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Mr. Rajeev Thakkar on R. C. Bhargava's
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(

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The Maruti Story : How A Public Sector Company Put India On Wheels - Ebook written by R C Bhargava. Read this book using Google Play Books app on your PC, android, iOS devices. Download for offline...

The Maruti Story : How A Public Sector Company Put India ...

The story of Maruti from its inception till up to about 2010 written by the man who midwived the company, was its MD from 1985-1997 and Chairman since 2003- a position he holds to this day. It is the story of how a public sector company set benchmarks that are the envy of the private sector even today.

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The Maruti Story : How A Public Sector Company Put India ...

The Maruti Story by R C Bhargava & Seetha Maruti is a marquee Indian story, a car that changed the way India traveled. For my generation, Maruti was the first car we dreamt of owning. Most of us have fond memories of our fathers buying their first Maruti car.

The Maruti Story by R C Bhargava & Seetha - Anu Reviews

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The Maruti Story

The Maruti story: A backgrounder Maruti Udyog sold 330,000 cars in India in fiscal year 2003 and as stated earlier, is India's largest car manufacturer with a 54.6 per cent market share in 2002-03. It has however in recent years been consistently been losing out to other players like Hyundai and...

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THE MARUTI STORY |

ManagementPedia.com | Management ...

The Maruti Suzuki S-Presso has achieved a zero-star rating in adult occupant protection at the Global NCAP's new round of crash tests under the 'Safer Cars For India' project. For the crash test, the entry-level variant of the Maruti Suzuki S-Presso was selected by Global NCAP.

Maruti Suzuki S-Presso achieves zero stars at Global NCAP ...

The Maruti Story ,How a public sector company put India on Wheels. The book is authored by R.C. Bhargava and Seetha. This Presentation created by students of Rustomjee Business School, Dahisar.

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However, the Maruti project succeeded, and in ways that were unimaginable in

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R.C. BHARGAVA joined the Indian Administrative Service in 1956. After an eventful tenure, during which he had postings in Uttar Pradesh, Jammu and

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Kashmir and in the Central government, he was deputed to BHEL as its commercial director in 1979. In 1981, he moved to Maruti Udyog Limited, retiring from the IAS shortly thereafter.

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However, the Maruti project succeeded, and in ways that were unimaginable in 1983. The car revolutionized the industry and put a country on wheels. Suddenly, ordinary middle-class men and women could aspire to own a reliable, economical and modern car, and the steep sales targets were easily met.

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Maruti Udyog Limited was founded by the government of India in 24 February 1981, only to merge with the Japanese automobile company Suzuki in October 1982. The first manufacturing factory of Maruti was established in Gurugram, Haryana, in the same year.

Maruti Suzuki - Wikipedia

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An extraordinary and rare insight into

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how a few determined entrepreneurs created an icon... - C. K. Prahalad

The targets were stupendous and considered unachievable by almost everyone. Slightly over two years to find a suitable partner, finalize all legal documentation, get governmental approval to these agreements as well as to the investment proposals, build a factory, develop a supplier base to meet localization regulations, create a sales and service network, and develop and launch a people's car that would sell 100,000 a year, in a sector where Indian expertise was limited. And to do this as a public sector company, having to follow all governmental systems and procedures, and having to please both its masters in the government and Suzuki Motor Corporation. However, the Maruti project succeeded, and in ways that were unimaginable in 1983. The car

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revolutionized the industry and put a country on wheels. Suddenly, ordinary middle-class men and women could aspire to own a reliable, economical and modern car, and the steep sales targets were easily met. Twenty-six years later, the company, now free of government controls and facing competition from the worlds major manufacturers who have entered the Indian market, still leads the way. Not only that, cars made by Maruti can be seen in all continents. By any yardstick, it is an incredible story, involving grit, management skill and entrepreneurship of a high order. R.C. Bhargava, who was at the helm of the company, and is currently its chairman, co-writing with senior journalist and author Seetha, shows how it was done in this riveting account of a landmark achievement.

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The Promise and the Reality Way back in 1947, as India became independent, Prime Minister Jawaharlal Nehru set out a vision to shape the country's economy and the development of a just and equitable society. Manufacturing was key to this vision, since it is crucial to generating employment and higher growth. More than seventy years later, manufacturing is far from competitive and contributes only 15 per cent of the GDP. As a result, removing the wide socio-economic disparities remains a distant dream. In *Getting Competitive*, R.C. Bhargava draws upon his unique experience of more than sixty years as a policymaker and industry leader to give practical suggestions. These include replacing socialistic industry-related policies with those that would promote competitive manufacturing, and substituting Western

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management culture with that of the East to create trust with citizens and partnership relations with industrialists, workers and the government. The bureaucracy must be enabled to facilitate and promote competitiveness. Above all, we need to create national acceptance that manufacturing competitiveness is our first priority. For policymakers and general readers alike, this book brings promise to what has become a disappointing scenario.

A wandering saint shows a grief-stricken man the mysterious ways in which divine grace touches our lives. A fake note reveals the brutality of the police in a small town in Punjab. A lone man struggles to survive a nuclear winter after a horrific war has wiped out much of humanity. Two lovers re-unite on the Internet after three decades. A simple man's quiet and peaceful life is turned upside-down after he

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buys a Maruti 800. A humble artisan working to build the Taj Mahal finds an unusual way to commemorate his love for his wife. Told with the born storyteller's ability to connect instantly with readers – making them laugh and cry, surprising them, and keeping them hooked – the stories in this collection are moving, shocking, and funny by turns, and always compelling.

‘There’s no business like the car business!’ Within months of its launch in late 1998, with every well-known global automobile brand jockeying for a foothold in a small-car market almost monopolized by Maruti Udyog Limited, Hyundai Motor India’s debut production, the Santro, emerged as a force to reckon with. The first car to be conceptualized and designed for ? and then developed and manufactured in ? India, the ‘Sunshine Car’ has, over a

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period of sixteen years, set the record for the quickest small car brand to go from zero to one million units sold. It achieved profitability for Hyundai at an unprecedented speed and made an impressive global impact as a made-in-India automobile in markets as diverse as Algeria and Zimbabwe, Western Europe and North America. In *Santro: The Car That Built a Company*, BVR Subbu, who spearheaded much of the Santro's success, reveals the hitherto untold story of how this small car made such a big impact. Vivid anecdotes detail the challenges of introducing a new product in a new market, the canny business strategies that were employed to get the better of rival brands, the unforgettable marketing campaigns that made all the difference ? and the thrills of the high-stakes power battles and everyday drama that characterize corporate India. By turns

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revelatory, insightful and delightfully engaging, this is a business story with a difference about a car like no other.

Lost Glory: India's Capitalism Story deconstructs India's industrialization story, challenging contemporary ideas about her economy. Based on careful and detailed empirical analyses of India's industrialization, for a period of almost seven decades, the book provides deeply-nuanced depictions of the history of political economy, that have affected India's industrialization over the course of a century. These dimensions of India's economic history have never before been collated and presented. The presentation takes readers on a definitive evidence-based survey of India's industrial landscape. It includes a detailed historical description of the intellectual origins of India's modern industrialization, anchored

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in a privileged view of economic policy making. Grounded in deep historical and political analyses, that account for the variations, continuities, and changes in institutional contingencies, the facts derived on India's long-term economic performance are used to put the record straight. The findings of the book will transform debate, and set the agenda for thoughtfully assessing what course the Indian economy needs to follow.

What started as a love affair for Indian royalty is now the mainstay of Indian roads. Since Independence, the automobile has played an important role in India's industrial growth, as well as been the hero in many Bollywood movies. It has changed our cities and the way our houses and apartment blocks are configured, as well as transformed the countryside, connecting the remotest corners of our

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vast nation and providing jobs to millions. It has also empowered women in many parts of the nation, enabling them to attend schools and universities and commute to work and the marketplace. For thousands of Indians, the automobile has been, and remains, an object of pleasure, pride, status, excitement, emotion and passion. In *The Automobile*, Gautam Sen has not only traced the history of the automobile in India and the way it has shaped society for over a century but has also delved into the fascination Indians have for all matters automotive, such as motor racing, bikes, road movies and historical vehicle shows. A riveting story told in the most fascinating anecdotal tone, this book is filled with well-researched facts and beautiful pictures for lovers of automobiles.

SOON TO BE A MAJOR MOTION

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PICTURE The stunning Booker Prize – winning novel from the author of *Amnesty* and *Selection Day* that critics have likened to Richard Wright 's *Native Son*, *The White Tiger* follows a darkly comic Bangalore driver through the poverty and corruption of modern India 's caste society. “ This is the authentic voice of the Third World, like you've never heard it before ” (John Burdett, Bangkok 8). The white tiger of this novel is Balram Halwai, a poor Indian villager whose great ambition leads him to the zenith of Indian business culture, the world of the Bangalore entrepreneur. On the occasion of the president of China 's impending trip to Bangalore, Balram writes a letter to him describing his transformation and his experience as driver and servant to a wealthy Indian family, which he thinks exemplifies the contradictions and complications of Indian

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society. Recalling *The Death of Vishnu* and *Bangkok 8* in ambition, scope, *The White Tiger* is narrative genius with a mischief and personality all its own. Amoral, irreverent, deeply endearing, and utterly contemporary, this novel is an international publishing sensation—and a startling, provocative debut.

Agastya Sen, known to friends by the English name August, is a child of the Indian elite. His friends go to Yale and Harvard. August himself has just landed a prize government job. The job takes him to Madna, “the hottest town in India,” deep in the sticks. There he finds himself surrounded by incompetents and cranks, time wasters, bureaucrats, and crazies. What to do? Get stoned, shirk work, collapse in the heat, stare at the ceiling. Dealing with the locals turns out to be a lot easier for August than living with himself.

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English, August is a comic masterpiece from contemporary India. Like A Confederacy of Dunces and The Catcher in the Rye, it is both an inspired and hilarious satire and a timeless story of self-discovery.

| WINNER OF THE GAJA CAPITAL BUSINESS BOOK PRIZE 2019 | The nineteenth century was an exciting time of initiative and enterprise around the world. If John D. Rockefeller was creating unimagined wealth in the United States that he would put to the service of the nation, a Parsi family with humble roots was doing the same in India. In 1822, a boy was born in a priestly household in Gujarat's Navsari village. Young Nusserwanji knew early on that his destiny lay beyond his village and decided to head for Bombay to start a business - the first in his family to do so. He had neither higher

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education nor knowledge of business matters, just a burning passion to carve a path of his own. What Nusserwanji started as a cotton trading venture, his son Jamsetji, born in the same year as Rockefeller, grew into a multifaceted business, turning around sick textile mills, setting up an iron and steel company, envisioning a cutting-edge institute of higher learning, building a world-class hotel, and earning himself the title of the 'Bhishma Pitamah of Indian Industry'. Stewarded ably over the decades by Jamsetji's sons Dorabji and Ratanji, the charismatic and larger-than-life JRD, and thereafter the more business-like Ratan, the Tata group today is a 110-billion-dollar empire. The Tatas is their story. But it is more than just a history of the industrial house; it is an inspiring account of India in the making. It chronicles how each generation of the family invested not

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only in the expansion of its own business interests but also in nation building. Few know, for instance, that the first hydel power project in the world was conceived of and built by the Tatas. Nor that some radical labour concepts such as eight-hour work shifts were born in India, at the Tata mill in Nagpur. The Tata Cancer Research Centre, the Indian Institute of Science, the Tata Institute of Fundamental Research, as also the national carrier Air India - the family has a long, rich and unrivalled legacy. The Tatas is a tribute to a line of visionaries who have a special place in the hearts and minds of ordinary Indians. Written by seasoned journalist Girish Kuber, this is also the only book that tells the complete Tata story spanning almost two hundred years.

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