

# INDIA MEANS BUSINESS

## How the Elephant Earned its Stripes

**KSHAMA V. KAUSHIK  
KAUSHIK DUTTA**

### About the Book

Held to be the fourth largest economy by dint of its purchasing power, India is part of the G-20 major economies with significant influence on regional and global affairs. This book traces the evolution of business in India from the pre-British Raj days to look at the forces that have shaped Indian commerce and economy.

From indigenous business and financial practices to the role of family business and state-owned public sector enterprises, the influence of global business on India, successful business practices of modern India, and the Indian story in modern times—the book presents a well-rounded picture of the country's position in the global business scenario. Looking at the sustainability of the Indian dream, the narrative is supported by case studies of organizations like ITC Limited, ICI India Limited, HCL Limited, and Ranbaxy Laboratories Limited.

### Readership

Anybody interested in the India narrative as well as business owners and executives, entrepreneurs, and students and teachers of business studies, management, economics, and cultural studies

### About the Authors

**Kshama V. Kaushik** and **Kaushik Dutta** are Chartered Accountants and run a research think tank, Thought Arbitrage Research Institute, that works with the government, global regulators, business schools and universities, corporates, and social sector in the areas of corporate governance, sustainability reporting, economics, and public policy. They have co-authored *Corporate Governance: Myth to Reality* (2005) and have written over 75 articles and thought papers in national and international newspapers, magazines, and professional journals.

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