



IIMC CRC 2017 22

*IIMC CASE RESEARCH CENTRE (IIMCCRC)*

*INDRANIL BOSE, SAIKAT LAHIRI*

*MARCH 2018*



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*Prof. Indranil Bose at the Indian Institute of Management Calcutta, and Saikat Lahiri developed this case study as the basis for class discussion rather than to illustrate the effective or ineffective running of an organization.*

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