

**Sarajit Jha**  
**Chief Corporate Strategy,**  
**Tata Steel Limited**



Sarajit Jha is Chief Corporate Strategy based out of Jamshedpur. Prior to this he was the Chief Operating Officer of Tata Business Support Services.

An officer of the Tata Administrative Service (TAS), Sarajit has worked with Tata Global Beverages, Alliance Coffee Ltd, Tata Steel Ltd, and Tata Tea Ltd in the last decade.

Prior to joining Tata BSS, he was working as the Commercial Director of Tata Global Beverages, Moscow, where he managed and migrated existing portfolio of brands and entered new categories through innovation. He also led Mergers & Acquisitions for TGB in Russia & CIS countries.

Earlier, at Tata Tea, he led the brand migration of Agni under the Tata Tea umbrella. Sarajit founded Alliance Coffee, a JV for Tata Coffee to ensure the even spread of brand penetration in Europe and Russia.

Sarajit is an alumnus of Presidency College, Kolkata. A gold medalist in marketing and an MBA in Finance from XIMB, Sarajit shares a passion for people, profits and process. A past winner of the National Contest for Young Managers, Sarajit was nominated to the Thora Conference in Malaysia to present a strategy of Malaysia's growth. While at Tata Steel, he also won the APEX Aspire Award in 2004. The National Development Council nominated him for the Bharat Gaurav Award in 2008. He is a regular speaker in many forums like CII, Nasscom etc, and is an active advocate of Impact Sourcing. He was recently featured in the Business Today 25 hottest executives under 40. Tata –BSS won the prestigious Rajiv Gandhi National Quality Award for large scale services enterprise under his stewardship.

In his spare time, "a scarce commodity", he reads anything and everything that he can lay his hands on." He loves to spend time with wife Vinu, a Health Administrator, and son Sakshamv and daughter Meenakshi.