

Management of Business Ethics

Tata Steel values are embedded in the Company's belief system and demonstrated in the behaviour of our entire leadership across the organisation. Senior leaders reinforce these values by personally demonstrating the desired behaviour, walking the talk, institutionalising reward and recognition for demonstrating desired behaviour and communicating to all stakeholders. Integrity, a core value, is reinforced through the implementation of the Code of Conduct in the Company. Tata Steel's values viz. "respect for the individual", "integrity", "credibility" and "excellence" are demonstrated in everything that the Company does.

The values and ethical norms enunciated in the Tata Code of Conduct are binding on the Company and its employees. Constant endeavour is made to make all stakeholders aware of the expected ethical behaviour. Family members of the employees are also made aware

of the ethical environment so as to bring better alignment between individual and organisational ethics.

The effectiveness of communication and deployment of values is measured through employee satisfaction surveys and Management of Business Ethics (MBE) Survey conducted annually, administered by TQMS. The recent MBE survey - 2004 has revealed that the MBE system is fully in place in the Company.

Tata Steel website also provides access to various stakeholders to voice concerns with the Ethics Counsellor. Punishments are effected for violations in the Code of Conduct. Employees and other stakeholders are recognised by senior leaders at various recognition forums for exemplary display of ethical conduct and for creating a climate that encourages ethical conduct. Such cases are given on the Company's internal website.