

Tata Values

The following 5 Tata Values should be the driving force for all Tata businesses as they work towards delivering sustainable profitable growth in their respective sectors:

Integrity

We will be fair, honest, transparent and ethical in our conduct; everything we do must stand the test of public scrutiny.

Excellence

We will be passionate about achieving the highest standards of quality, always promoting meritocracy.

Unity

We will invest in our people and partners, enable continuous learning, and build caring and collaborative relationships based on trust and mutual respect.

Responsibility

We will integrate environmental and social principles in our businesses, ensuring that what comes from the people goes back to the people many times over.

Pioneering

We will be bold and agile, courageously taking on challenges, using deep customer insight to develop innovative solutions.

The value of '**Pioneering**', to celebrate our rich legacy of being pioneers and innovators, has replaced the earlier value of '**Understanding**', as the essential elements of 'Understanding' have been adequately covered under 'Unity' and 'Responsibility'.

Let us use these values as a guiding force in our everyday lives.