**Chapter 6**

**India’s Tata Motors – inspired by people**

Tata Motors is a rapidly growing, visionary firm that produces automobiles in India.

*Use with:* <https://www.youtube.com/watch?v=8cklykTlBZ4> (9:26)

1. Describe Tata’s rise to prominence in India.
2. How does the market for automobiles in India compare to the market in the U.S.?
3. How does Tata compare and contrast to major global auto producers like Ford and Toyota?
4. Could Tata be successful in the U.S. market? Why or why not?