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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 ,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

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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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