



**Siddharth Bhatt**  
General Manager  
Tata Business Excellence Group

Siddharth Bhatt, General Manager, Strategy & Competitive Intelligence Practice, Tata Business Excellence Group (TBExG), is an Excellence evangelist focusing on various Excellence verticals across Business, Data, and Social Excellence. He is also a sought-after facilitator and trainer, having facilitated 30+ programmes across these verticals over the last several years. Siddharth leads the Financial Analysis Practice in TBExG and double hats as a member of the Improvement Interventions team, focusing on driving strategy and competitive intelligence initiatives across Tata companies through multiple consulting assignments, conferences, workshops, and webinars. Besides these, Siddharth also actively manages relationships with some of the new age Tata group companies to help them strategise their organisation excellence plans for deriving business benefit.

He has 20+ 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 sectors. Specialising in competitor strategy with a cross-functional perspective — finance, marketing, and strategy — he has hands-on experience in building and leading a competitive intelligence function in an organisation from scratch. As a member of TBExG, Siddharth was instrumental in developing the Competitive Intelligence Maturity Model (CIMM), the 5-level CI maturity matrix for assessing the maturity levels of Tata companies in their journey to achieving competitiveness. Post acquisition, Siddharth was deputed to Air India as part of the Group Chairman's Transformation team to help initiate and embed business transformation in the key areas of airline operations.

Prior to joining TBExG, Siddharth was with Tata Motors for over a decade, and some of the key assignments during that stint included deputation to the Group Chairman's office for Tata Motors' business strategy & competitive landscape analysis; working with the MD's office for driving key strategic projects across the company; and key member of the investor relations, treasury, and market research divisions. Besides Tata Motors, Siddharth also worked with Edelweiss Capital Group as an Institutional Equity Research Analyst (Auto & Airlines sectors), and Jet Airways in its finance division.

Siddharth holds a Master's degree in Finance from Sri Sathya Sai Institute of Higher Learning, (Deemed University), Andhra Pradesh, and has also undergone the coveted TGELS (Michigan Ross) programme. He is an active member of a social sector organisation where he focuses his energies on value-based education impacting 9000+ young minds. His other interests include

music (percussionist), current affairs, business management, and conducting spiritual workshops. He loves watching cricket and tennis among other sports.

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