

Desk Research Report



GROUP 7

Topic : “Business Houses & Business Families in India – Case Study Development & Presentation”

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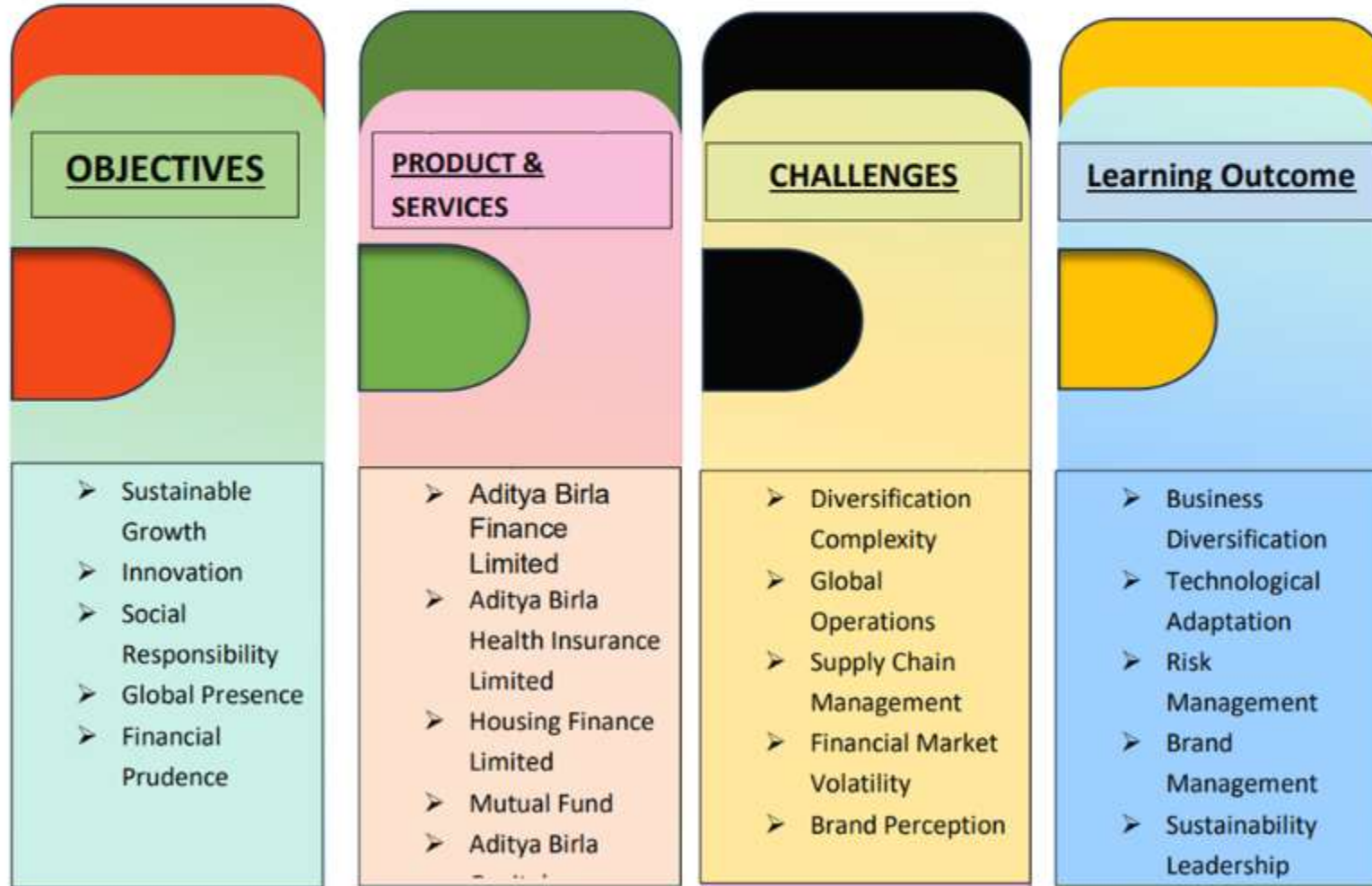
INTRODUCTION



Business houses and business families play a crucial role in the Indian economy. They have been instrumental in the country's industrial development and contribute significantly to its GDP. the label of "family business" is often a combination of ownership, control, family involvement, and cultural aspects. If these elements align, it's likely that the firm will be considered a family business, even if it doesn't fit a perfect mold.



ADITYA BIRLA GROUP



TITLE:" BUSINESS HOUSES AND BUSINESS FAMILIES"

A DEPT CASE STUDY OF RELIANCE JIO

OBJECTIVE

BUSINESS STRATEGY ANALYSIS
FINACIAL PERFORMANCE
TECHNOLOGY
ADVANCEMENT
DIGITAL TRANSFORMATION
MARKET IMPACT

CASE STUDY SCENARIO

SUCCESSION PLANNIN
CONTEXTS
RISK MITIGATION
KEY FACTORS OF SUCCESS
LONG TERM VISION
ORGANIZATIONAL IMPACT

CHALLENGES

COMPETITION
MARKET CONCENTRATION
REGULATORY ISSUE
STANDARDIZATION



SUGGESTION

OFFERS
CUSTOMER RETENTION
NERTWORK ISSUES

LEARNING OUTCOME

INCREASED ACCESSIBILITY TO
AFFORTABLE HIGH SPEED
INTERNET
COMPETITION DRIVEN
QUALITY IMPROVEMENT
INNOVATIVE PRICING
STRATEGIES

TITLE : VIDEOCON'S RISE AND FALL: A STORY OF FINANCIAL STRUGGLES"

OBJECTIVES

- **Business Model Analysis**
- **Role of Technological Innovations**
- **Financial Performance Analysis**
- **Historical Evolution and Growth Trajectory**

CASE STUDY SCENARIO

- **Diversification and Aggressive Borrowing**
- **Late Divestment**
- **Legal Troubles**
- **Insolvency Proceedings**
- **Current Status - Vedanta Group Takeover**

PROBLEM IDENTIFICATION

- **Struggle with Financial and Legal Crises**
- **Slow Adaptation to Market Dynamics and Technology**
- **Late Debt Control Attempts**
- **Insolvency Proceedings (Under IBC)**
- **Persistent Negative Cash Flows and Declining Profits**

LEARNING OUTCOME

- **Financial planning**
- **Adaptability in a dynamic market**
- **Strategic decision-making**
- **Competitive edge**

SUGGESTIONS

- **Refocus on core business**
- **Debt restructuring**
- **Crisis management strategies**
- **Thorough market research**



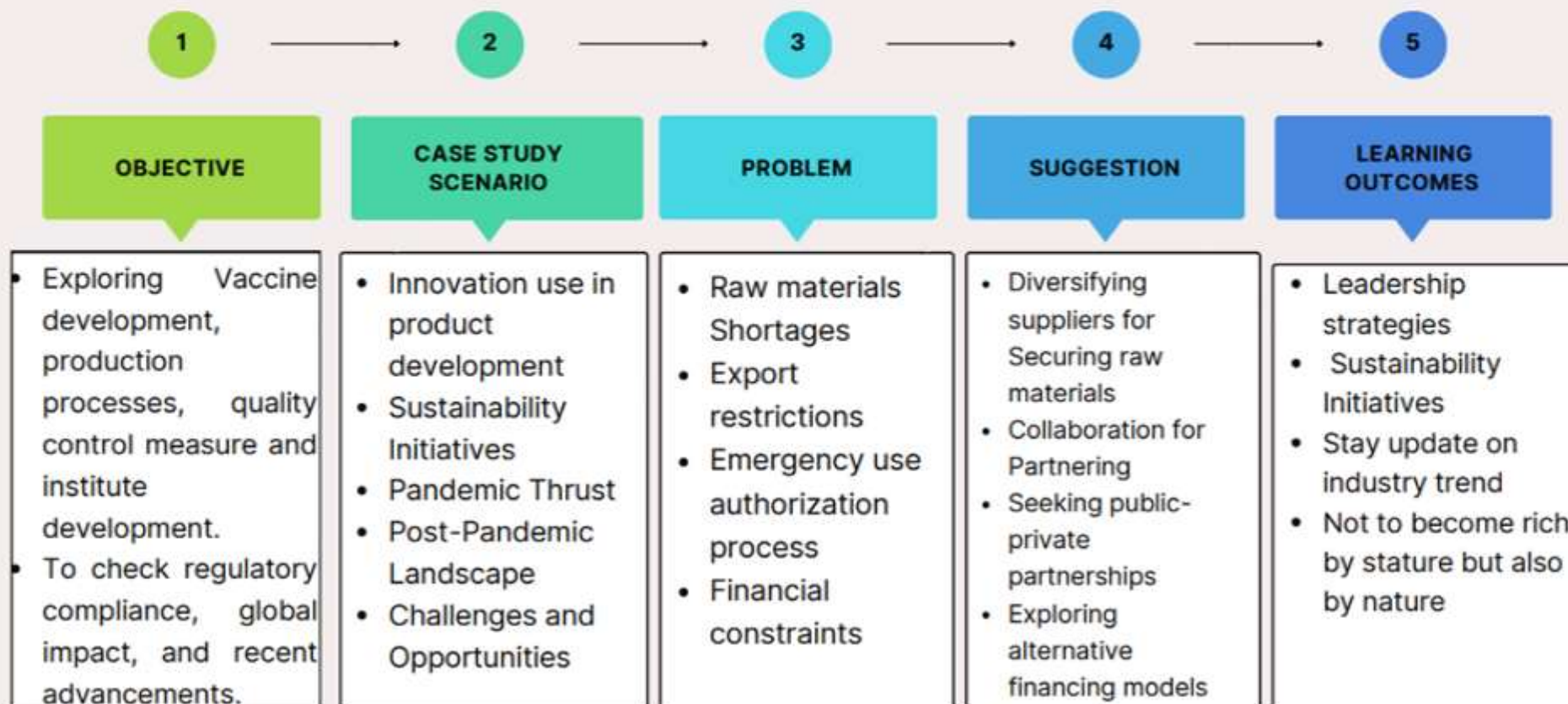


TATA COMPANY





SERUM INSTITUTE OF INDIA



PIRAMAL GROUP

Doing Well and Doing Good



Piramal Group is a global business conglomerate with diverse interests in pharma, financial services and real estate.

Objective

To showcases Piramal groups efforts to provide affordable and quality services in India.

To identify how Piramal Group successfully acquired multiple industries.

Case Study Scenario

- Turnaraound of Piramal group
- Acquisition of DHFL
- Growth of Piramal Group

Challenges

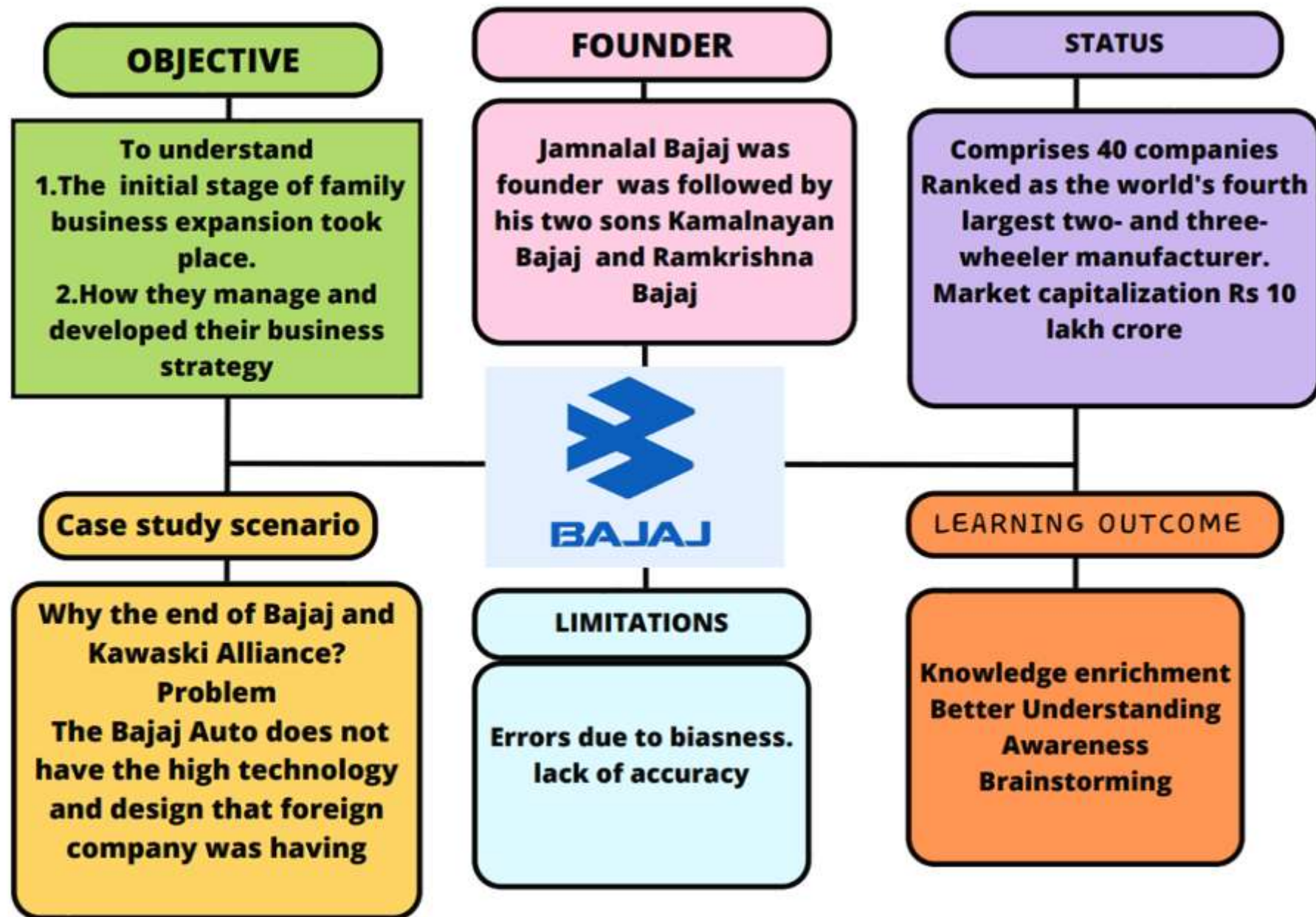
- Competition
- Debt Burden
- Regulatory Environment
- Integration Challenges

Opportunity

- Strong Market Presence
- Focus on growth market
- Experienced Leadership

Learning Outcome

- Proper Management & Leadership
- Managing multiple Industries



TITLE: “BUSINESS HOUSES AND BUSINESS FAMILIES” A DEPT CASE STUDY OF KIRLOSKAR GROUP

Vinit More (Kirloskar group) Group:-7

The Kirloskar Group, established in 1888 by Laxman Rao Kirloskar, is a distinguished Indian conglomerate with a rich legacy in various sectors like engineering, manufacturing, construction, and agriculture. Known for its commitment to innovation, quality, and community development, the group has evolved into a multifaceted entity.

❑ Objective:

- To analyse Market Entry and Expansion in global market:
- To explore the adaptation Local Regulations:
- To explore the benefits of established Long-Term Strategic Partnership:
- To explore Transfer the Technology:
- To Focus on Local Manufacturing:
- To know how to maintain Quality Standards and Customer Satisfaction:
- To analyse increase Market Share Growth:



❑ Case study analysis:

- Formation and Objectives:
- Business Philosophy - "Customer First":
- Quality and Commitment:
- "Growing Together" Philosophy:
- Contribution to Indian Automotive Industry:
- Quality of Life and Economic Activity:
- Long-Term Vision:
- Strategic Partnerships:
- Sustainability and Responsibility:
- Market Adaptability:

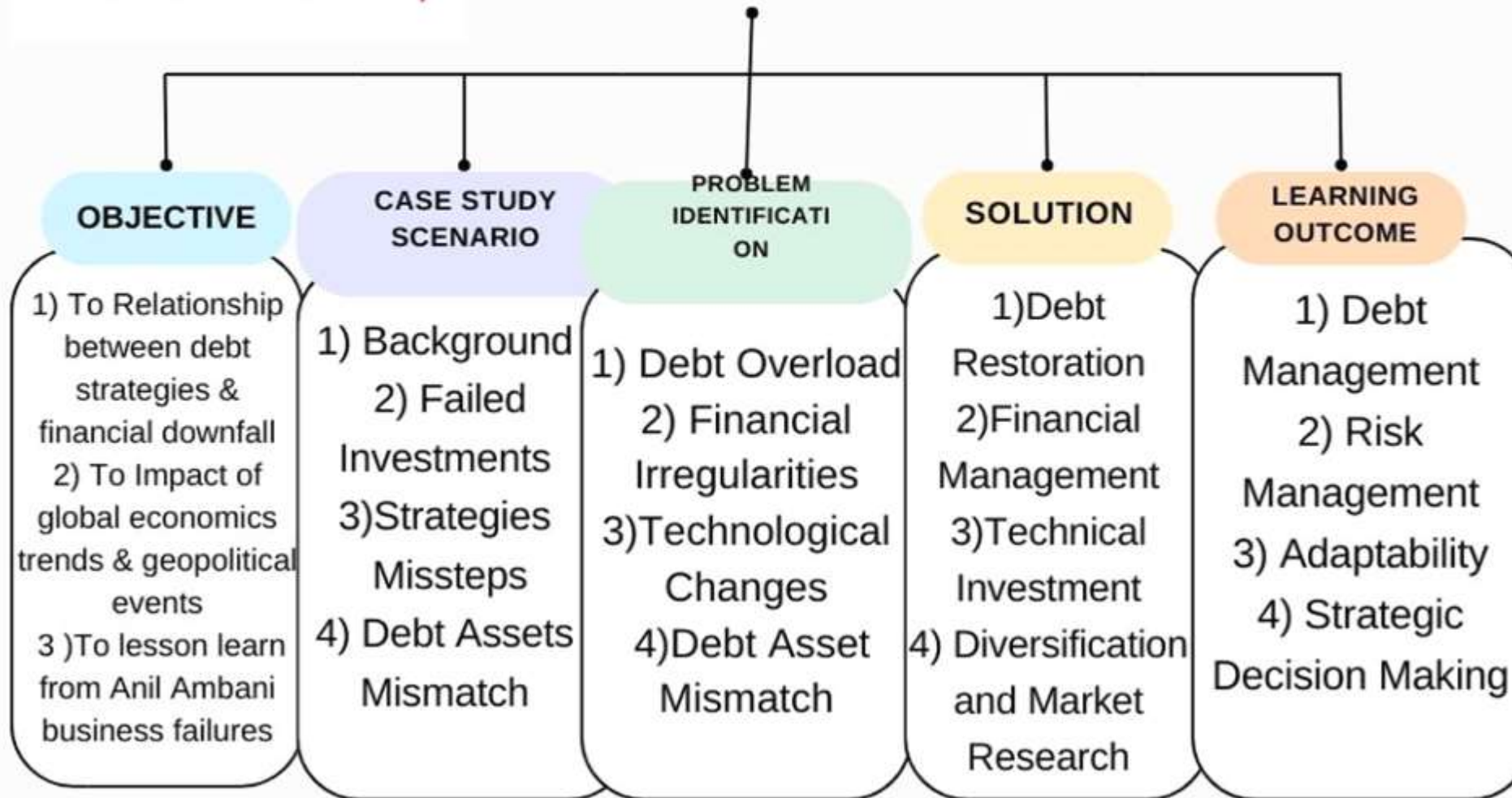
Challenges:

- Market Dynamics:
- Regulatory Changes:
- Economic Fluctuations:
- Technological Shifts:

❑ Learning outcome:

- Cultural and business synergy:
- Adaptability and Innovation:
- Strategic Thinking:
- Market Adaptation and Localization:
- Employee Engagement and Well-Being:
- Adaptability and Innovation:
- Measurable Goals and Evaluation:
- Holistic Problem-Solving:

Failure of Anil Ambani



ADANI GROUP

CASE STUDY

adani



OBJECTIVES

- To analyze market entry and growth.
- To Explore the diversity of Adani group
- To Study how Adani group maintained situational qualities.



CASE STUDY SENARIO

- Diversity of the Adani group by understanding their investments patterns
- Understanding the employees working power
- How growth in India took place.



METHODOLOGY

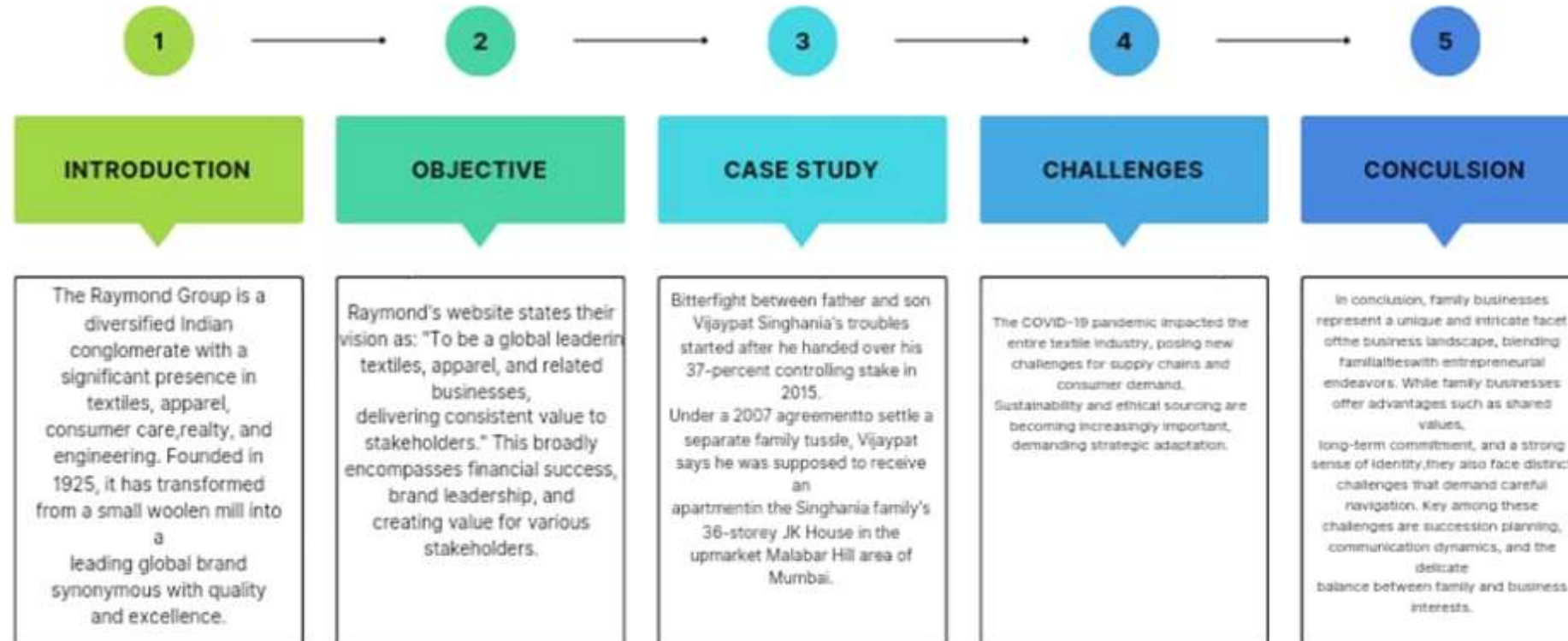
This desk research is the comprehensive approach, synthesizing information from various secondary and reputable source such as academic publication , industry reports and official statement.



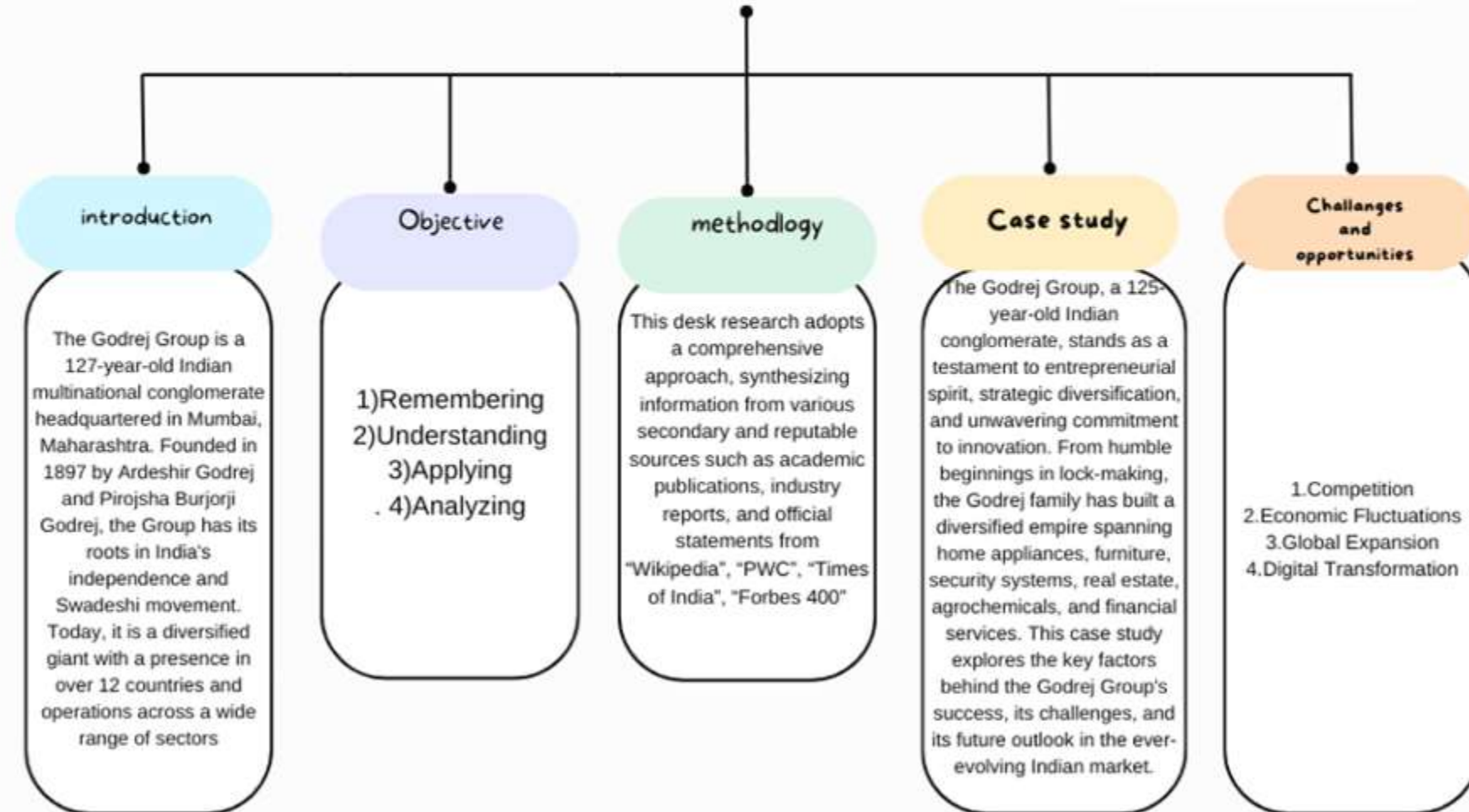
CHALLENGES

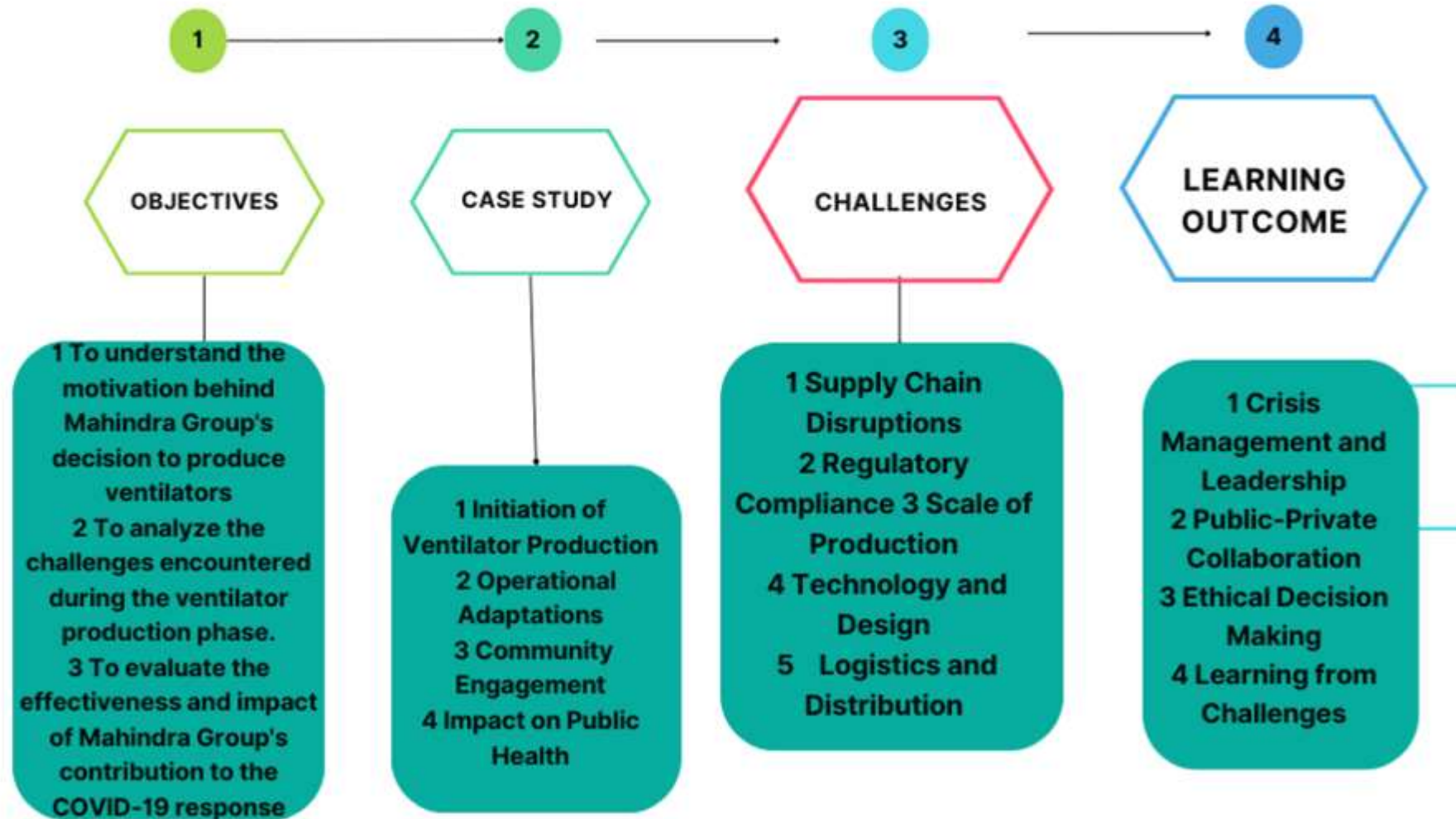
- Managing workers
- Real time monitoring
- Generation of report
- Elimination of fraudulent

Desk Report of Raymond group



DESK RESEARCH OF GODREJ GROUP

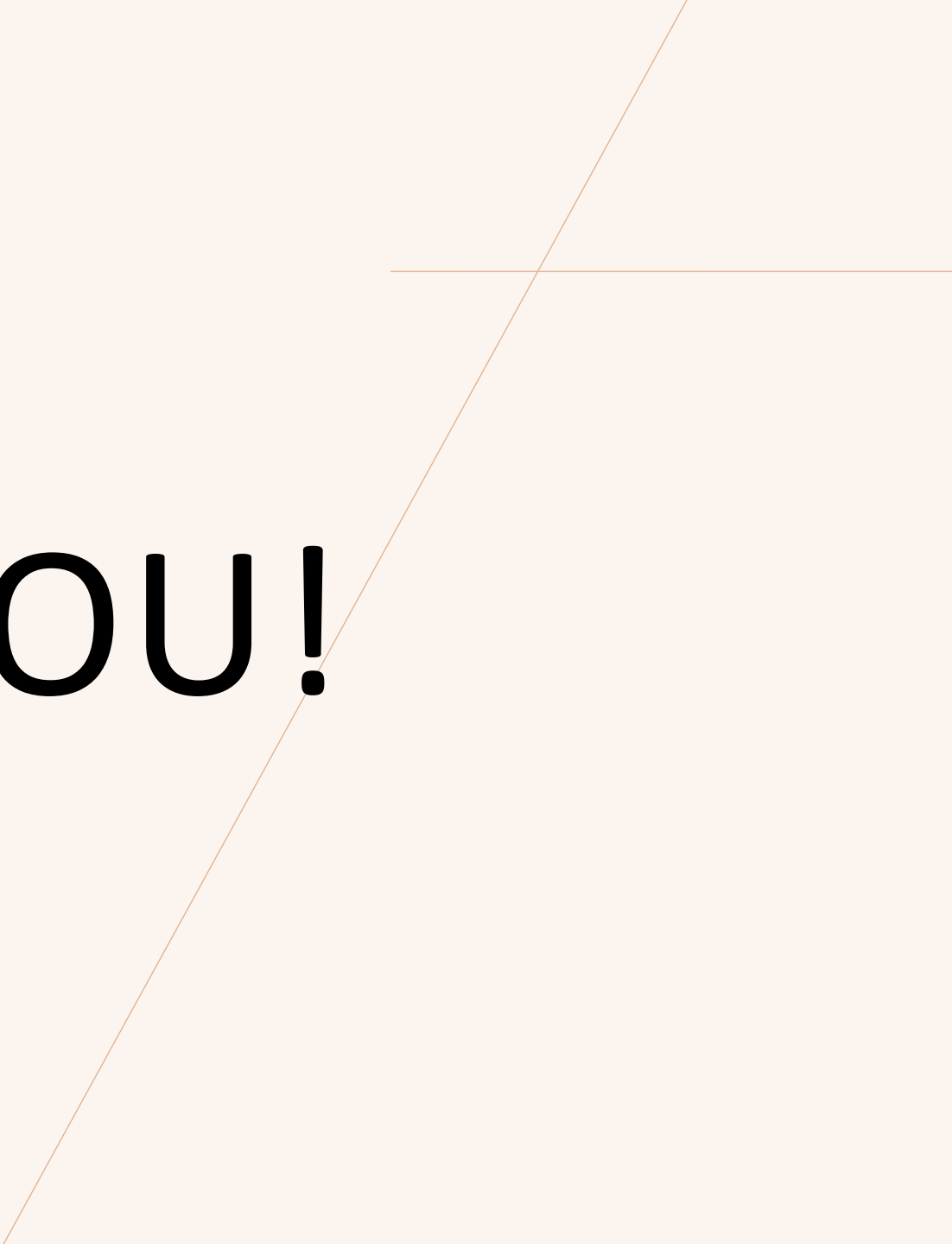






- Contributing significant to GDP.
- Creation of employment.
- Shaping Nations Economy.
- Lessons & Parallels.
- Gain valuable understanding of the dynamic Indian business families.

THANK YOU!

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