

DECCAN Chronicle

Published on *Deccan Chronicle* (<http://www.deccanchronicle.com>)

Ratan Tata sees future in start-ups

Deccan Chronicle | July 16, 2015, 07.07 am IST



Ratan N. Tata, chairman Emeritus of Tata Sons, Dr Bala V. Balachandran, founder, dean and chairman, Great Lakes Institute of Management, along with graduates at the 11th convocation ceremony in the city on Wednesday.

Chennai: E-commerce and e-tailing are expected to change the face of merchandising and marketing in India, said chairman Emeritus of Tata Sons, Ratan N. Tata. "When I was involved in Tata group, I could not do any personal investments because of the conflict of interest given the diversity of the group.

For the last three years, I am a free person and if you look at the current landscape, I see a future in young entrepreneurs and start-ups," the 77-year-old. business veteran said. Tata was in the city to participate in the 11th convocation of the Great Lakes Institute of Management.

Branding Nano as cheapest car instead of affordable was a mistake : Ratan Tata

Marketing and positioning Tata Motors's smallest car Nano as a cheapest car was one of the great mistake and was one of the reasons behind the sluggish sales volume of Nano, said Ratan Tata, the creator of Nano. Instead, we should have branded it as most affordable car. That caused the car to have a negative impact on the market. People did not want to be connected with a cheap car, he said adding that the one-year delay in relocation of Nano plant killed a lot of excitement about the new product.

The smallest car was designed by people aged between 25-26 years and it was an exciting exercise to design a car for Rs1 lakh, Mr Tata said