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KEY=MARUTI - DANIELA BETHANY

MARUTI STORY

HOW A PUBLIC SECTOR COMPANY PUT INDIA ON WHEELS

THE MARUTI STORY

HOW A PUBLIC SECTOR COMPANY PUT INDIA ON WHEELS

Harper Collins An extraordinary and rare insight into how a few determined entrepreneurs created an icon... - C. K. PrahaladThe 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 peoples 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 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 thecompany, 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.

GETTING COMPETITIVE

A PRACTITIONER'S GUIDE FOR INDIA

Harper Collins 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 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.

SANTRO

THE CAR THAT BUILT A COMPANY

Hachette UK '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.

THE ELEPHANT AND THE MARUTI

STORIES

Penguin Group 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.

STEVE JOBS

Simon and Schuster Draws on more than forty interviews with Steve Jobs, as well as interviews with family members, friends, competitors, and colleagues to offer a look at the co-founder and leading creative force behind the Apple computer company.

THE AUTOMOBILE

AN INDIAN LOVE AFFAIR

Penguin Random House India Private Limited For thousands of people, the automobile has been, andyet remains an object of pleasure, pride, status, sports, excitement, emotion and passion. The automobile has been the most important invention of the twentieth century. Not only has it given the hoi polloi freedom, mobility and liberty, it has changed our lifestyle, the way we live and interact, the way we work, the kind of jobs that we do, and has led to an evolution of our cultures. It has changed the cities, the countryside, the way they are conceived, designed and constructed, the way our houses and apartment blocks are configured, as well as the technology involved therein. Post-independence, the automobile played a very important role in India's industrial growth, as well as a hero in many Bollywood movies. The automobile is yet transforming India, as it connects the remotest corners of our vast nation, providing mobility, freedom and jobs to millions. It has acted as an emancipator for women in many parts of the nation, allowing them to go to school and university, commute to work and to the marketplace. With the help of this book, Gautam Sen has traced the history of the automobile in India and the way it has shaped the economy and society here. He has also talked about the evolution of races and bikes in Asia. The riveting story told in the most fascinating anecdotal tone, this book is filled with well-researched facts and details for the lovers of automobiles. The pictures in the book, too, are gorgeous and rare.

INDIAN ICON

A CULT CALLED ROYAL ENFIELD

Wetland Business

AND THAT'S THE WHOLE STORY

White Falcon Publishing 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.

NOT WITHOUT MY DAUGHTER

Random House 'You are here for the rest of your life. Do you understand? You are not leaving Iran. You are here until you die.' Betty Mahmoody and her husband, Dr Sayyed Bozorg Mahmoody ('Moody'), came to Iran from the USA to meet Moody's family. With them was their four-year-old daughter, Mahtob. Appalled by the squalor of their living conditions,

horrified by what she saw of a country where women are merely chattels and Westerners are despised, Betty soon became desperate to return to the States. But Moody, and his often vicious family, had other plans. Mother and daughter became prisoners of an alien culture, hostages of an increasingly tyrannical and violent man. Betty began to try to arrange an escape. Evading Moody's sinister spy network, she secretly met sympathisers opposed to Khomeini's savage regime. But every scheme that was suggested to her meant leaving Mahtob behind for ever... Eventually, Betty was given the name of a man who would plan their perilous route out of Iran, a journey that few women or children had ever made. Their nightmare attempt to return home began in a bewildering snowstorm...

DRIVEN

MEMOIRS OF A CIVIL SERVANT TURNED ENTREPRENEUR

Penguin UK An epic triple treat—stories from a civil servant, corporate captain and businessman Jagdish Khattar has had an astonishingly diverse career, a trained lawyer who became an IAS officer. He was an agent of change in Uttar Pradesh through his roles as district magistrate, and head of the cement and transport corporations. He also helmed India's Tea Board in London and played a key role in the steel ministry. Elevated to the post of MD with Maruti Udyog, a firm that was on the verge of a steep decline, Khattar braved labour unions, foreign competition, and politicians as he led Maruti to a very successful IPO. Finally, at the age of sixty-five, Khattar turned entrepreneur with Carnation, India's first multi-brand car sales and servicing network. Driven spreads across a sweeping national canvas from drought-hit villages to the Shakespearean intrigues of politicians and bureaucrats. Written with flair and liberally peppered with frank anecdotes, it is filled with lessons about leadership, friendships, jugaad-style innovation, resilience, and values.

THE SANJAY STORY

FROM ANAND BHAVAN TO AMETHI

Harper Collins How did a nation of over 600 million people bow down to the whims and fancies of a Prime Minister's pampered son? In this carefully researched book, Vinod Mehta makes the first complete appraisal of the Sanjay Gandhi phenomenon and its impact on the national scene. It begins at Anand Bhavan, the Nehru mansion in Allahabad, and Feroze Gandhi's relationship with the Nehrus - particularly Kamala and Indira. This gives the background to an understanding of Sanjay's volatile personality as it developed through his early years and his obsession with cars that led to the establishment of the Maruti factory. Writing in a style that is both compelling and honest, Vinod Mehta sifts the facts from the rumours and gets to the core of Sanjay's dramatic emergence after the declaration of the Emergency. His capturing of the Youth Congress and the excesses of the sterilization campaign (which he thought would ensure his place in history) are brought out in telling detail, as is the use of the media to build the cult of Sanjay. With a new introduction, The Sanjay Story allows readers to look with the benefit of hindsight on the rise and fall of one of independent India's most controversial figures. What emerges from the text is not only an understanding of Sanjay and his times, but an understanding of India's current political scenario. Vinod Mehta confirms the truth of history writing - that to engage intelligently with the present, you must come to terms with the past, even a past as inglorious and bewildering as the Emergency.

RACING TOWARD ZERO

THE UNTOLD STORY OF DRIVING GREEN

In Racing Toward Zero, the authors explore the issues inherent in developing sustainable transportation. They review the types of propulsion systems and vehicle options, discuss low-carbon fuels and alternative energy sources, and examine the role of regulation in curbing emissions. All technologies have an impact on the environment, from internal combustion engine vehicles to battery electric vehicles, fuel cell electric vehicles, and hybrids—there is no silver bullet. The battery electric vehicle may seem the obvious path to a sustainable, carbon-free transportation future, but it's not the only, nor necessarily the best, path forward. The vast majority of vehicles today use the internal combustion engine (ICE), and this is unlikely to change anytime soon. Improving the ICE and its fuels—entering a new ICE age—must be a main route on the road to zero emissions. How do we go green? The future requires a balanced approach to transportation. It's not a matter of choosing between combustion or electrification; it's combustion and electrification. As the authors say, "The future is eclectic." By harnessing the best qualities of both technologies, we will be in the best position to address our transportation future as quickly as possible

CITY OF DJINNS

A YEAR IN DELHI

HarperCollins UK The author describes his year spent in Delhi, India, reflecting on the city's history and culture, including religious practices, industry, the arts, festivals and entertainment, and social customs

AT THE HELM

MEMOIRS OF A CHANGE AGENT

Harper Collins If for any reason at all he fails, virtually the entire public sector will have to be written off for the next twenty years, noted the panel that chose V. Krishnamurthy as the Business India Businessman of the Year in 1987. Management of a business enterprise in India is a lot more difficult than in other countries. There are far more uncertainties that an Indian manager has to encounter while performing his tasks—even more so in state-owned companies, often synonymous with inefficiency, than in private ones. But Krishnamurthy, through his exemplary stewardship of three enterprises, emerged as the pride of India's public sector in the 1970s and 1980s. At Bharat Heavy Electricals Limited, he saved the company from imminent disintegration and dispelled Indira Gandhi's impression that Indian managers do not have the ability to manage large organizations. At Maruti Udyog, he was given the responsibility of not just manufacturing a car but of modernizing the automobile industry itself. Steel Authority of India was almost a sunset company when he took over but he shook up the organization from its very foundations and put it back in a leadership position. At the Helm is the story of how a boy from the temple town of Karuveli in Tamil Nadu starts out as a technician at airfields during the Second World War but goes on to script the biggest success stories of young India's fledgling public sector over the next five decades.

THE SHAADI STORY

Pan Macmillan [A] delightful book' NAMITA GOKHALE 'A must-read' KIRAN MANRAL 'Deeply researched' PAVAN K. VARMA What makes the Big Fat Indian Wedding so central to our lives? The wedding is the most celebrated event in Indian society. It forms the heart of a multi-billion-dollar industry driving fashion, food, music, entertainment and our desire for companionship. In The Shaadi Story, social entrepreneur Amita Sahaya takes a fascinating look at the history, religious traditions, societal attitudes, industry and modern adaptations of the North Indian Hindu wedding and beyond. Across seven chapters structured like the traditional ritual of the saptapadi, this book illuminates the seven different aspects of the quintessential Indian wedding. Drawing on ancient Sanskrit scriptures, western philosophies, Bollywood movies and the voices of young Indians, this book is an in-depth examination of our evolving ideas of love and relationships through the prism of our society's most elaborate celebration. Enlightening and entertaining, The Shaadi Story is a remarkable exploration of Indian weddings and marriages and what makes them tick.

BACK STAGE

Tracing the spectacular trajectory of Ahluwalia's life from its humble beginnings in Secunderabad to the corridors of power in New Delhi, this book is a classic insider's account of how the India story was shaped and script Ahluwalia played a key role in the transformation of India from a state-run to a market-based economy, and remained a constant fixture at the top of India's economic policy establishment for an unprecedented period of three decades.

FULLY CHARGED

HOW GREAT LEADERS BOOST THEIR ORGANIZATION'S ENERGY AND IGNITE HIGH PERFORMANCE

Harvard Business Press As you're well aware, your individual energy ebbs and flows—leading to high and low productivity cycles. Fail to manage your energy correctly, and you risk falling into traps including inertia, complacency, and frenzied, unfocused activity that only erodes the quality of your life. The same holds true for your entire organization. In Fully Charged, Heike Bruch and Bernd Vogel provide tools and strategies to help you manage your company's collective energy. First, diagnose your company's "energy state" using the Organizational Energy Matrix. By assessing the intensity (high or low) and the quality (positive or negative) of the energy in your enterprise, you discover which of four energy states your company is experiencing. Second, move your company out of dangerous states characterized by complacency, cynicism, aggression, withdrawal, and other perils. By applying practices mastered by companies as diverse as Airbus, Novartis, SAP, and Tata Steel, you can shift your firm into a state of high, positive energy—in which everyone is emotionally engaged, mentally alert, and working swiftly and productively toward critical goals. Practical and backed by extensive research, Fully Charged reveals how to continually refresh your company's energy—so it's always ready to tackle the next period of high demand.

THE SONS OF RAMA

Amar Chitra Katha Pvt Ltd No one dared challenge the might of King Rama of Ayodhya. Famous for his valour and skill as a warrior, he confidently set out to become the King of the World. But then, his force came up against two little boys roaming the forest wilds. Luv and Kush laugh

AN IDEA WHOSE TIME HAS COME

THE STORY OF THE INDIAN SCHOOL OF BUSINESS

Penguin Books India Ten years ago, the founders of the Indian School of Business, Hyderabad articulated a vision that was as daunting to execute as it was simple to state: to build a world-class business school in India.

MAURI

THE WOMAN WHO CHALLENGED KRISHNA

Bloomsbury Publishing She wants to kill the man whom others call God. However, love unwittingly becomes an obstacle in her sworn path. With her father's death shattering her world, Mauri is torn away from everything she had once loved. Anger has replaced every emotion within her, and she seeks only one thing-to kill her father's killer. Even if the man is none other than Krishna Vaasudeva, the man whom people worship as God. Someone is standing in the way though, reining in her bitterness when she is least prepared for it-the rakshasa prince Ghatotkacha! But by the time love sprouts within her, Mauri has gone too far in her thirst for vengeance and has endangered Kamarupa, the high seat of the Supreme Goddess. Does Ghatotkacha realise the true intentions of his lover? Can Mauri fight her own monsters and defend the temple? Can she save herself and Ghatotkacha before both their worlds are destroyed? Can Mauri fight her own monsters and defend the temple? Can Mauri save herself and Ghatotkacha before both their worlds are destroyed?

SUPERMARKETWALA

SECRETS TO WINNING CONSUMER INDIA

Random House India • Rita, the young bahu, avoids buying personal products from the family grocer. • Sonu's breakfast table on a Sunday represents global cuisines. Do you know how it is possible? • Where do big corporates and MNC retailers fumble, and what helps simple DMart get its model right? • What is Ching's Secret that is not Knorr's, Maggi's, or Yippie's? Supermarketwala, Damodar Mall's intriguing and revelatory debut book, answers these questions and much more. Damodar, in Supermarketwala, provides the very basics for the growth of modern retail and consumerism in India, through interesting and carefully studied consumer behaviour, an art that few in his domain possess. Supermarketwala, is intended to be the go-to book for all consumer business enthusiasts and readers alike, who wish to understand how and why we as consumers behave in a certain manner at different places. These insights, which are the analyses of the sector so far, could become the pillars for shaping successful consumer products and retail businesses in the huge consumer economy that India will soon be.

CAPITAL

A PORTRAIT OF TWENTY-FIRST CENTURY DELHI

Text Publishing Capital is a compelling biography of a critically important megacity, and the effects of sudden and all-consuming capitalist transformation. At the turn of the twenty-first century acclaimed novelist Rana Dasgupta arrived in the Indian capital with a single suitcase. He had no intention of staying for long. But the city beguiled him - he fell in love and in hate with it - and, fourteen years later, Delhi has become his home. Capital tells the story of Delhi's journey from walled city to world city. It is a story of extreme wealth and power, of land grabs and a cityscape changed almost beyond recognition. Everything that was slow, intimate and idiosyncratic has become fast, vast and generic; every aspect of life has been affected - for the poor, the middle classes and the super-rich. Through a series of fascinating personal encounters Dasgupta takes us inside the intoxicating, sometimes terrifying transformation of India's fastest-growing megacity, offering an astonishing 'report from the global future'. Rana Dasgupta won the 2010 Commonwealth Writers' Prize for Best Book for his debut novel, Solo. He is also the author of the highly praised story collection Tokyo Cancelled. Capital is his first work of non-fiction. Born in England, he now lives in Delhi. textpublishing.com.au 'The most unexpected and original Indian writer of his generation.' Salman Rushdie '[Dasgupta has] a gift for sentences of lancing power and beauty.' New Yorker 'A beautifully written portrait of a corrupt, violent and traumatised city growing so fast it is almost unrecognisable to its own inhabitants. An astonishing tour de force by a major writer at the peak of his powers.' William Dalrymple

THE EMERGENCY

A PERSONAL HISTORY

Penguin UK A searing indictment of the suspension of democracy In June 1975, a state of Emergency was declared, where civil liberties were suspended and the press muzzled. In the dark days that followed, Coomi Kapoor, then a young journalist, personally experienced the full fury of the establishment. Meanwhile, Indira Gandhi, her son Sanjay and his coterie unleashed a reign of terror that saw forced sterilizations, brutal evictions in the thousands, and wanton imprisonment of many, including Opposition leaders. This gripping eyewitness account vividly recreates the drama, the horror, as well as the heroism of a few during those nineteen months when democracy was derailed.

INDIA VS UK

THE STORY OF AN UNPRECEDENTED DIPLOMATIC WIN

Harper Collins From the revolt of 1857 and the freedom movement to duels on the cricket pitch, India and the United Kingdom have been on opposing sides on numerous occasions. A less known instance when this dynamic played out was the 2017 election for a seat on the International Court of Justice. Unwilling at first, India was prompted to enter the ring in the wake of the Kulbhushan Jadhav case. The contest that followed proved to be a 'second war of Independence' in the words of then foreign minister Sushma Swaraj - and a David-and-Goliath fight against the permanent members of the Security Council, who all put their might behind the UK. Syed Akbaruddin, India's Permanent Representative to the UN at the time, presents a behind-the-scenes account of India's coming-of-age in world affairs through the prism of this momentous election.

HAVELLS

THE UNTOLD STORY OF QIMAT RAI GUPTA

Penguin UK The story of a man who began his journey with Rs 10,000 and built a Rs 17,000-crore empire From beginning his career as a small trader in Delhi to building Havells, one of India's largest electrical goods company, Qimat Rai Gupta's story makes for an inspiring read. Told rivetingly by his son, Anil Rai Gupta, this is the account of how QRG, as he was fondly known, braved poverty, ill health, competition, corruption and bureaucracy to turn his dreams into reality. Havells faced stiff competition from companies that couldn't tolerate a modest trader challenging them. Despite legal battles, family feuds and severe shortage of funds, QRG never gave up. During his last years, Havells acquired German giant Sylvania which was twice its size. When Sylvania's losses pushed Havells to the brink, QRG fearlessly decided to keep the company nonetheless. It was under his tutelage that Anil Rai Gupta, present chairman of Havells, turned Sylvania around. QRG's life is proof of the adage 'Whatever the mind can conceive and believe, it can achieve'.

ENGLISH, AUGUST: AN INDIAN STORY

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, which takes him to Madna - a town with the highest temperatures 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 much easier than living with himself. English, August is a comic masterpiece from contemporary India.

INDIRA: THE LIFE OF INDIRA NEHRU GANDHI

HarperCollins UK The definitive and first non-partisan biography of one of the most formidable political figures of the twentieth century (voted Woman of the Millennium in a BBC poll, 2000)

THE 101 AUTOMOTIVE JEWELS OF INDIA

Dalton Watson Fine Books

LOVE AND LONGING IN BOMBAY

Faber & Faber Set in contemporary India, Love and Longing in Bombay confirms Vikram Chandra as one of today's most exciting young writers. In five haunting tales he paints a remarkable picture of Bombay - its ghosts, its passions, its feuds, its mysteries - while exploring timeless questions of the human spirit. 'When Midnight's Children first arrived on the scene, it became necessary to reevaluate stories from and about India. With Vikram Chandra's collection - his second book - it is time to take stock again . . . Breathtaking.' Observer

INDIRA GANDHI

A BIOGRAPHY

Penguin Books India Indira Gandhi S Life Was Part Of The Unfolding History Of India, Intricately Woven With India S Past And Future. It (Became) Inevitable, Therefore, That Politics (Formed) A Backdrop To Her Public And Often Private Actions. Indira Gandhi S Life Spanned Over Two-Thirds Of A Century. By The Time Of Her Brutal Assassination In 1984, She Had Established Herself As The Most Significant Political Leader India Had Seen Since The Death Of Her Father, Jawaharlal Nehru. In This Book, Written With The Close Cooperation Of

Her Subject, Pupil Jayakar Seeks To Uncover The Many Personalities That Lay Hidden Within Mrs Gandhi. Much More Than A Political Biography, The Book Reveals The Complex Personality Of Indira Gandhi—Her Thoughts And Feelings, Her Hates And Prejudices, Her Insights And Her Faults, Her Loves And Emotional Entanglements. Full Of Startling Insights, Indira Gandhi: A Biography Paints A Magnificent Portrait—At Once Empathetic And Unprejudiced—Of One Of The Twentieth Century S Most Remarkable Women.

THE MAKING OF HERO

FOUR BROTHERS, TWO WHEELS AND A REVOLUTION THAT SHAPED INDIA

Harper Collins Winner of the 2020 Tata Literature Live! Business Book Award From the bylanes of Kamalia and the rugged landscapes of Quetta in India of the 1940s which later became Pakistan, they escaped to the Partition-ravaged cities of Amritsar, Agra, Delhi and finally settled in Ludhiana with little more than the shirts on their backs. From here, four of the six Munjal brothers built their business, part by part. There was no grand vision of building a world-scale enterprise; their aim was simply to survive and provide for their families. Hero began with trading in and then manufacturing bicycle parts, evolved into bicycles, mopeds, automotive parts, motorcycles and scooters, and today the restructured group also encompasses service businesses and infrastructure. In 1986, thirty years after its inception, Hero Cycles became the largest bicycle maker in the world. In the next fifteen years, the motorcycle venture Hero Honda also became the largest in the world, and both pole positions are held firmly even today. This is an authentic 'Make in India' story about overcoming many odds: labyrinthine red tape, tepid economic growth and later, global competition. It follows the lives and times of the four Munjal brothers who lived together and scripted a dramatic revolution on two wheels without any formal education or resources. In parallel, it's also the story of how an agrarian economy like India, with limited means of transportation, took wing on the back of this two-wheel revolution. Driven by family values and Indian ethos, yet wholly contemporary and pioneering in their thinking and best practices, Hero firms today are renowned for putting mutually beneficial relationships at the very core of their business philosophy. The book goes deep inside the 'family spirit' that brought employees, customers, channel partners, suppliers and local communities together to create success, welfare and well-being for millions over the past seven decades. A rare story that proves how a principle-driven organization can create exceptional value for society.

SAYING NO TO JUGAAD

THE MAKING OF BIGBASKET

Bloomsbury Publishing Saying No to Jugaad is a riveting account of how the start-up ecosystem in India evolved rapidly in the last 10 years. Ushering in a new turn in the country's economy that shook up existing ways of doing business, start-ups brought together investors and a rare breed of entrepreneurs to create a set of unicorns focused, for the first time, on solving the country's problems. The book busts some of the common myths around e-commerce businesses and describes the evolution of grocery as the mother of all categories in this sector. It also is the story of how start-ups go through different distinct stages as they evolve and mature. The courage needed to hold your ground when the world seems to have a contrarian view, the relentless focus on customer centricity and the emphasis on foundation-building are illustrated through lucid and stirring stories. Entertaining and anecdotal, the book is not a panegyric about the founders or the company but is the story of real people and a real company with real flaws but also several great ideas and moments. Saying No to Jugaad vividly captures the vision, culture and commitment to values which has made Bigbasket one of India's most successful start-ups.

SAHARA

THE UNTOLD STORY

Jaico Publishing House FEATURES EXCLUSIVE INTERVIEW with SUBRATA ROY EVERYTHING YOU WANTED TO KNOW ABOUT SUBRATA ROY AND SAHARA INDIA PARIWAR, BUT WERE AFRAID TO ASK... Sahara: The Untold Story is based on painstaking research to demystify India's most secretive and largely unlisted conglomerate, the Sahara India Pariwar. It also delves into the group's ongoing legal battle with the market regulator. Entrepreneur Subrata Roy, the guardian angel of the group, whose feet are touched by everybody in the Pariwar, wants to reach out to a million lives and feels impeded and shuttered in by regulations. So the clash with the regulators was inevitable. But when a regulator slams one door, maverick Roy opens another. This play has been on since 1978, when Sahara was set up. Roy is well known for glamour and his association with film stars, cricketers and politicians. He exudes patriotism, with a statue of Bharat Mata (the presiding deity of the group) on a chariot driven by four fierce-looking lions adorning his headquarters in Lucknow. He is the Robin Hood of a country where only 35% of the adult population has access to formal banking services. This India and its millions of illiterate poor depositors stand in awe and admiration of him. But does he also exploit them? Do these poor people actually keep money with him or are they fronting for others? EXCERPT FROM THE SAHARA INDIA PARIWAR DISCLAIMER 'The book at best can be treated as a perspective of the author with all its defamatory content, insinuation and other objections, which prompted us to exercise our right to approach the court of law in order to save the interest of the organization and its crores of depositors and 12 lakh workers.' TamalBandyopadhyay, a deputy managing editor of Mint, is one of the most respected business journalists in India. Tamal has kept a close watch of the financial sector for over a decade and a half and has had a ringside view of the enormous changes in Indian finance and banking over this period. His first book, A Bank for the Buck, released by P Chidambaram in November 2012, has been a non-fiction bestseller.

TO KILL A DEMOCRACY

INDIA'S PASSAGE TO DESPOTISM

Oxford University Press India is heralded as the world's largest democracy. Yet, there is now growing alarm about its democratic health. To Kill a Democracy gets to the heart of the matter. Combining poignant life stories with sharp scholarly insight, it rejects the belief that India was once a beacon of democracy but is now being ruined by the destructive forces of Modi-style populism. The book details the much deeper historical roots of the present-day assaults on civil liberties and democratic institutions. Democracy, the authors also argue, is much more than elections and the separation of powers. It is a whole way of life lived in dignity, and that is why they pay special attention to the decaying social foundations of Indian democracy. In compelling fashion, the book describes daily struggles for survival and explains how lived social injustices and unfreedoms rob Indian elections of their meaning, while at the same time feeding the decadence and iron-fisted rule of its governing institutions. Much more than a book about India, To Kill a Democracy argues that what is happening in the country is globally important, and not just because every third person living in a democracy is an Indian. It shows that when democracies rack and ruin their social foundations, they don't just kill off the spirit and substance of democracy. They lay the foundations for despotism.

BIG BILLION STARTUP: THE UNTOLD FLIPKART STORY

Pan Macmillan The definitive account of India's biggest startup that redefined e-commerce, entrepreneurship and the way we shop and live. IIT graduates Sachin Bansal and Binny Bansal founded out of a Bangalore apartment what would become India's biggest e-commerce startup. Established in October 2007, Flipkart began as an online bookstore and soon came to be known for its 'customer obsession'. As the startup's reputation grew, so did its value, with venture capitalists in India and abroad lining up to invest heavily in the company that stood for bold ambition, unabashed consumerism and the virtues of technology. Investigative journalist Mihir Dalal recounts the astounding story of how the Bansals built Flipkart into a multi-billion-dollar powerhouse in the span of a few years and made internet entrepreneurship a desirable occupation. But it is also a story of big money, power and hubris, as both business and interpersonal complexities weakened the founders' control over their creation and forced them to sell out to a retailer whose dominance they had once dreamt of emulating. Flipkart's auction involved some of the corporate world's biggest names, from Jeff Bezos, Satya Nadella, Sundar Pichai to Masayoshi Son and Doug McMillon, an ironic testimony to the strength of what the Bansals had forged. Based on extraordinary research, extensive interviews and deep access to key characters in the Flipkart story, Big Billion Startup is the riveting and revealing account of how Sachin and Binny Bansal built and sold India's largest internet company.

MBA AT 16

A TEENAGER'S GUIDE TO BUSINESS

Penguin UK You are 16, going on 17. Steve Jobs was all of sixteen when he met Stephen Wozniak. What resulted was Apple. When Sergey Brin and Larry Page met at Stanford, they were in their early twenties. They were soon to start Google. Today's teenagers are our smartest generation yet. They are tomorrow's entrepreneurs, investors, managers, policy makers, watchdogs and of course, consumers. But do you know what the corporate and business world is all about? How do businesses touch everyone's lives? What really makes an entrepreneur tick? How does the engine of a company run? Who is a social entrepreneur? And why do we need the world of business—is business good or bad for us? If you are curious, come join Subroto Bagchi and a group of smart teenagers on their exciting voyage of discovery, and in the process, get yourself a teen MBA!

TITAN

INSIDE INDIA'S MOST SUCCESSFUL CONSUMER BRAND

Hachette UK When Titan Company Limited launched its quartz watches some 30 years ago, the founders - a merry bunch of Tata employees who started out simply wanting 'to do something different' - could not have foreseen just how completely they would capture the imagination of Indian consumers in the post-liberalization era of the 1990s. The brand they created - at first against tremendous odds and restrictive norms - injected freshness into the market and in retail spaces through its cutting-edge marketing strategy and empathetic advertising. Not only did the new watchmakers on the block transform watches from being utilitarian objects to fashion statements, but it also systematically ventured into areas untapped by corporate entities with its brands Titan, Tanishq, Titan Eyeplus, Skinn and Taneira, and established itself as a winner across multiple verticals. Titan: Inside India's Most Successful Consumer Brand takes readers from boardrooms to back rooms to reveal how a quintessential Indian brand from the house of the Tatas, not known till then for its success in the consumer goods market, reached such remarkable heights. It is a tale of innovation and fortitude, of thinking outside the box and staying the course, of obsession with detail and the courage to acknowledge failure. A story that will inspire every reader, here is the inside account of what continues to make Titan tick.

WILL THERE BE DONUTS?: START A BUSINESS REVOLUTION ONE MEETING AT A TIME

HarperCollins UK The very word 'meeting' conjures up images of time wasted in badly lit, airless offices. Of sitting around tables, unsure why you are there & wishing you were somewhere else. The only perk the sweet snack on a plate in the middle of the table. 'Will there be Donuts?' helps you reclaim your working life and make meetings 100% more effective.

OUT OF MY COMFORT ZONE

Penguin Group Australia "A quintessentially Australian tale, told in a straightforward, unpretentious style." The Age Rarely does a truly great player reveal as much of himself and his sport as Steve Waugh does in his long-awaited autobiography. Waugh opens up on his personal life in a way few would expect of a man known in cricket circles as "The Iceman". He provides revealing insights into life on and off the field; the controversies and scandals; and clashes with other players, the media and cricket administrators. He also offers honest and perceptive portraits of the people who have shared his adventure. Out of My Comfort Zone is a frank study of a unique life in cricket - a journey into the heart and soul of not just the game but also one of its most respected players and finest leaders.