TATA

TATA PROJECTS

Simplify.Create

Our offerings in IoT and Smart Cities

TATA Group - Leadership with Trust

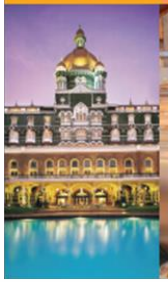
In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence.

— Jamsetji Tata, founder of the Tata group

Nothing worthwhile is every achieved without deep thought and hard work.

— J.R.D. Tata, Chairman Tata Sons

TATA Group - Leadership with Trust



1903 — India's 1st luxury hotel – Taj Hotels Resorts and Palaces

1907 — India's 1st integrated steel plant – Tata Steel

1911 — Hydro power – Tata Power

1932 — India's entry into civil aviation – Tata Airlines

1968 — India's 1st software services company – Tata Consultancy Services

1983 — India's 1st iodised branded salt to address iodine deficiency

1998 — India's 1st fully indigenous car – Tata Indica

2000 — 1st major acquisition of international brand by an Indian business group

2006 — India's 1st national chain of multi-brand outlets for electronics & durables

2007 — India's 1st supercomputer in the private sector – Eka

2009 — Smart city car – Tata Nano

2012 — World's 1st wholly-owned cable network ring around the world – Tata Communications

1877 — Pension and Gratuity

1895 — Workmen's Accident Compensation scheme

1901 — Worker's Provident Fund scheme

1912 — 8 hour working day

1915 — Free medical aid

1917 — Schooling facilities for children

1921 — Maternity benefits for working women

1934 — Profit sharing bonus

1979 — Ex-Gratia payments for road accidents

2008 — Tata Second Career Internship Programme

Social Causes

The 'House' of Tata: One Stop Solution

Tata Projects Ltd. Is the MSI (Master Systems Integrator)

i. 'One Tata Alliance Formed to combine Group company strengths.
ii. TCS and TCL form backbone of the offering.
iii. TASEC, TAMO, TITAN & others come in as needed.
iv. TPL is the MSI: front-ends the government

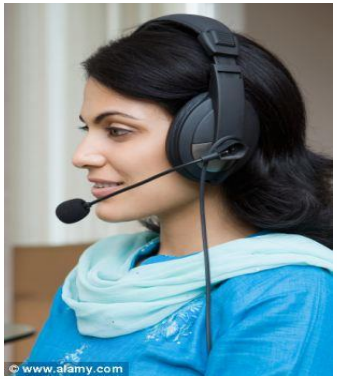
TATA PROJECTS
Simplify.Create

Smart City Offerings Overview…

- *Smart City BU formed as part of Urban Infrastructure by TPL in Sep 2015.*
- *First organized, cohesive response from Tata Group to the massive smart city opportunity*

Objective	To penetrate & establish Tata Group's footprint in smart city business area

Target Segments



Public Safety

LED Lights & EV Charging

Smart Enterprise

Data Centre & fibre

Multi-Track Smart City

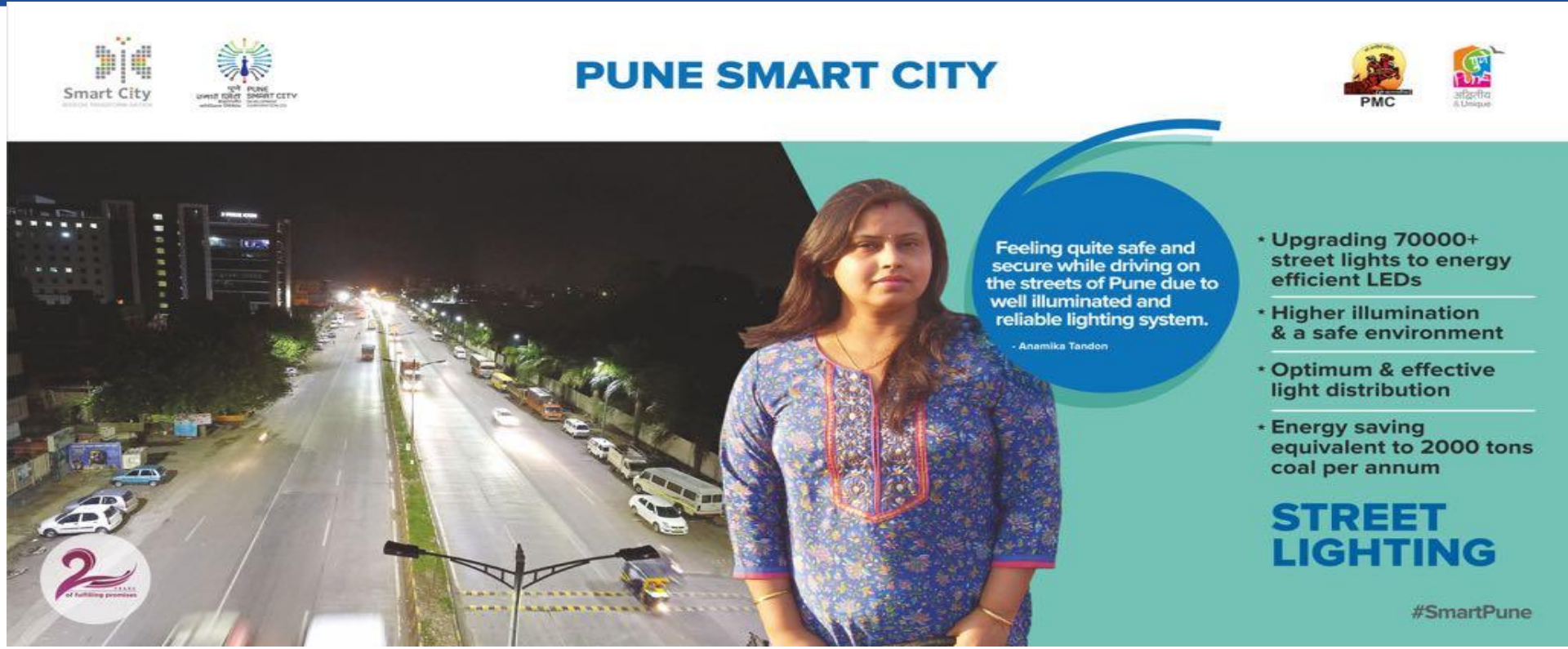
1. In less than 3 years, 5 projects achieved. 6th is on the way (hopefully..)
2. LED has 3 projects: Pune, Ludhiana & Noida. TPL is the dominant private player in this space.
3. In public safety first project secured (CG Dial 112). In Fibre we have the CG Bharat Net II

Role of IoT is Omnipresent…

1. Our led CCC is based on LoRa.
2. LoRa is ideal for IoT – uses low power and has high signal penetration.
3. Over 40% life-cycle savings compared with 3G/4G.
4. Currently deployed in Noida project.

1. Solutions we can offer on top of LED:
    1. Public safety – panic button on LoRa that triangulates to nearest street light.
    2. Pollution sensors
    3. Sound sensors (car crash, screams..)

Pune LED Project resident appreciation…



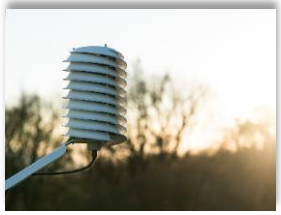
1. The proof is in the voice of the resident – LED lights transform the city.
2. Increases safety immediately as higher lux levels are associated with lower crime globally.
3. Pune has won several national and global awards for their efforts.

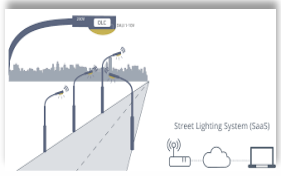
Iot will radically change our cities…

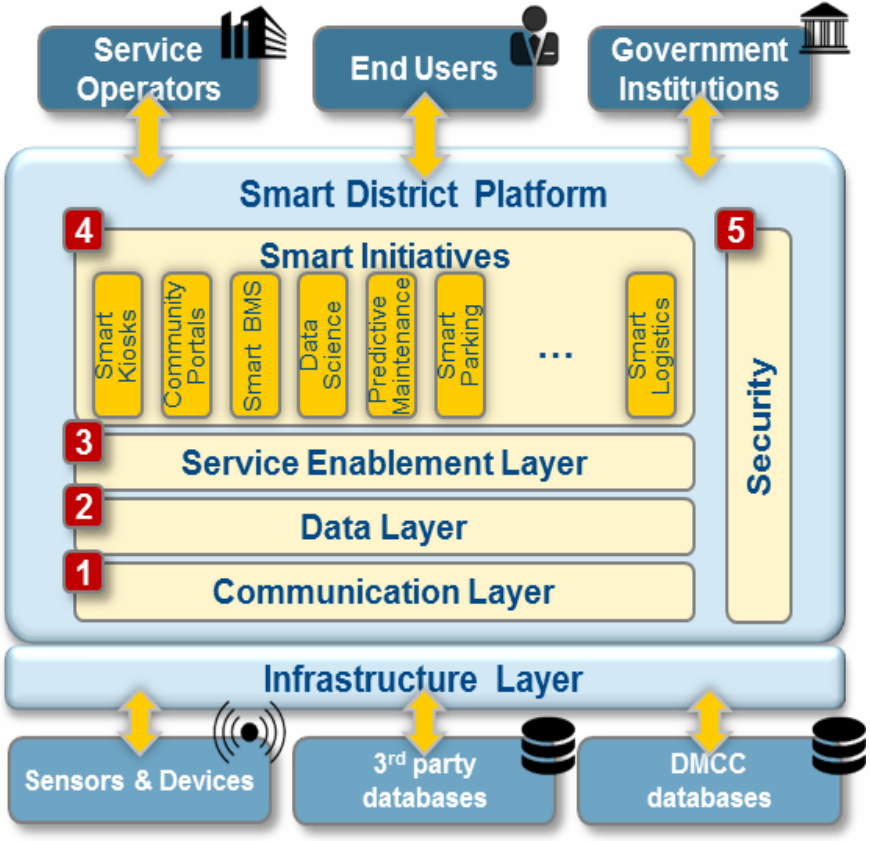
1. Electric buses with fast charging stations will gain traction.
2. We are working with several transport corporations to have this discussion.
3. TCS does fleet management and telematics for many TC's.
4. The buses themselves will have IoT telemetry and on-board stations for wearables.
5. People with health conditions, differently abled will be recognised and served.

1. Electric buses with fast charging stations will gain traction.
2. Tata already has the lead with win of 10,000 vehicle order.
3. The EV and ride sharing Eco-system is ripe for IOT disruption:
    1. Already Uber and Lyft are piloting ride share based on analytics.
    2. Google already does predictive guidance - at the next level it can arrange resources for the user.

Open and modular architecture- inclusive







The new paradigm is open & inclusive

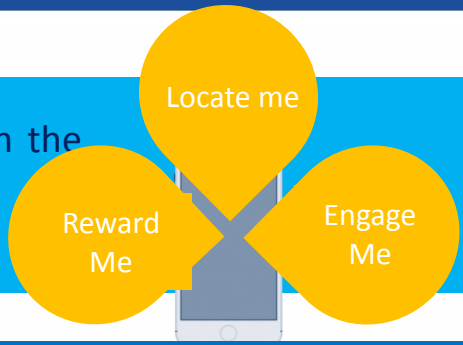
IoT use cases can be added or removed on the fly

Data travels seamlessly across devices, services and users

Secure & safe cloud based

The next wave of IoT – location based

The solution is based on what the Smart passenger today is looking for in the environment around him becoming smart including his travel



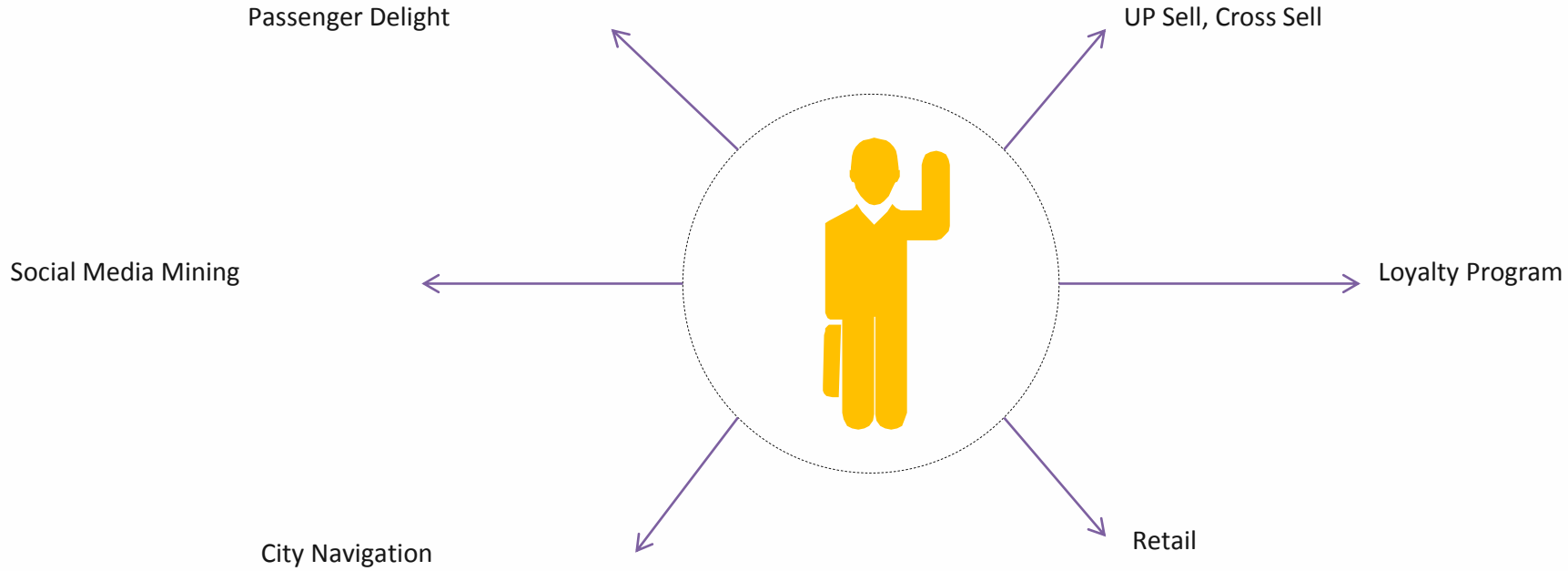
The solution will be using the following enablers

- *Location Based Technology*
- *Beacon Technology*
- *DATA Analytics*

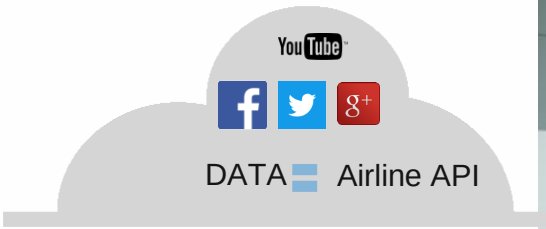
The Solution will work on a smart phone application. The application will have separate interface for passengers and staff. Application will be available for all platforms

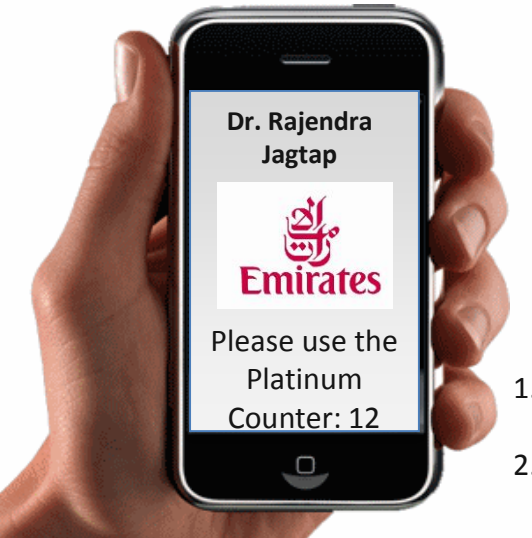
Smart IoT – the use cases

1. Location specific IOT makes a huge difference to cost and convenience.
2. Uses hyper-location to locate, engage and delight the resident.
3. Generates revenue, enhances experience and personalizes the journey.
4. Treats the resident as a ‘customer’ and tries to enhance his/her user experience.



Enterprises use city data – not the other way…





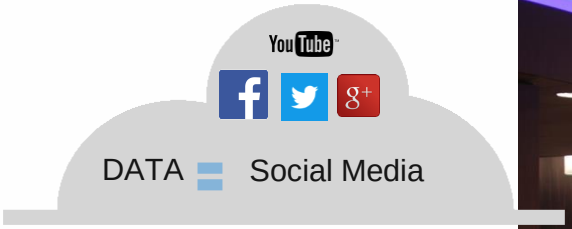
1. Based on the beacon hyper-location residents can be given priority treatment.
2. Staff can be pro-active in meeting and serving high value customers based on overall data mined from city interaction

The smart city database becomes the master for all enterprises

Value can be mined across usage and spend

Rewards programs to encourage usage

Reward and recognition drive usage



1. Discounts and promotions along the way displayed- click to avail.
2. High degree of personal touch and customisation through social media mining.
3. Diversity leads to unity – since everyone uses the same platform, everyone gets on the same page

Can we help?

Gautam Balakrishnan: +91-9167051100
Sumit Kumar : +91-9717792931
Arpana Gaurav: +91-9899120712

Thank you