

Journey towards operational excellence

Through the decades of change that the world has witnessed, the Tata Steel group has continually focussed on driving and maintaining **excellence in operations**. This has found expression in a relentless drive for excellence in process, product and people; a culture of continuous improvement; and a spirit of innovation that has helped the Tata Steel group sustain growth through turbulent times.

With the world going through perhaps one of the longest and most sustained slowdowns in economic history, Tata Steel has successfully withstood this scenario, thanks to a **long-term strategy and vision**. With a continued focus on enhancing its competitiveness, Tata Steel has initiated several strategies that have enabled it to grow sustainably. The **continuing integration** of its processes have enabled it to increase efficiencies. Added to this is the enduring commitment of **giving back to society** that helps make the vision of **sustainable growth** a reality.

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The Annual General Meeting will be held on Thursday, 14th August, 2014 at Birla Matushri Sabhagar at 3.00 p.m. As a measure of economy, copies of the Annual Report will not be distributed at the Annual General Meeting. Shareholders are requested to kindly bring their copies to the meeting.