



**JAMSETJI TATA AWARD  
FOR  
LIFE-TIME ACHIEVEMENT  
FOR QUALITY 2008**

**MR. B. MUTHURAMAN**

**CITATION**

*Distinguished Engineer from prestigious Indian Institute of Technology, Chennai; Master in Management from XLRI, Jamshedpur and alumni of CEDEP/INSEAD, France, Mr. B. Muthuraman started his career as Graduate Trainee in 1966 at Tata Iron & Steel Company now known as Tata Steel Ltd.*

*After 10 year stint in the plant operations developing a good insight into steel making he moved to Marketing and Sales to understand better the interface with the distribution chain and the customers. For 20 years he honed his skills and developed enduring relationship with the customers.*

*The process of economic liberalisation in India starting from early nineties required technological innovation of the plant facilities to meet emerging needs of the customers. Mr. Muthuraman with his all-round experience was selected to spearhead the prestigious Cold Rolling Mill project of Tata Steel as Vice President in 1995. Successful completion of this project led to higher responsibility for Mr. Muthuraman to serve as the main change agent in the organisation through major diversification projects as Executive Director (Special Projects) in August 2000.*

*Recognising Mr. Muthuraman's considerable contribution to the organisation and his potential to make Tata Steel a market oriented and customer focused organisation he was appointed Managing Director in July 2001.*

*Under his dynamic leadership Tata Steel achieved rapid all round growth developing new products and markets through branded products in line with the changing customer*

*requirements. Mr. Muthuraman played a significant role in strengthening quality focus and customer orientation in Tata Steel.*

*Outstanding enterpreneur Mr. Muthuraman led Tata Steel to successfully acquire organisations in England, Singapore and Thailand to expand its base beyond Indian boundaries to develop new technologies and serve larger customer base. Through personal touch and with humility Mr. Muthuraman successfully integrated the operations of diverse organisations from different nations to imbibe the Tata culture of empathy and contribution to all stakeholders particularly sharing the gains with the society.*

*After winning various national awards for quality management and business excellence Mr. Muthuraman enthused all the 35000 employees of Tata Steel to challenge the Deming Application Prize that is recognised as the international Gold Standard amongst the Quality Awards. It was a daunting task but with his dynamic leadership he provided renewed focus on quality, customer value, safety, building people capabilities and service to the society. In recognition Tata Steel was awarded the Deming Application Prize in November 2008. It is very rare for a company of this size to challenge and win Deming Prize. This has enthused many other organisations to follow the example.*

*Besides his onerous responsibility of managing Tata Steel in a rapid growth mode through acquisition and expansion Mr. Muthuraman with his dynamism found time to guide many other large organisations within the Tata Group and even outside the Group as the chairman of the Board of Directors and / or as member of the Board of Directors. This enabled him to make a much larger contribution to the Indian economy and the society.*

*Energetic Mr. Muthuraman's services were sought by many other organisations in the field of education and social sciences and he served with distinction as the Chairman of the Board of Governors of the prestigious Indian Institute of Technology, Kharagpur and Xavier Labour Relations Institute, Jamshedpur. His contribution to many organisations outside India as Director on the Board of CEDEP, France; National Iron & Steel Institute, Brussels and as member of Business Advisory Council of Economic & Social Commission of Asia-Pacific has been highly appreciated.*

*Unassuming Mr. Muthuraman has been widely recognised by various honors and awards. Prominent amongst these are CEO of the year award by IIMM in 2002 and by Business Standard in 2005. His contribution to people building is*

*recognised by the National HRD Network Pathfinder Award in 2004 and CEO with HR Orientation Award in 2005 by World HRD Congress. Then he was conferred the Management Man of the Year 2006-2007 Award by Bombay Management Association.*

*Mr. Muthuraman's enduring legacy of building people with holistic quality to accomplish challenging goals in an uncertain socio-economic environment at the international stage would serve the Tata Group and the Indian society for many years to come.*

*Jamsetji Tata Award is given to industry leaders who have made significant contribution to the Indian society through their work of leading an organisation with an exceptional focus on holistic quality of management with humility, constancy of purpose, determination and setting an exceptional example to achieve outstanding results.*

*The Governing Council of ISQ is pleased to honour Mr. B. Muthuraman with Jamsetji Tata Award for Life Time Achievement in successfully managing business through quality and contributing to creation of quality culture in society and thereby prosperity for the people of India.*