



Lubricant Lament

Your Client is a lubricant player for 10 years in the Indian Market. They are ranked 3rd globally, and 8th in India. However, they are struggling with their Indian Market Presence. They want an aggressive market growth strategy where they want to increase their market growth by 5 times in the coming 1-2 years.

CASE TYPE
Growth

COMPANY NAME
Boston Consulting Group

DIFFICULTY LEVEL
★ ★ ★

Lubricant Lament

How smoothly can a lubricant company grow?

Problem Statement

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Case Overview

CASE TYPE

Market Growth Case

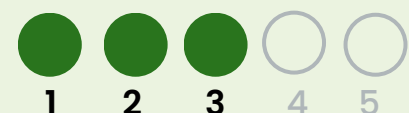
COMPANY NAME

BCG

ROUND

Partner Round

DIFFICULTY



CLARIFYING QUESTIONS ASKED

What are the products, market share and competition for the company?

Where does the production take place? Additionally, is there a particular market the company wants to target?

Case Approach

