



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

By 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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Editorial Review

About the Author

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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