

## CORPORATE OBJECTIVES

To realise the vision and mission, eight key corporate objectives have been identified. These objectives would provide the link between the defined mission and the functional strategies:

- **Business Portfolio Growth**
  - To further consolidate NTPC's position as the leading thermal power generation company in India and establish a presence in hydro power segment.
  - To broad base the generation mix by evaluating conventional and non-conventional sources of energy to ensure long run competitiveness and mitigate fuel risks.
  - To diversify across the power value chain in India by considering backward and forward integration into areas such as power trading, transmission, distribution, coal mining, coal beneficiation, etc.
  - To develop a portfolio of generation assets in international markets.
  - To establish a strong services brand in the domestic and international markets.
- **Customer Focus**
  - To foster a collaborative style of working with customers, growing to be a preferred brand for supply of quality power.
  - To expand the relationship with existing customers by offering a bouquet of services in addition to supply of power - e.g. trading, energy consulting, distribution consulting, management practices.
  - To expand the future customer portfolio through profitable diversification into downstream businesses, inter alia retail distribution and direct supply.
  - To ensure rapid commercial decision making, using customer specific information, with adequate concern for the interests of the customer.
- **Agile Corporation**
  - To ensure effectiveness in business decisions and responsiveness to changes in the business environment by:
    - Adopting a portfolio approach to new business development.
    - Continuous and co-ordinated assessment of the business environment to identify and respond to opportunities and threats.
  - To develop a learning organisation having knowledge-based competitive edge in current and future businesses.
  - To effectively leverage Information Technology to ensure speedy decision making across the organisation.
- **Performance Leadership**
  - To continuously improve on project execution time and cost in order to sustain long run competitiveness in generation.
  - To operate & maintain NTPC stations at par with the best-run utilities in the world with respect to availability, reliability, efficiency, productivity and costs.
  - To effectively leverage Information Technology to drive process efficiencies.
    - To aim for performance excellence in the diversification businesses.
    - To embed quality in all systems and processes.
- **Human Resource Development**
  - To enhance organisational performance by institutionalising an objective and open performance management system.
  - To align individual and organisational needs and develop business leaders by implementing a career development system.
  - To enhance commitment of employees by recognising and rewarding high performance.
  - To build and sustain a learning organisation of competent world-class professionals.
  - To institutionalise core values and create a culture of team-building, empowerment, equity, innovation and openness which would motivate employees and enable achievement of strategic objectives.
- **Financial Soundness**
  - To maintain and improve the financial soundness of NTPC by prudent management of the financial resources.
  - To continuously strive to reduce the cost of capital through prudent management of deployed funds, leveraging opportunities in domestic and international financial markets.
  - To develop appropriate commercial policies and processes which would ensure remunerative tariffs and minimize receivables.
  - To continuously strive for reduction in cost of power generation by improving operating practices
- **Sustainable Power Development**
  - To contribute to sustainable power development by discharging corporate social responsibilities.
  - To lead the sector in the areas of resettlement and rehabilitation and environment protection including effective ash-utilisation, peripheral development and energy conservation practices.
  - To lead developmental efforts in the Indian power' sector through efforts at policy advocacy, assisting customers in reforms, disseminating best practices in the operations and management of power plants etc.
- **Research and Development**
  - To pioneer the adoption of reliable, efficient and cost-effective technologies by carrying out fundamental and applied research in alternate fuels and technologies.
  - To carry out research and development of breakthrough techniques in power plant construction and operation that can lead to more efficient, reliable and environment friendly operation of power plants in the country.
  - To disseminate the technologies to other players in the sector and in the long run generating revenue through proprietary technologies.