

Title: Majumdar Transformers Ltd

Case Reference No.: 808-029-1

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Published in: 2008

Length: 9 pages

Data source: Field research

Abstract:

Electricity is one of the key drivers for rapid economic growth and poverty alleviation. The annual per capita consumption of India is about 350 Kwh (kilowatt hours), which is among the lowest in the world and so is a matter of everybody's concern. The Government of India launched the 'Power for all by 2012' programme which targeted adding about 100,000 MW (megawatts) of power generation capacity by 2012. The transformer industry in India had evolved and it had a matured technology base to manufacture a wide range of transformers. The majority of transformers installed in the Indian power network were of indigenous origin. MTL Ltd, established in 1981, had grown in leaps and bounds under the leadership of Mahesh Majumdar. MTL is an ISO 9001: 2000 company and had strived to become a significant player in the Indian transformer industry. The case discusses the peculiarities of the transformer Industry in general and MTL in particular. It also highlights techno-preneurial skills and the determination of Mahesh Majumdar.

Topics: Entrepreneurship; India; Transformer manufacturing; Strategy

Settings: Western India, Electrical manufacturing, Small, 2007

Related: Majumdar Transformers Ltd

TEACHING NOTE -Reference no. 808-029-8