



The Maruti Story: How A Public Sector Company put India on Wheels

R.C. Bhargava, Seetha

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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. However, the Maruti project succeeded, and in ways that were unimaginable in 1983. The car revolutionized the industry and put a country on wheels. Twenty-six years later, the company, now facing competition from the world's major manufacturers who have entered the Indian market, still leads the way.

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