

Remarks by High Commissioner Ruchira Kamboj on the unveiling of the new TATA Ultra Truck Platform at Johannesburg Expo Centre on 27 September 2017

Good morning! My greetings & good wishes to all as we this morning unveil Tata's new generation of commercial vehicles, Tata Ultra. Engineered to awe! Versatility. Performance. Comfort. Style. Safety.

And be-spoke! Tata Ultra is designed & tested for South Africa drawing on the company ethic that no success or achievement is worthwhile unless it serves the needs or interests of a country & the people, & is achieved by fair and honest means.

My congratulations to the Tata team: Rudra Mehta, Niraj Srivastava & Len Brand.

A quick word on the Tata Brand. A brand like no other. Always aiming at perfection in the belief that only then can one achieve excellence. A brand that is 145 years old, spread over 100 countries, across 6 contents spawning several industries of national importance in India: Steel, Hydro Power, Hospitality, Automobiles & Airlines.

Tata Africa operates as the impressive nodal point for Tata business in Africa. It is headquartered in Johannesburg & has a strong presence in 13 African countries with investment exceeding \$145 million. It is in several business sectors across Africa having entered into joint ventures & partnerships with several companies to help develop local resources and talent.

A unique focus of Tata is its business ethics. The brand upholds honesty, integrity & honour. JRD Tata had said: *"We generate wealth for the people. What comes from the people must to the extent possible therefore get back to the people."* Tata Trusts have touched lives across India & the globe through their support for several exemplary causes.

Ladies & Gentlemen, if I had to put my money on any brand it would be this one.

I will sign off now, by drawing attention to *New India* which as Prime Minister Modi has said aims to be strong, prosperous & all encompassing. The future belongs to India, so come, have a little piece of India with your investment, technology & wherewithal.

Thank you.