



TATA ELXSI

Technology | Design | Solutions



ENGINEERING AND CREATIVITY

finding the balance

How do you breathe life into a product idea?

Or deliver a world-class solution?

You stand on a thin line. Separating technology prowess and design expertise.

You bring these two philosophies together. Into one harmonious whole.

You apply knowledge and experience.

You apply proven quality processes.

You apply both sides of your brain.

You surprise yourself.

You surprise your client.

You surprise the world.



TOUCHING PEOPLE'S LIVES

in myriad ways

Our involvement in people's lives and the products they use began more than a decade ago. Our solutions are mostly felt, but rarely seen. This is because we enable those who design products, but we don't make products ourselves.

We don't make mobile phones, but we do work on audio and video technologies, and rich applications that help make them much more than just phones.

We don't make TV sets, but we deliver product engineering for technologies such as HDTV and IPTV, and we create the stimulating content people switch them on for.

We don't make cars, but we do design in-car electronics and navigational tools for safer and efficient travel, and we help style car interiors and exteriors for driving pleasure and aesthetic appeal.

Our abilities stem from our creative leadership in design for over a decade, as well as the technical expertise of our core practices across product lifecycles.

From Automotive to Aerospace, Consumer Electronics to Medical, Entertainment to FMCG, Media to Storage, Semiconductor to Telecom, we provide end-to-end design solutions to companies worldwide.

ONE ESSENTIAL CHARACTER

different forms

By adopting design and creativity as a doctrine, at Tata Elxsi we bring our clients' products and ideas to life. The unique combination of the subjective and the objective, beauty and precision, right brain and left brain thinking - is the core of our business, the quintessence of our character.

Design and creativity is the thread that runs through our various practices, linking the many different facets of our organization. This takes many forms, depending on the challenges we address.



Product Design Services

Tata Elxsi's Product Design Services (PDS) includes full service software, hardware, and system design and development programs for technology products.

PDS offers a rich portfolio of reusable software components, ready-to-deploy product frameworks, licensable IPs (intellectual property) and product development services. It services sectors such as automotive, aerospace, consumer products, networking, semiconductors, multimedia, telecom, storage and instrumentation with cost effective product engineering, time-to-market advantage, multi-site delivery model and quality standards.

Tata Elxsi draws on its core domain and technology expertise in VLSI design, embedded software, networking, telecom, multimedia, storage, visual & high-performance computing, mechanical product design and digital content creation.

IDE - Industrial Design Division

Innovation Design Engineering (IDE), the industrial design division of Tata Elxsi, provides end-to-end brand and product development services for global clients across industries: FMCG, Transportation, Consumer electronics & appliances, Digital user experience and Medical devices.

IDE helps organizations optimize their product development by integrating the essential aspects of business/human/technical factors in its designs, ensuring a truly engaging experience for customers.

The IDE approach is acutely sensitive to the business challenges that its clients face and offers a distinct competitive advantage in a dynamic market. Over the years, IDE has built a reputation for balancing creativity with practicality in designs through its astute combination of designers and engineers.

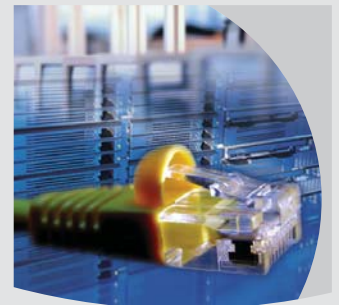


Systems Integration Services

Systems Integration Services (SI) implements design solutions in the automotive, aerospace, entertainment, manufacturing, government and education segments.

This is backed by: a network of offices; a team of specialists in design tools, visualization, compute systems, storage, and networking; and alliances with world leaders.

The Professional Services Group (PSG) under SI extends services to applications, data mining, facilities management, network management, storage consultancy & management, and overseas support & services.



Visual Computing Labs

Visual Computing Labs (VCL) is an animation, visual effects and game asset building facility servicing production houses worldwide, intersecting high creativity with leading-edge technology.

VCL addresses its customers' pre-production, production and post-production requirements (including character design, asset building, animation, high end visual effects, compositing, virtual sets).

VCL boasts of a diverse portfolio of Hollywood productions including Into the Blue (for MGM), and One Night with the King. Its equally strong India portfolio comprises of movies such as Ta Ra Rum Pum, Kabhi Alvida Naa Kehna, Dhoom 1 & 2, Fanaa, Rang De Basanti and Taare Zameen Par.

VCL has created 3D animation for popular international television series and commercials for clients as diverse as Coke, Hindustan Lever, Reebok and Wrigley.



BEHIND THE SCENES

what we
owe our
success to

PEOPLE

At Tata Elxsi, our talent pool is the most valuable resource we command to deliver innovation, creativity and value in all our businesses.

We are a 3000-plus combination of left and right brain thinkers with significant technical expertise and out-of-the-box thinking.

The expertise of our people comes from working with leading technology companies across the globe and involves a diverse mix of competencies in a variety of technology domains.

The skills spectrum of our people ranges from embedded software & system design to CAD/CAM & tooling, and from storage & networking to high-end graphic design & animation.

From software & hardware engineers to mechanical design engineers, from product styling experts to animators - Tata Elxsi is home to a wealth of talent. A fifth of our employees hold master's and doctorates in engineering and science.

KNOWLEDGE

Knowledge is the driving force behind Tata Elxsi. Over the years, we have successfully executed a host of challenging projects. Our learning from these constitutes the core of our Knowledge Compendium, which is available to all across the organization.

This repository of time-tested, successfully deployed architecture, as well as techniques and methodologies, facilitates the creation of world-class designs. To our customers across the world, this focus on knowledge and its dissemination clearly means substantial savings in time and cost.

PROCESSES

With an organizational focus on design, we have a unique set of custom processes, methodologies and tools that allow us to provide first-time-right, high quality, time-to-market solutions to our customers.

These custom processes provide necessary platforms for constantly evolving customer specification-changes, making it possible for us to meet tight delivery deadlines and production schedules.

These custom processes are ISO 9001 compliant and have been assessed at SEI CMMi Level 5, which is proof of their maturity.

We continue to invest in our processes and design tools to make them even more efficient, and constantly seek newer ways of adding value to our customers' business.

INFRASTRUCTURE

At Tata Elxsi, we address the needs of our customers through over 20 global proximity centers.

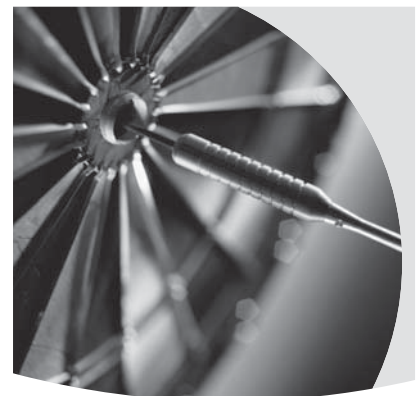
Our state-of-the-art design centers in Bangalore, Mumbai, Pune, Hyderabad, Thiruvananthapuram, Coimbatore and Chennai in India are completely networked, facilitating always-on communication. This is supported by a secure information security infrastructure based on Information Security Management Standards.

We invest significantly and on a continuous basis in design, hardware & software tools.

STABILITY

Tata Elxsi is part of the Tata Group, one of India's largest and most respected business conglomerates.

Established in 1989, we are a growing, profitable organization with positive cash flows. This steady performance enables our customers to continue to repose their trust in us.



ABOUT TATA ELXSI

Tata Elxsi is the technology arm of the multi-billion USD Tata Group. Incorporated in 1989 as a public stock company, Tata Elxsi delivers design and creative expertise coupled with strong technology competencies through its practice areas, addressing diverse industries such as automotive, consumer electronics, entertainment, multimedia, medical instrumentation, storage, semiconductors, networking and wireless.

Headquartered in Bangalore, Tata Elxsi's delivery capability is supported by state-of-the-art design centers and labs across seven locations, studios in Mumbai, and advanced communication facilities that allow seamless global operations.

A network of over 20 international offices including USA, UK, Germany, France, South Korea, Taiwan and Japan assures easy access to the company's global customers.

Our passion for excellence is supported by processes and systems including SEI CMMi Level 5 and ISO 9001:2000. This focus on quality and delivery excellence strengthens our clients, and our practices translate into shorter time-to-market – just what every enterprise expects from its partner in today's world.

Our core practice areas cover Embedded Product Design Services, Industrial Design & Engineering, Animation & Visual FX Services, and Systems Integration Services.

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