

THE END OF AN ERA: DISSOLUTION OF HERO-HONDA MOTORS LTD (HHML)

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ABSTRACT:

The Hero-Honda Motors Ltd (HHML) as a Joint Venture came into existence in the mid 80s, with the coming together of the Hero group of India and the Honda Motor Company of Japan. It was considered a landmark deal and dominated over the Indian markets for many years. With the tremendous growth in the Indian economy and the automobile sector, the two-wheeler segment had grown by leaps and bounds and attracted many more companies to enter the market. The competitive landscape has thrown open challenges in the market and forced existing players to look at different strategic options. The dissolution of HHML is certainly a major event in the Indian automobile industry. The case deals with the background of such dissolution and further challenges before both companies.

Keywords: Joint-venture, Dissolution, Two-wheeler automobile industry.