

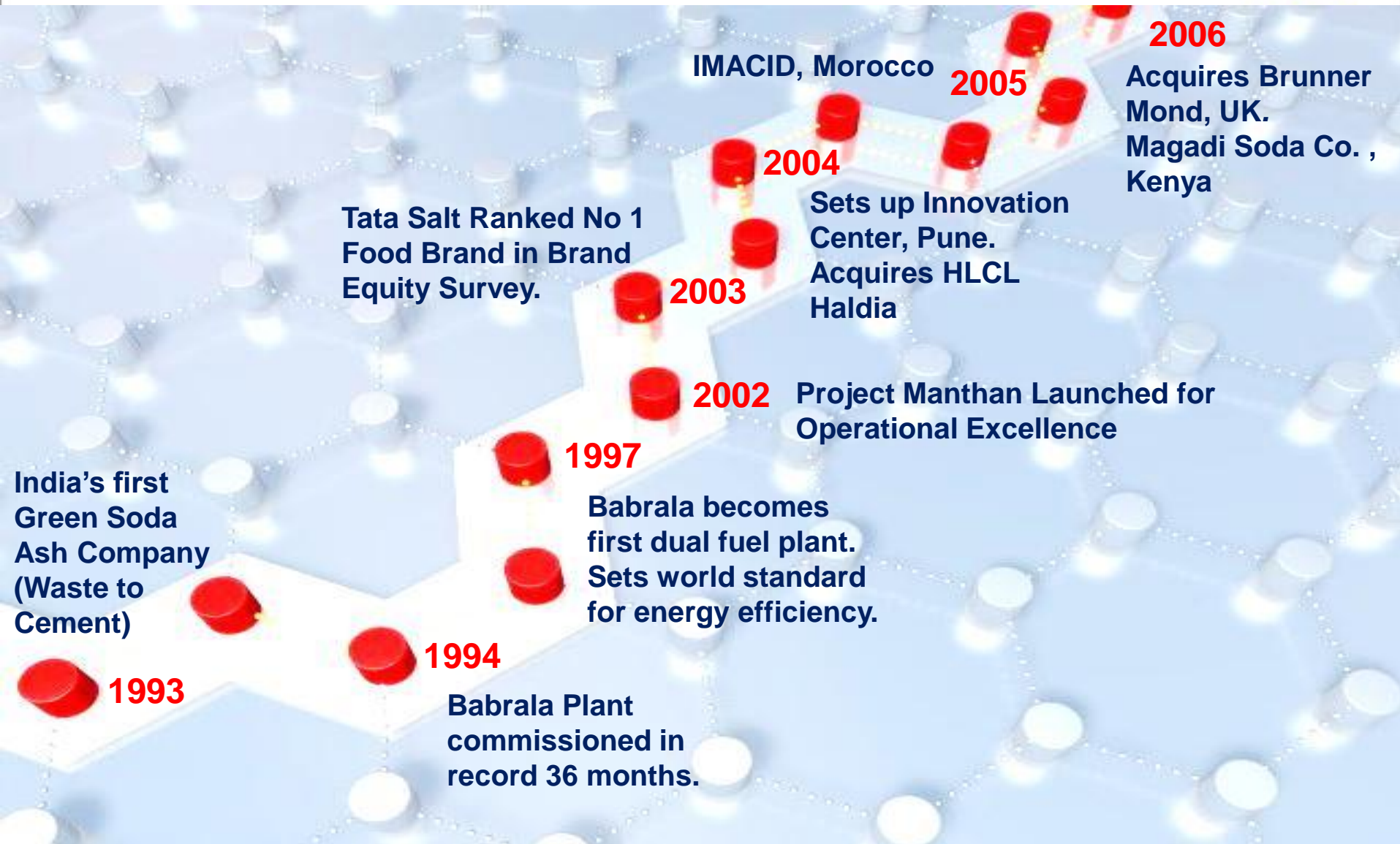


*It's all about
Life*

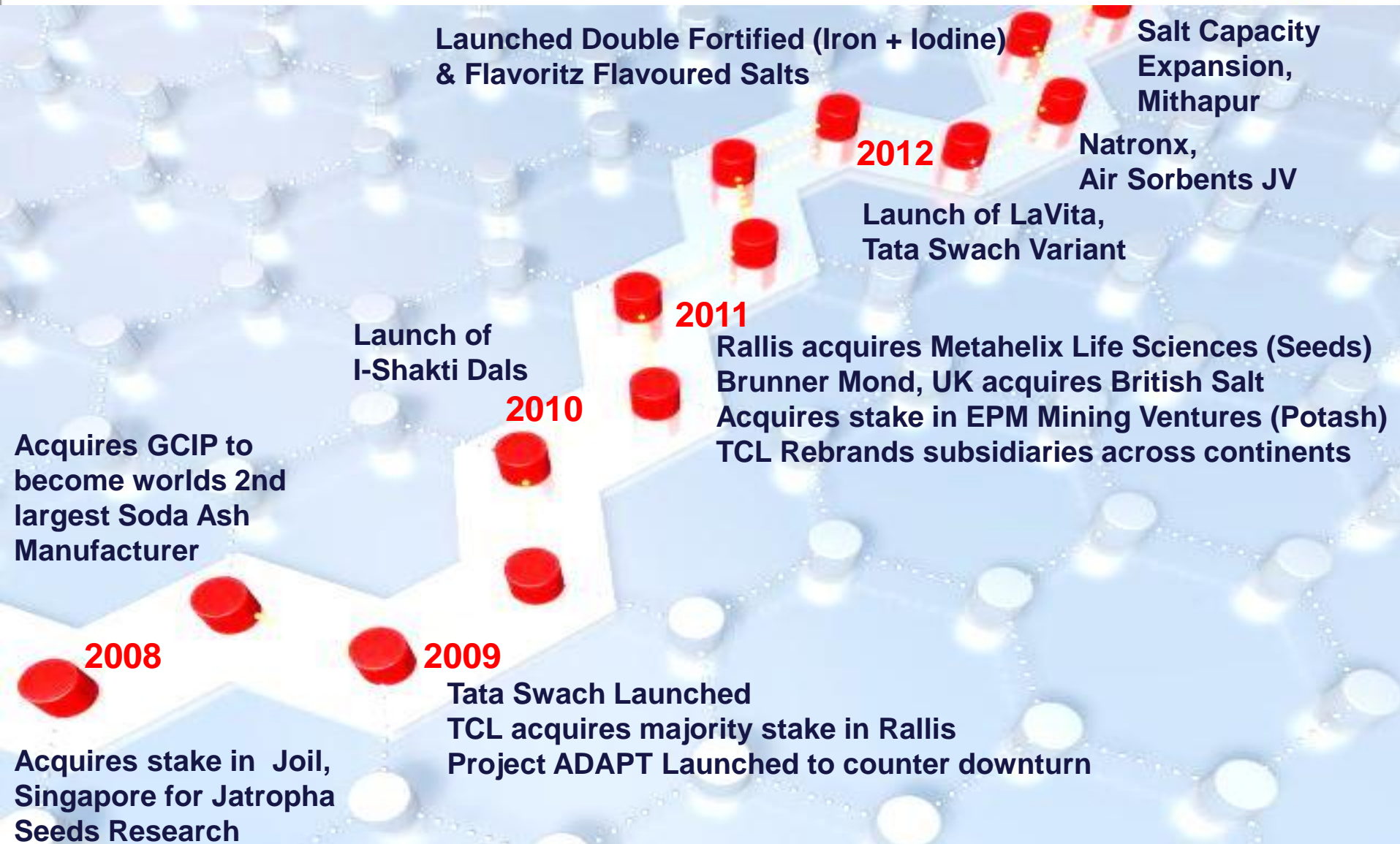
Annual General Meeting

22nd August 2012

Our Growth Catalysts – 1992 to 2012



Our Growth Catalysts – 1992 to 2012

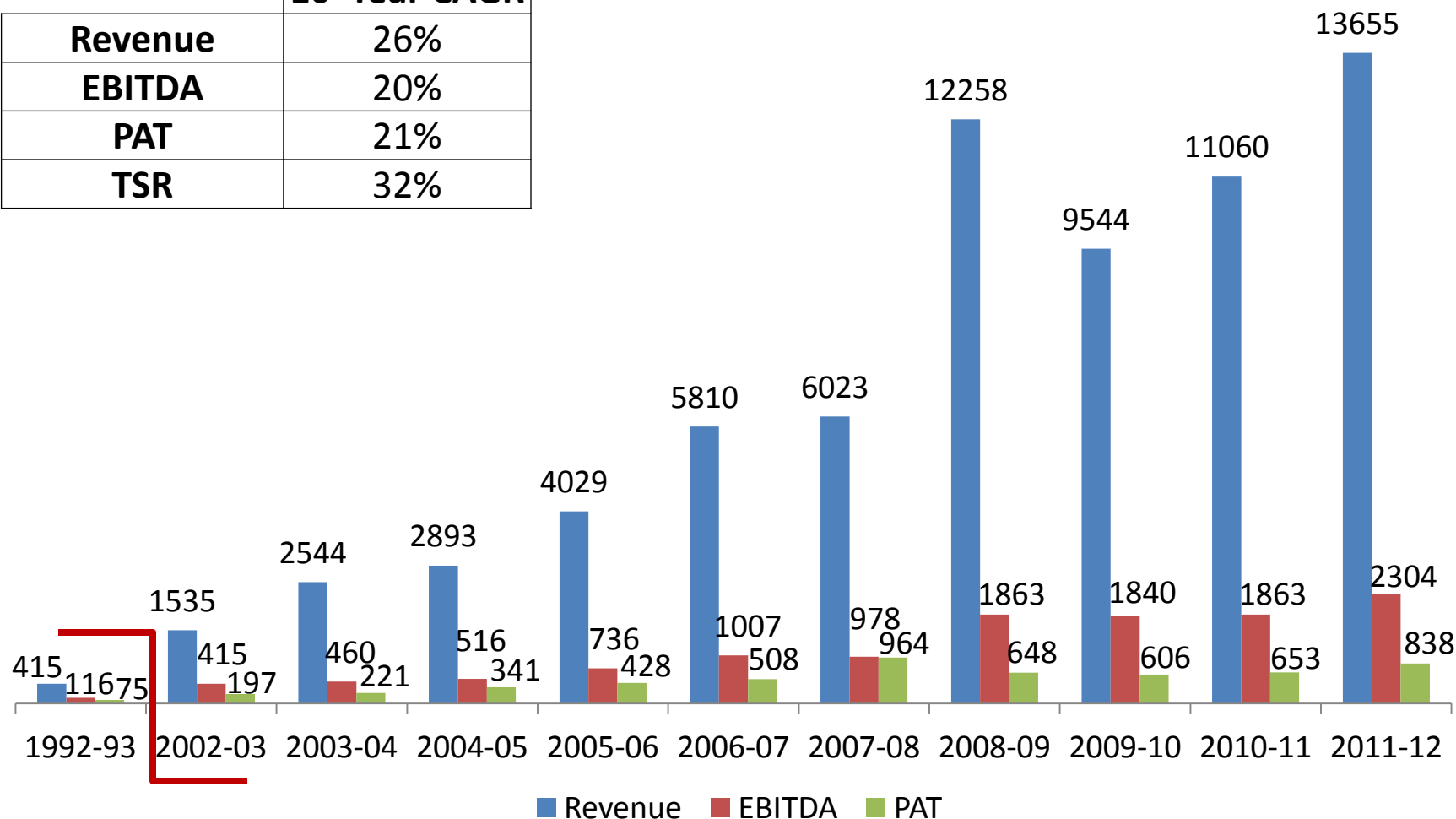


Consolidated Financial Performance



Rs Crores

	10 Year CAGR
Revenue	26%
EBITDA	20%
PAT	21%
TSR	32%



Economic uncertainty in the Eurozone & USA; Slowing growth in developing economies



Sovereign Debt Crisis in Europe

European markets are undergoing a period of great stress which will continue to affect demand



Slowing growth in India

India's GDP grew at 6.9% in FY11-12 compared to an average of 8.7% growth from 2005-06 to 2010-11



Firm commodity prices

Oil prices crossed USD 125/barrel in early 2011. Price increase in foods and essential commodities continued to fuel inflation



Adverse Weather Conditions

Delayed and inadequate monsoons. Drought conditions in several parts of the world including US, fueling inflationary pressures

Our Focus on Value Creation in 2011-12



Introduction of differentiated products

- Tata Salt Plus (Iron Fortified Salt)
- Flavoritz (Flavoured Salt)
- Expansion of I-Shakti Pulses



Expansion of key product lines

- 100,000 MT debottlenecking of Soda Ash capacity in US
- 50,000 MT debottlenecking of SSP unit at Haldia
- 180,000 MT expansion of Salt capacity at Mithapur



Focus on innovation & technology

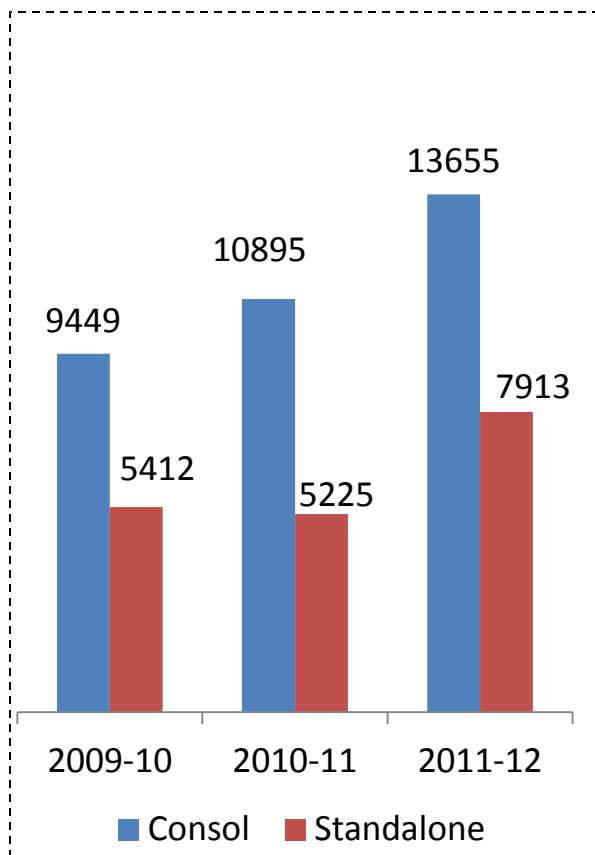
- 33% stake in Nantronx, US (Air Sorbents)
- Construction of an oligosaccharides unit in Chennai
- Expansion of Innovation Centre facility in Pune



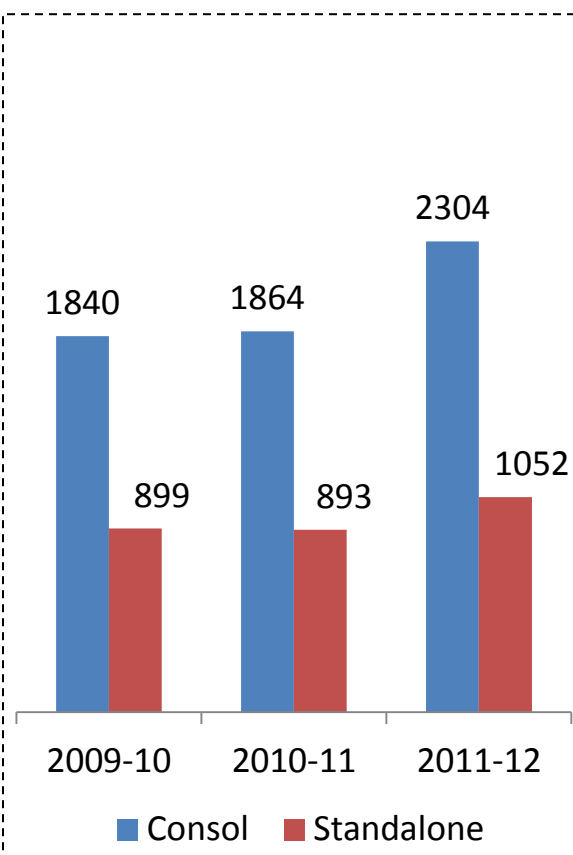
Financial Performance : Consolidated & Standalone



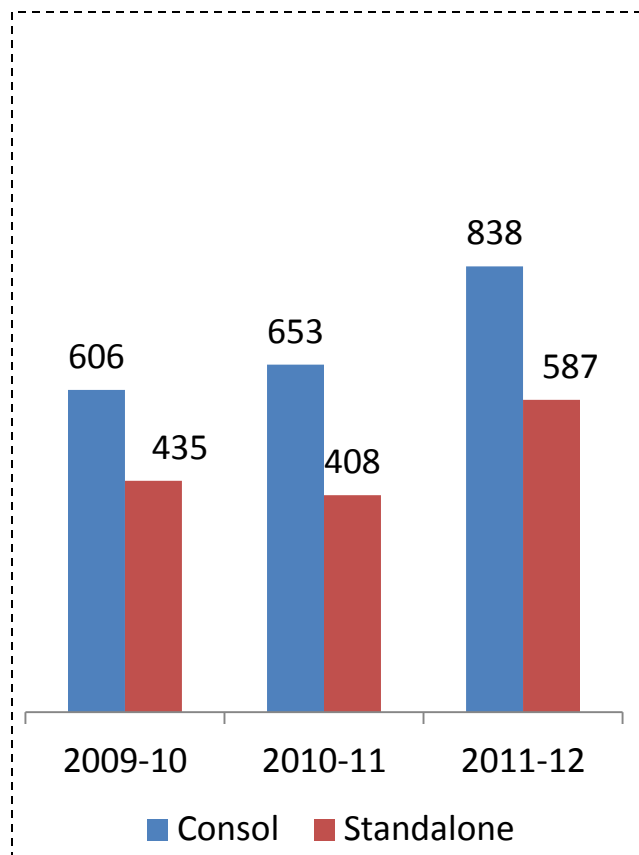
TURNOVER (Rs Cr.)



EBITDA(Rs Cr.)



PAT (Rs Cr.)



Q1 Update



Key Highlights Q1 FY13



Industry Essentials

- In India – Soda Ash demand is expected to increase by 5 – 7%
- Mithapur, TCEL, TCNA bottom line performance better than Q1 FY12
- Magadi performance affected by floods



Farm Essentials

- Babrala plant shut down for Ammonia converter replacement
- Phos acid pricing issue halts Haldia operations
- IMACID production impacted due to delay in price agreement



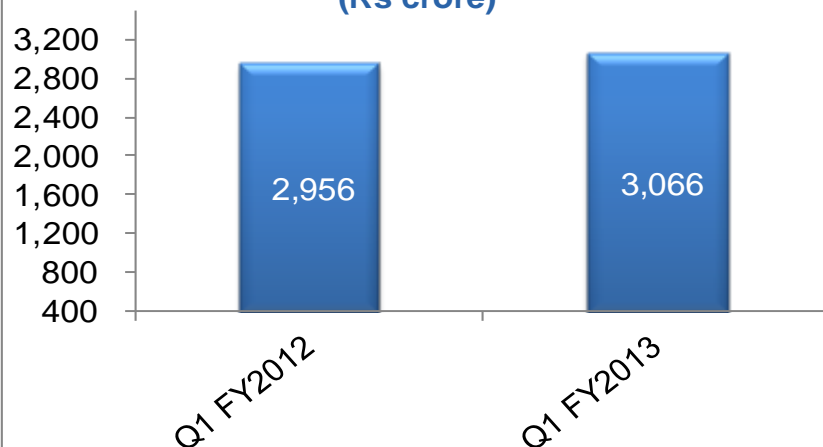
Living Essentials

- Launched Double Fortified Salt and Flavoritz
- I-Shakti Dals available in 21 states across the country
- Tata Salt retains brand leadership with 64.7% market share

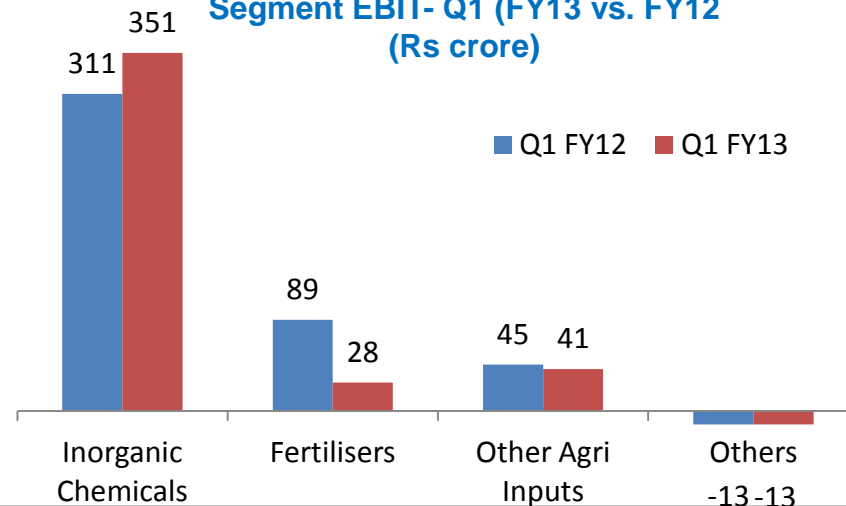
Q1 FY 13 Performance



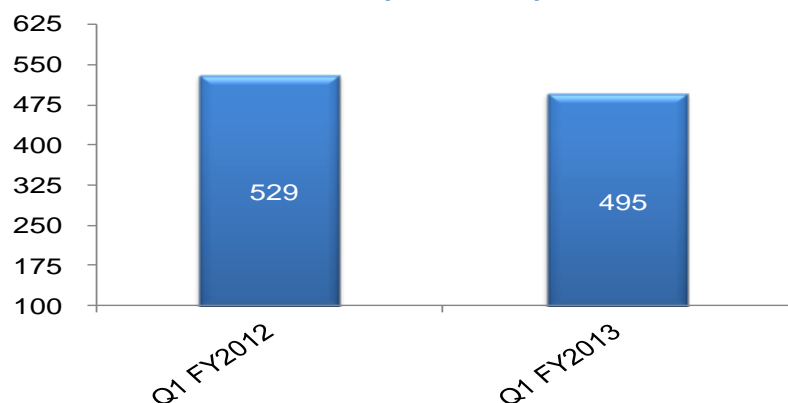
**Q1 FY13 Net Income from Operations
(Rs crore)**



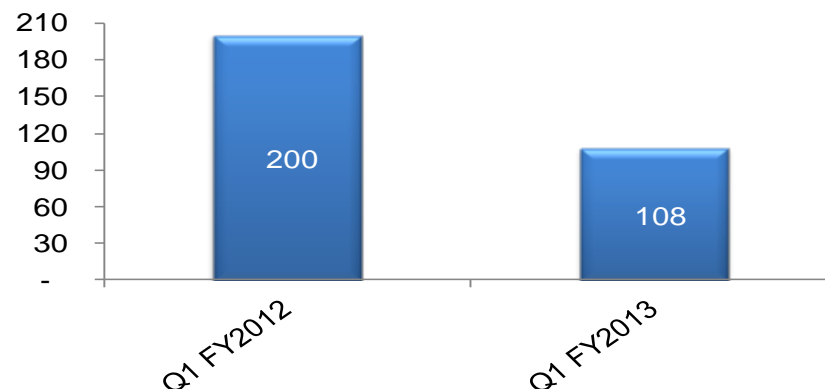
**Segment EBIT- Q1 (FY13 vs. FY12)
(Rs crore)**



**Q1 FY13 Profit from Operations
(Rs crore)**



**Q1 FY13 PAT (Post MI)
(Rs crore)**



Current Update on Operations

- Haldia operations resumed post finalization of Phos Acid prices
- Babrala operations are now stable and in line with expectations
- IMACID resumed production with effect from 2nd June 2012
- Magadi taking all the steps to face the challenges posed by the floods





Enhancing the Consumer Face of Tata Chemicals



Enhancing the Consumer Face of Tata Chemicals

Enhancing the Product Portfolio

- Consumer Products
- Specialty Agri Products
- Specialty Industrial Chemicals - BiCarb

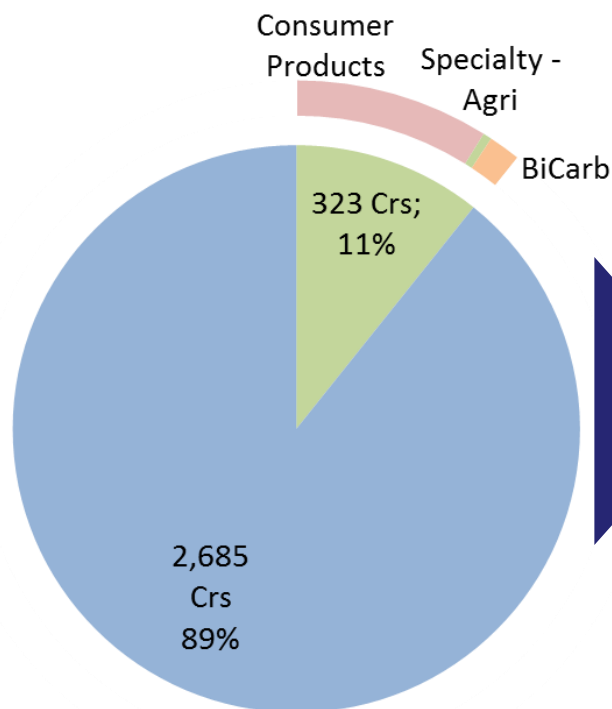
Enhancing Consumer Reach

- Urban Connect
- Rural Connect

Enhancing the Product Portfolio

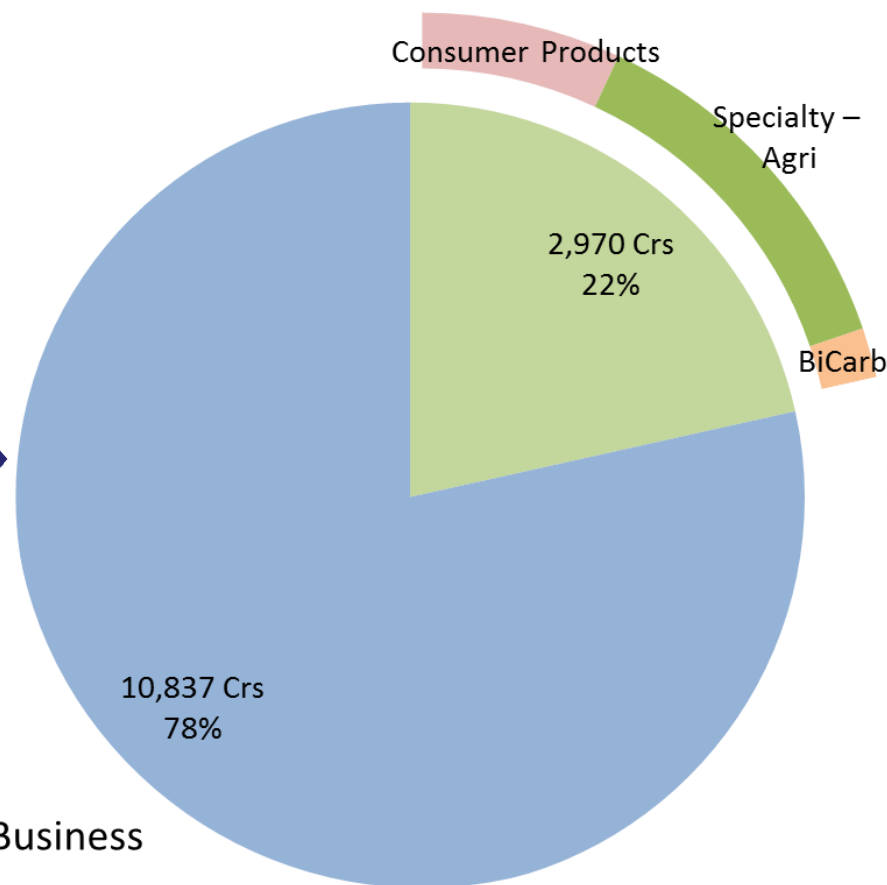


FY 04-05



Specialty + Consumer Business
Bulk Business

FY 11-12



Expanding the Consumer Products Portfolio



Launch of i-Shakti Pulses



Launch of Tata Salt Plus



Launch of Tata Salt Flavoritz



Launch of Tata Swach Water Purifier



Launch of Tata Salt Lite



Launch of I-Shakti



Launch of TATA SALT

2012

2011

2010

2008

2007

1983

Foray into the Unregulated Farm Essentials Market



Metahelix



Specialty Fertilizers



Customized Fertilizers



Rallis

Branding the Bi Carb

Hemokarb™



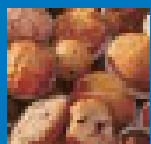
- For Haemodialysis

Pharmakarb®



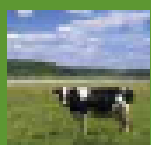
- For Pharma Applications

Sodakarb™



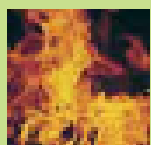
- For Food Applications

Alkakarb®



- For Animal Feed

Briskarb®



-For Flue Gas Treatment

Technical



- For General Chemicals

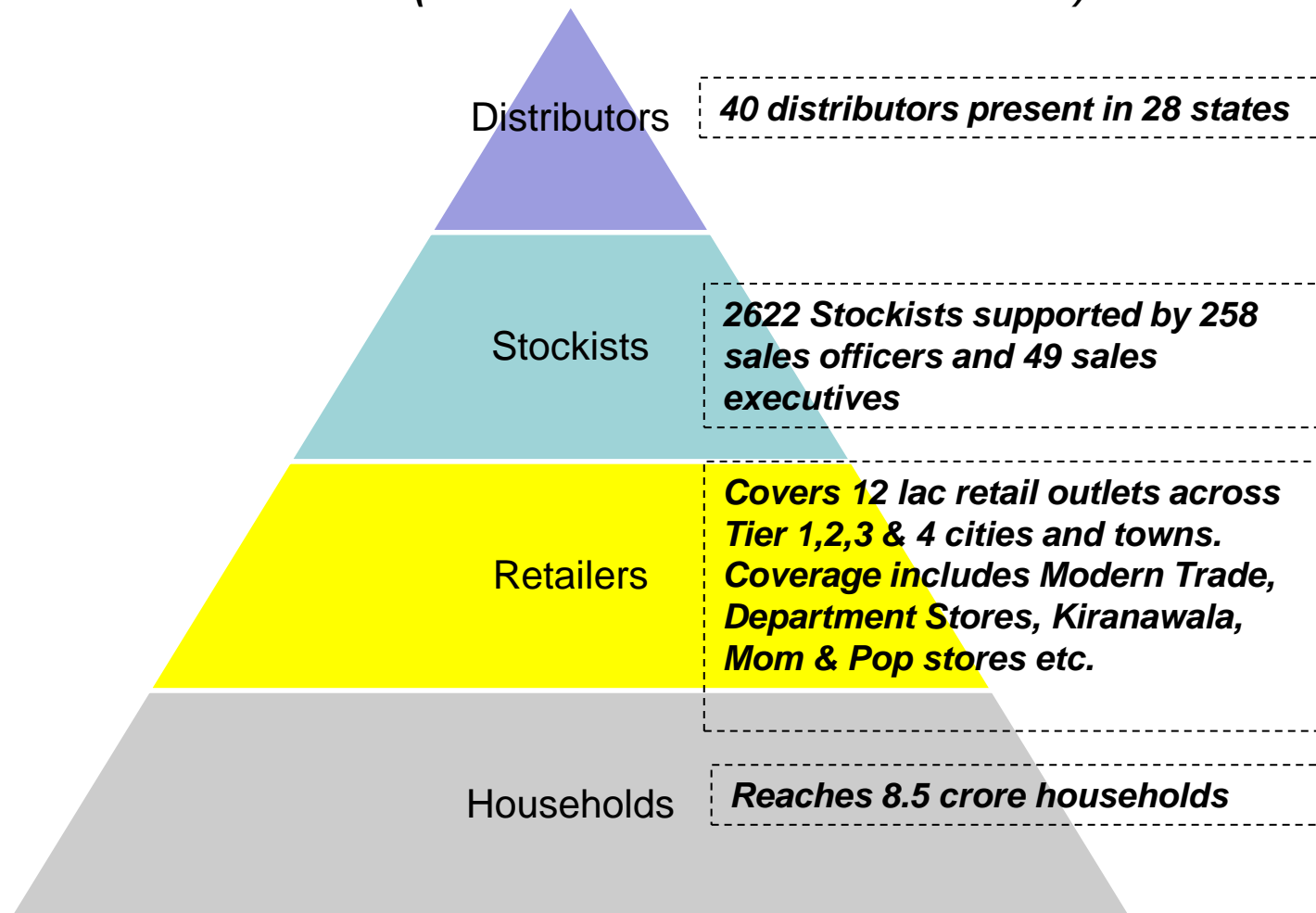


Enhancing Consumer Reach

Urban Connect



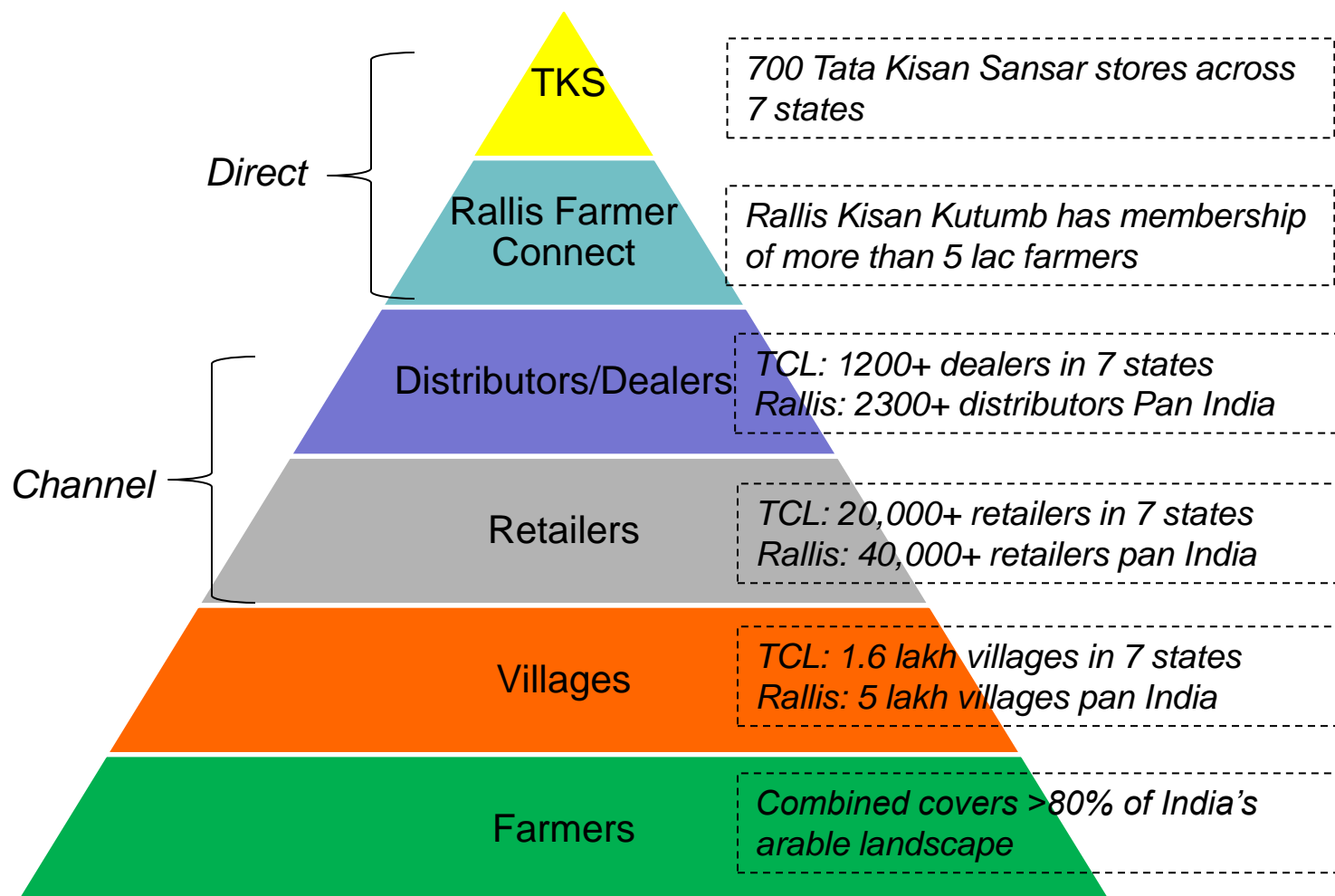
Tata Chemicals network reaches > 8.5 crore Indian households primarily urban of a total of 24 crore households (~ 7.1 crore urban & ~16.6 crore rural)



Rural Connect



Tata Chemicals & Rallis network combined covers >80% of India's arable landscape

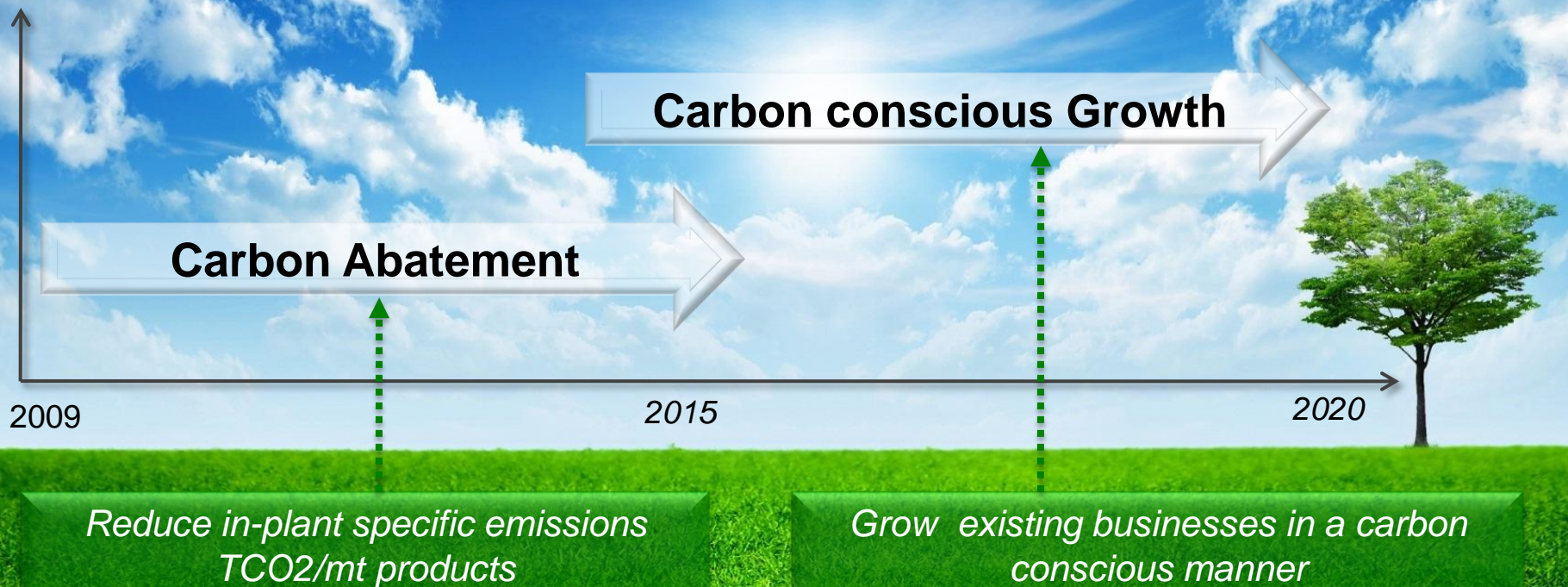


Climate Change

TCL - Committed to Climate Change Initiative



4 CDM projects registered and 44,942 mt Certified Emission Reductions (CERs) earned so far



TCL Goal - 20% reduction in carbon intensity of all products by 2020



Community Engagement

Our Initiatives

Environment Conservation



- Integrated Agriculture Growth
- Animal Husbandry
- Pond Management
- Water & Salinity Ingress Management

Natural Resource Management



- Lion Conservation
- Eco Clubs
- Rural energy
- Save the whale shark & coral reef campaign
- Bio-diversity Reserve

Livelihood Support & promotion



- Rural Enterprise Development
- Okhai Handicrafts
- Uday – Rural BPO
- Self- help groups & Group Enterprise
- Okhamandal Livelihood project

Health, Education, Infrastructure



- Swach Jal Mission
- Brick paved tracks
- Divya Dristi (Eye Camps)
- Medical Camps

Awards & Recognitions

Excellence

- Voted by Consumers as the “Product of the Year - 2012” - Tata Swach
- National Award for “Significant Achievements in Employee Relations”
- Mother Teresa Award for Corporate Citizen 2011

Corporate Sustainability and SHE

- Listed in top 5 companies at the FE - EVI Green Business Leadership Awards
- CII - ITC Sustainability Awards 2011

Communications

- 11 Awards including the ‘Champion of Champions’ Trophy at the 51st Annual ABCI Awards

Knowledge Management

- Asia’s Most Admired Knowledge Enterprise (MAKE) winner 2011 Product

Finance

- SAFA Best Presented Accounts Award





Tata Chemicals Consumer Brand Campaigns



Thank You