



For Internal Communication

## PRESS RELEASE

Tata Pigments Limited, a wholly owned subsidiary of Tata Steel, has surpassed the previous records of Production and Sales in the Financial Year 2013-14 and created new records. Company has also achieved Annual Business Plan in both Internal Production and Sales.

Tata Pigments has produced Prime Pigments of 3529 tonnes during the Financial Year 2013-14 as against 2726 tonnes previous year, registering a growth of 29%.

Total Sales - Pigments & Paints is 17561 tonnes during the Financial Year 2013-14 as against 14500 tonnes previous year, registering a growth of 21%.

On this occasion, Managing Director, Mr. Prakash Sarode & Mr. Rakeshwar Pandey, President, Tata Pigments Workers' Union will jointly cut the cake and address the employees on the establishment day of the Company on 2<sup>nd</sup> April, 2014.

Tata Pigments is committed to excel in business and has adopted Tata Business Excellence Model. In Business Excellence Convention held in December '13, our Managing Director, Mr. Prakash Sarode has been awarded by Dr. Mukund Rajan, Brand Custodian, Tata Sons for crossing the 450 band in TBEM Basic Assessment 2013.



**Prakash Sarode (right) of Tata Pigments collects the award for his company's win under basic assessment**