



To
The Director General
CDC, New Delhi

02.07.2004

Dear Sir / Ma'am,

As TATA Steel Wire Division, we appreciate the endeavor like "National Awards for excellence", for encouraging consulting firms across India for outstanding results.

We are proud to be associated with Renoir Consulting for implementing "Nai Disha" - the 40 weeks Strategic plan. The focus was to improve operational efficiency and impact the bottom line.

In 2003 TATA Steel wire division was faced with a major challenge. The market demand outscored the production capacity. We looked for an immediate solution. There were no two opinions to choose Renoir as they had successfully streamlined our sales and distribution networks.

Their evaluation process, well-structured action plans and innovative methodologies helped us meet all the deliverables and get the desired return on investment. This change now apparent at every level was brought about in time. Change not alone in attitude but work culture as well, reflects coherence.

Renoir's commitment, and ability to meet deadlines has helped Tata Steel Wire Division sustain the pressure of ever-growing market share. Renoir has become more than a consultant, it is a companion helping us make the most of our investments.

We wish Renoir consulting a great future ahead.

Yours Sincerely

Partha Sengupta
Executive In Charge, TATA Steel Wire division
Mumbai.

TATA STEEL

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