

## The Maruti Story

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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 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.

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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 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 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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R.C. BHARGAVA joined the Indian Administrative Service in 1956. After an eventful tenure, during which he had postings in Uttar Pradesh, Jammu and 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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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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### **The Maruti Story: How A Public Sector Company Put India On ...**

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A story that proves that Indians when empowered can change the course of history The targets were stupendous and almost unachievable. Slightly over two years to find a suitable partner, finalize all legal documentation, build a factory, 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.

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

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 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 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.

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 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.

Lord Hanuman, the Monkey God and one of the most fascinating characters in the Ramayana, personifies the true superhero-philosopher. He is Lord Rama's most trusted ally who embodies the virtues of a sincere devotee, the fearless fighter who sets the city of Lanka ablaze with his burning tail, the humble messenger who informs Mother Sita of Lord Rama's victory over Ravana, the noble fellow warrior who uproots Dronagiri, a mountain of herbs, to save Lakshmana's life. Above all, he is a perfect blend of intelligence and humility. The Chronicles of Hanuman, an engaging and inspiring bildungsroman of the Monkey God, is also replete with interesting folk tales, local lore about Hanuman temples across India and Hanuman prayers, making this book a reader's delight. ABOUT THE AUTHOR Shubha Vilas, a spiritual seeker and a motivational speaker, holds a degree in Engineering and Law with a specialisation in Patent Law. In essence, he is an author, a motivational speaker, lifestyle coach and a storyteller. He is the author of the bestselling series, Ramayana: The Game of Life, that dis ls thought-provoking life lessons through the gripping narrative of the story of the Ramayana. Travelling across the globe and meeting people from all walks of life, he teaches the importance of being governed by dharmic principles, sharing spiritual lifestyle ps and contemporary wisdom to deal with modern-day life situations.

Set in locales as cosmopolitan as Delhi and as remote as Mangladi, these stories, ranging from the whimsical to the bizarre, constitute a fascinating ride through the lives of everyday people grappling with themselves and with circumstances they can neither fully comprehend nor entirely control.

When Tata Indica was first launched, it was more than just about another car entering the Indian automobile market. It was the launch of India's very first indigenous car, which eventually led to Tata Motors becoming one of the most trusted automobile companies in the country. Along with understanding step-by-step details about the making of the car, the book goes on to talk about how the car was received by the Indian masses, which eventually helped the growth of the Tata Group. Read on, as Harish Bhat, brand custodian of the Tata Group, details the many snippets that aided in the creation of the car, while also discussing the political, cultural and global influence it had on the country, by helping India carve a place for itself in the automobile industry.

A riveting firsthand account of one man's mission to investigate and document some of the most astonishing phenomena of our time—children who speak of past life memory and reincarnation. All across the globe, small children spontaneously speak of previous lives, beg to be taken "home," pine for mothers and husbands and mistresses from another life, and know things that there seems to be no normal way for them to know. From the moment these children can talk, they speak of people and events from the past—not vague stories of centuries ago, but details of specific, identifiable individuals who may have died just months, weeks, or even hours before the birth of the child in question. For thirty-seven years, Dr. Ian Stevenson has traveled the world from Lebanon to suburban Virginia investigating and documenting more than two thousand of these past life memory cases. Now, his essentially unknown work is being brought to the mainstream by Tom Shroder, the first journalist to have the privilege of accompanying Dr. Stevenson in his fieldwork. Shroder follows Stevenson into the lives of children and families touched by this phenomenon, changing from skeptic to believer as he comes face-to-face with concrete evidence he cannot discount in this spellbinding and true story.

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