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**Siddharth Bhatt**  
**Senior Consultant**  
**Tata Business Excellence Group**

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Siddharth Bhatt, Senior Consultant, Tata Business Excellence Group (TBExG), is a member of the Deep Dive team, focusing on driving Strategy and Competitive Intelligence across Tata companies. Siddharth has about 15 years of work experience in diverse areas of Competitor Strategy, Investor Relations, Macro-economic Research, Equity Research, Financial Analysis, Market Research and Project Management across Automobile, Airlines and Financial Services space. Specialising in Competitor Strategy with a cross-functional perspective – Finance, Marketing & Strategy, he has hands-on experience in building a Competitive Intelligence function in an organisation from scratch. As a member of TBExG, Siddharth provides support to group companies in this area through multiple assignments, conferences, workshops and webinars.

Prior to joining TBExG, Siddharth was with Tata Motors, where he was part of the team supporting Group Chairman for analysing Tata Motors' Business Strategy & Competitive Landscape Analysis. Some of his other roles in Tata Motors included working with MD's Office in a Project Management role, driving key strategic projects across the company; Investor Relations, Treasury, and Market Research divisions of the same company. Besides Tata Motors, Siddharth has also worked with Edelweiss Capital Group as an Institutional Equity Research Analyst, and Jet Airways in its Finance division.

Siddharth has a Bachelor's degree in Commerce (Honors) and a Masters degree in Finance from Sri Sathya Sai Institute of Higher Learning, Andhra Pradesh. He is an active member of an NGO which conducts medical camps, blood donation camps, feeding-the-poor camps, etc. in slums and in near-by villages. His other interests include music (percussionist), reading up on current affairs and management, and conducting spiritual workshops. He loves watching cricket and tennis among other sports.

[sbhatt@tata.com](mailto:sbhatt@tata.com)