

Roland Berger Strategy Consultants enters into an alliance with Tata Strategic Management Group

Mumbai/Munich, February 11, 2009: Roland Berger Strategy Consultants, one of the largest strategy consultancies in the world, and Tata Strategic Management Group (Tata Strategic), the largest Indian owned management consulting firm in South Asia, have today announced an alliance.

This alliance combines Tata Strategic's unrivaled understanding of the Indian market with Roland Berger's experience in international markets, to provide a complete range of services to clients in India and overseas. This is the first formalized cooperation between a major international strategy consulting firm and a domestic consultancy in India.

This alliance will enable both firms to offer Indian companies new high-end services requiring specialized or international experience. The alliance will support international firms in their expansion plans in India and large Indian firms planning to develop in Europe, China and Japan. The two companies will also seek to jointly develop new markets, including West Asia, South-East Asia and Africa.

Mr. Vincent Mercier, Member of Roland Berger Strategy Consultants Executive Committee and responsible for the cooperation, said in Mumbai: "Combining our global know-how with the local expertise of Tata Strategic will allow us to offer the best possible service to our clients. Despite the current economic crisis, India continues to demonstrate significant prospects both in the short and long term. We are confident that our global experience will add value for Tata Strategic and we are excited about the opportunities ahead."

Mr. Raju Bhinge, CEO, Tata Strategic Management Group, said, "We are extremely pleased with the association with Roland Berger Strategy Consultants and are confident that the synergy will create significant opportunities. This alliance enables Tata Strategic to offer cutting-edge solutions to its India based customers and puts us on par with all the major management consulting firms operating in India."

Combining the skills of Roland Berger and Tata Strategic will create a strong, unique consulting capability, which will leverage each firm's attributes and expertise to work jointly on projects. The alliance will initially offer services to customers in three core practice areas: Automotive, Chemicals & Energy and Consumer Goods & Retail.

About Tata Strategic Management Group

Tata Strategic is the leading Indian owned management consulting firm in South Asia focusing on strategy formulation (including India entry), performance improvement, organization effectiveness and business optimization for domestic and foreign companies. The consultancy has in-depth experience with focused teams in practice areas including Chemicals & Energy; Automotive & Engineering; Telecom, Media &

Technology; Consumer & Retail; Infrastructure; Organization Effectiveness and Analytics Solutions. Visit www.tsmg.com for further information.