industrial products.

With its Farm Essentials portfolio the company has carved a niche in India as a crop nutrients provider. It is a leading manufacturer of urea and phosphatic fertilisers

and, through its subsidiary, Rallis, has a strong position in the crop protection business.

Through its Living Essentials portfolio the company has positively impacted the lives of millions of Indians. Tata Chemicals is the pioneer and market leader in India's branded Iodised salt segment. With the introduction of an innovative, low-cost, nanotechnology-based water purifier, it is providing affordable, safe drinking water to the masses.

The Tata Chemicals Innovation Centre is home to world-class R&D capabilities in the emerging areas of nanotechnology and biotechnology. The company's Centre for Agri-Solutions and Technology provides advice on farming solutions and crop nutrition practices.

The company has also entered into a JV with Singapore's Temasek Life Sciences Laboratory (JOil) to develop jatropha seedlings to enable bio fuels capability.

In line with its mission, 'serving society through science', the company is applying its expertise in sciences, to develop high-tech and sustainable products.

Tata Chemicals' **mission** is 'serving society through science'

Vision

We shall be among the premier chemical companies in the world by:

- Leveraging science to deliver new and innovative offerings
- Enhancing value to our customers
- Delivering superior returns to our shareholders
- Leading in corporate sustainability
- Nurturing innovation, learning through diversity and team work among employees

Values

- Integrity
- Safety
- Excellence
- Care
- Innovation

Measuring Impact

Tata Chemicals' Mission, Vision and Values are deeply rooted in the principles of sustainability.

For the company, sustainability encompasses stakeholder engagement, environmental stewardship, creating economic value, promoting human rights and building social capital. Tata Chemicals supports the UN Global Compact and is committed to reporting its sustainability performance in accordance with GRI guidelines. The company actively works towards improving its eco-footprint with a policy of 'avoid, reduce and reuse'. Resource optimisation, alternative sources of fuel and raw materials, and maximising reuse and recycling are key drivers in operations.

The company has been recognised for its clear commitments to sustainability and its good environmental management practices.

Environment

The company is committed to Responsible Care, a voluntary global initiative by the chemicals industry to promote safety, health and environmental issues. All its operations follow recognised international standards for SHE management. Biodiversity and the protection of local flora and fauna are always given priority.

Community

Tata Chemicals works with NGOs and social organisations to support people local to its operations. Its partnering with communities and employee volunteering are widely recognised.





Meeting everyday needs

The Living Essentials portfolio, comprises of consumer products, including salt, fresh produce, water purifiers and pulses.

'Tata Salt' is a branded iodised edible salt and 'Tata Salt Lite', with 15 per cent less sodium than ordinary salts, caters to the needs of low sodium salt users.

The company's market share of its salt portfolio is about 60 per cent in India's national branded salt segment. Tata Salt has been recognised as one of India's 'Most Trusted Food Brands' by the Economic Times Brand Equity Survey.

To leverage its reach to farmers and housewives, Tata Chemicals launched 'Khet-Se', a 50:50 joint

venture with Total Produce, Ireland, to set up a fruit and vegetable distribution business in India.

To meet the challenge of providing safe drinking water to India's population, Tata Chemicals launched 'Tata Swach' – a unique and innovative water purifier that combines low-cost ingredients such as rice husk ash with nanotechnology. The product is a seamless blend of technology, performance, convenience and, above all, affordability to meet the basic everyday need of millions of consumers.

Tata Chemicals also supplies pulses to the Indian market under the 'I-Shakti' brand.



Khet-Se offers hygienically-handled, high-quality fruits and vegetables, delivered absolutely fresh, to its customers

fresh produce

pulses
I-Shakti – a promise of all natural, farm fresh, high-quality, nutritious pulses from a trusted source

Tata Swach water purifier – guarantees to eliminate a minimum 99.99 per cent of harmful bacteria and viruses

water

salt
Tata Salt - the most trusted food brand in India, adding taste to life

Touching billions of lives, everyday

The Industry Essentials portfolio comprises of products that serve as key ingredients in detergents, glass, and chemical processing – products that touch billions of lives, everyday.

Starting as a synthetic soda ash manufacturer in India, Tata Chemicals has grown into a global producer with 60 per cent of its soda ash now natural. Its capacity and scale have been boosted by international acquisitions.

Brunner Mond, now Tata Chemicals Europe Limited, with two production facilities at Northwich, UK, and one at Lake Magadi, Kenya, now Tata Chemicals Magadi Limited, became a part of Tata Chemicals in 2006. Tata Chemicals South Africa Pty Limited and operations at Mombasa have significantly enhanced supply-chain capabilities.

Two years later USA-based General Chemical Industrial

Products, now Tata Chemicals North America Inc., joined the Tata family. In early 2011, British Salt, producing approximately half of the UK's pure salt, used in applications ranging from food processing to chemicals production, became part of Tata Chemicals Europe Limited.

These acquisitions have made Tata Chemicals the world's second largest producer of soda ash with an annual capacity of around 5.5million tonnes.

Tata Chemicals developed its cement business from an environment and sustainability initiative. The cement plant at Mithapur, on the western coast of India, consumes the solid waste generated during the manufacture of synthetic soda ash.

Thousands of tonnes of soda ash effluent have been converted into cement. This is then used for high quality construction projects.



★ Facilities * Markets

glass

Soda ash reduces the melting temperature of the sand used to produce glass, making it malleable and allowing shaped products to be manufactured

detergents

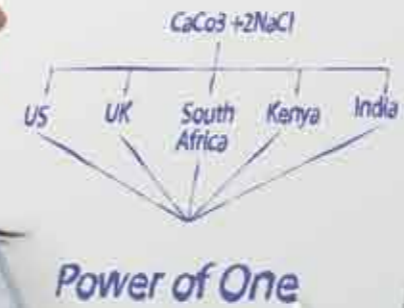
Soda ash is a major ingredient in the soaps and detergents that are an integral part of daily life

Sodium bicarbonate and PVD salt, are critical ingredients in processed foods

food

Sodium bicarbonate is used as a preferred reagent for flue gas treatment

emissions' scrubbing





Enriching and protecting

The Farm Essentials portfolio comprises a full spectrum of products and services that improve the yield of farmlands in India.


Products include fertilizers, pesticides, specialty nutrients, seeds and agri-services. The company is the pioneer of crop- and region-specific customised fertilizers. Its products provide balanced crop nutrition to the soil, boost productivity and improve the overall quality of farm yields.

Tata Chemicals has a dominant position in the crop nutrition area. Its Rallis subsidiary is a leader in the crop protection business.

The company produces products from three key agri-nutrients: nitrogen (N), phosphorus (P) and potassium (K). The nitrogenous fertilizer, urea, is manufactured at Babrala in the north Indian state of Uttar Pradesh at one of the world's most energy efficient fertilizer plants. Phosphatic fertilizers DAP and their complexes are manufactured at Haldia in West Bengal and MOP is imported.

Through its network of over 700 Tata Kisan Sansars (farmer centres) in the heartland of India's northern and eastern states, the company helps small farmers enhance yields by providing them with end-to-end solutions. These centres are 'one-stop-shops' giving farmers access to a wide range of resources and services. They stock seeds, pesticides and fertilizers and lease out farm equipment and implements to farmers who cannot afford to buy expensive modern machinery. The centres also provide agronomy services like soil testing, mapping and fertilizer testing. They facilitate credit finance, arrange crop insurance and provide buyback facilities.

The company's extensive expertise in chemicals manufacturing, the agriculture and crop-nutrition space, and its research capability through the Innovation Centre have also manifested in its biofuels business. Tata Chemicals is focused on working with sustainably grown feedstock for first generation bioethanol and biodiesel.



Tata Kisan Sansar – an extensive network of 'one-stop-shops' providing the Indian farmer with cost effective and high-quality end-to-end solutions for all his farming needs

farm services

Tata Chemicals is creating a healthy and prosperous nation with a rich offering of seeds and crop protection products that make farm produce safe and pest free

seeds and pesticides

Boosting productivity and yields to enrich the nation

fertilisers



Patently progressive

Tata Chemicals' Innovation Centre in Pune, India, is a world-class research and development facility. The centre is focused on research into cutting-edge technologies and the emerging areas of nanotechnology, biotechnology and knowledge-based products.

Renowned, highly experienced, and enthusiastic scientists and technicians are creating innovative products that promote 'wellness'.

The Innovation Centre has supported this cause by contributing significantly

to the development of the nanotechnology-enabled cartridge, in the Tata Swach water purifier. Other wellness products in the pipeline include nutraceuticals, developed to improve overall health by preventing the onset of many degenerative illnesses.

The Innovation Centre has tie-ups with leading academic and research institutes across the globe. It is providing technologies to, and servicing, several Tata Group companies as well as many external institutions.

Wellness

Enriching lives through innovative applications of science

Creating an international footprint

Indian roots; global growth

Inspired by the spirit of nationalism, the Tata Group, founded in 1868 by Jamsetji Tata, pioneered several industries of national importance in India including steel, power, hospitality and airlines.

Today, the Group focuses on new technologies and innovation to drive its business across the globe. Two-thirds of the Group's total revenues now come from markets outside India. Tata companies are building world-class, multinational businesses that are achieving excellence and growth, while balancing the interests of shareholders, employees and civil society.

Committed to the cause of nation building and community welfare, two-thirds of the equity of the Tata holding company, Tata Sons, is held by philanthropic trusts.

Recognised internationally as among the world's top brands the Tata brand is lauded for its integrity. Tata companies inspire trust. The 2009 annual survey by the reputation institute covering 600 global companies ranked the Tata Group as the 11th most reputable companies in the world.

Blending its rich heritage with state-of-the-art technology and constant innovation, as a part of this illustrious Group, Tata Chemicals continues to serve society through science, combining the finest of the old with the best of the new.

For further information on the Tata story visit www.tata.com

Innovation Centre at Pune launched to develop **world-class R&D** capability in the emerging areas of nanotechnology and biotechnology

First step towards **internationalisation** with stake in Indo Maroc Phosphore SA (IMACID) along with Chambal Fertilisers and global phosphate major, OCP of Morocco

Brunner Mond Group, one of the world's **leading manufacturers of soda ash** with manufacturing facilities in the UK and natural soda ash at Lake Magadi, Kenya becomes part of the Tata Chemicals family

Acquires US-based General Chemical Industrial Products to become the world's **second largest soda ash manufacturer**

Acquires an equity stake in JOil (Singapore), a jatropha seedling company and **boosts bio-fuels capability**

Acquires 100 per cent of South Africa's Grown Energy and a 95 per cent stake in Grown Energy Zambeze to **build bio fuels capabilities** in Mozambique



2004

2005

2006

2007

2008

2009

2010

2011

LOCATIONS

Registered corporate office
Tata Chemicals Limited
Bombay House
24, Homi Mody Street
Fort, Mumbai 400001 India
Tel: +91 (0)22 6665 8282
Fax: +91 (0)22 6665 8143/44

**Tata Chemicals
Europe Limited**
Mond House, Winnington Lane
Northwich, Cheshire
CW8 4DT UK
Tel: +44 (0) 1606 724000
Fax: +44 (0) 1606 781353
Sales: +44 (0) 1606 724175

**Tata Chemicals
North America Inc.**
120, Eagle Rock Avenue
East Hanover,
New Jersey 07936 USA
Tel: +1 (973) 599-5500
1800 819-8568
Fax: +1 (973) 599-5501

**Tata Chemicals
Magadi Limited**
PO Box 1 - 00205
Magadi Kenya
Tel: +254 (20) 699 9000
Fax: +254 (20) 699 9358

**Tata Chemicals
South Africa Pty Limited**
140 Johnstone Road
Maydon Wharf
Durban 4000 South Africa
Tel: +27 (0) 31 2059252
Fax: +27 (0) 31 2051811

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