The Big Leap

How Indian Companies Leveraged Reforms for Success

A CII initiative, *the Big Leap, How Indian Companies Leveraged Reforms for Success*, tells the story of how Indian companies re-engineered in the economic reform era to take advantage of new opportunities. Published by HarperCollins Publishers India, the book gives a gripping account of how ten companies shifted track to manage the forces of competition and globalization after 1991.

The ten companies profiled in this book include the Godrej Group, ICICI Bank, ITC, Jubilant Bhartia Group, Maruti Suzuki India, Nivo Controls, RP-Sanjiv Goenka Group, SAIL, Sona Group, and Tata Steel. Tracing the journey of these companies over two decades, the book looks at the challenges they faced and the strategies they deployed to enhance productivity, build competitiveness, and benefit from global forces.

The book, benefiting from inputs from the ten companies, is an authentic depiction of a resurgent Indian industry as it made the big leap into a brave, new India.

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