

CORPORATE SOCIAL RESPONSIBILITY: A CASE STUDY OF TATA MOTORS

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ABSTRACT

Tata Motors Limited is India's largest automobile company, has 81,811 employees and are guided by the mission "to be passionate in anticipating and providing the best vehicles and experiences that excite our customers globally. "Established in 1945, Tata Motors' presence cuts across the length and breadth of India Tata Motors Limited is a part of Tata Group. The company employed a modular design to not just keep costs down but allow the car to be tailored to the needs of customers. This way the car can be shipped in kits to assembly sites, put together according to customer specifications (with quality assurance by Tata Motors' staff) and sold.

KEYWORDS: *Passionate, Corporate, Revenue, Employees, Anticipating, Commercial.*

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