



Tata Acquires Corus: A case Study

By Shiv S Tripathi

GRIN Verlag Sep 2012, 2012. Taschenbuch. Book Condition: Neu. 215x152x15 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: -, - (Indian Institute of Technology, Kharagpur), course: Strategic Management, language: English, comment: The Case depicts implementation of Growth Strategy by acquisition of another company in a totally different business environment and cultural setup. The Case Study was tested in a class of Post Graduate Diploma in Management at Calcutta Business School as a part in the course on Marketing Strategy in 2012. , abstract: January 31, 2007, added a shining feather in the cap of corporate Tata Steel which was celebrating its centenary year 2006-07. This day Tata Steel acquired the ninth largest steel producer of the world Corus in an all cash deal of \$12.15 billion (around Rs. 55,000 crore) and catapulted itself from the 56th largest steel producer in the world to 6th largest steel producer in the world. It became the largest acquisition by an Indian company and the second largest in the industry after Mittal Steel s \$38.3 billion acquisition of Arcelor. By offering 608...



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