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**PRESS RELEASE**

## **TATA STEEL WINS DEMING GRAND PRIZE 2012**

*~The First Integrated Steel Company in the World to win this Award ~*

**Jamshedpur, October 9, 2012** – Deming Grand Prize (DGP) is the highest honor in Quality, awarded to a company for excellence in Total Quality Management (TQM). The award is given by the Japanese Union of Scientists and Engineers (JUSE) to companies for demonstrating practicing of TQM in the areas of production, customer service, safety, human resource, corporate social responsibility and environment etc. Worldwide, 22 companies have won the DGP since the time it was instituted in 1969, of which 3 are Indian companies.

Tata Steel has created history by becoming the **first integrated steel company in the world to be awarded the coveted DGP.**

The award was notified today by the Deming Prize Committee instituted by the JUSE, the apex body spearheading the quality movement. The formal award ceremony will take place on November 14, 2012 in Tokyo.

Tata Steel has been on the TQM journey for over two decades. This has helped Tata Steel conduct its business in an effective and efficient way. Tata Steel's drive towards TQM resulted in several recognitions such as the Tata Business Excellence Model Award, JRD QV Award and the Deming Application Prize. This has enabled the company to address different phases of its business environment and its growing aspirations.

Mr. H M Nerurkar, Managing Director thanked all the employees of Tata Steel, its customers and key stakeholders who have consistently embraced the culture of TQM and demonstrated great teamwork.

Mr. Nerurkar, while expressing satisfaction over this accomplishment said, *"Looking into the future when Tata Steel sets out to realize more challenging targets in an increasingly uncertain environment with multiple and new stakeholders, I am confident that the TQM journey will help us in sustaining the positive energy in the entire organization enabling the achievement of customer focused business goals."*

### **About Tata Steel**

Tata Steel, one of the largest companies of the Tata Group, was founded by J N Tata in 1907 in pursuit of his dream of an independent and prosperous India. It is Asia's first integrated steel plant engaged in mining of raw materials, production and rolling of steel and marketing and sales of end products.

It has pioneered in introducing many physical and social infrastructures in the country which includes creation of the first planned city of India called Jamshedpur. Tata Steel encouraged the formation of India's first Workers' Union, which was established in March 1920.

**TATA STEEL LIMITED**

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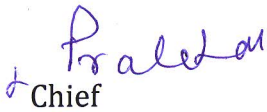
Tata Steel is the world's seventh largest steel producer (as per World Steel Association) with its annual crude steel capacity of about 26.5 mtpa and a turnover of Rs. 1,32,900 crores (US\$26.13 billion) for the year ended on March 31, 2012.

Tata Steel, a Fortune 500 company, is now one of the world's most geographically-diversified steel producers, with over 80,000 employees and operations in 26 countries and a commercial presence in over 50 countries.

For further information, please visit [www.tatasteel.com](http://www.tatasteel.com)

**About Deming Grand Prize(DGP)**

Grown and administered under the guidance of JUSE, DGP was created to commemorate the first International Conference on Quality Control, held in October 1969 in Tokyo, and to maintain and upgrade the spirit of the conference long into the future. DGP was originally established as Japan Quality Medal and the name change took place in 2012.



Chief

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