

Case Study of Reliance Industry with Managerial Functions



Reliance

Industries Limited

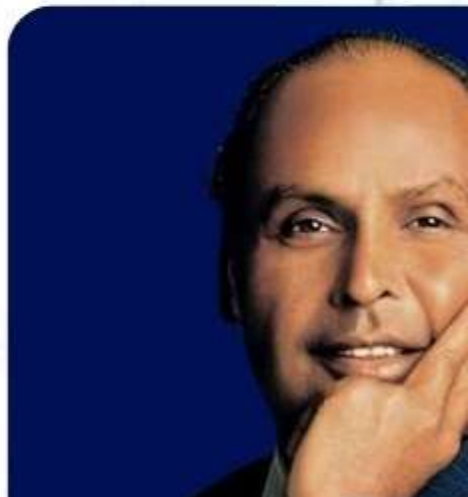
Overview

- Introduction to Reliance Industries
- Introduction to Management
- Study of Reliance at different managerial functions.
- A timeline study of Reliance performance and its resource utilization
- Conclusion



Introduction to Reliance

- In the year 1966 the RIL was founded by Shri Dhirubhai H. Ambani, it was started as a small textile manufacturer unit. In May 8, 1973 RIL was incorporated and conformed their name as RIL in the year 1985.
- The Reliance Group, founded by Dhirubhai H. Ambani , is India's largest private sector enterprise
- The flagship company, Reliance Industries Limited, is a Fortune Global 500 company and is the largest private sector company in India.
- The company operates in three business segments: petrochemicals, refining, and oil and gas. The petrochemicals segment includes production and marketing operations of petrochemical products.



How Did the Journey Begin ?



A Journey of Rs 15000 to Rs 75000 Crore

- The business was setup in partnership with Champaklal Damani, Dhirubhai's second cousin, who used to be with him in Aden, Yemen.
- The first office of the Reliance Commercial Corporation was set up at the Narsinatha Street in Masjid Bunder. It was 350 sq ft. room with a telephone, one table and three chairs. Initially, they had two assistants to help them with their business.
- In 1965, Champaklal Damani and Dhirubhai Ambani ended their partnership and Dhirubhai started on his own.



Introduction to Management

- The organization and coordination of the activities of a business in order to achieve defined objectives.



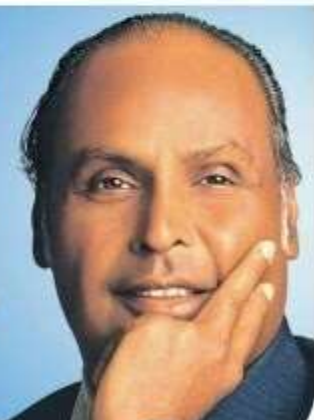
Planning

- Planning is the first step of the function of management. Planning involves deciding in advance what has to be done, when, how and whom it has to be done and how the results are to be evaluated.
- Dhirubhai Ambani epitomized the dauntless entrepreneurial spirit of a visionary always on the march to change the destiny of a nation. Dhirubhai's unique vision redefined the potential of the Indian corporate sector and he challenged conventional wisdom in several areas.



**"IF YOU DON'T BUILD
YOUR DREAM,
SOMEONE ELSE WILL
HIRE YOU TO HELP
THEM BUILD THEIRS"**

-Dhirubhai Ambani

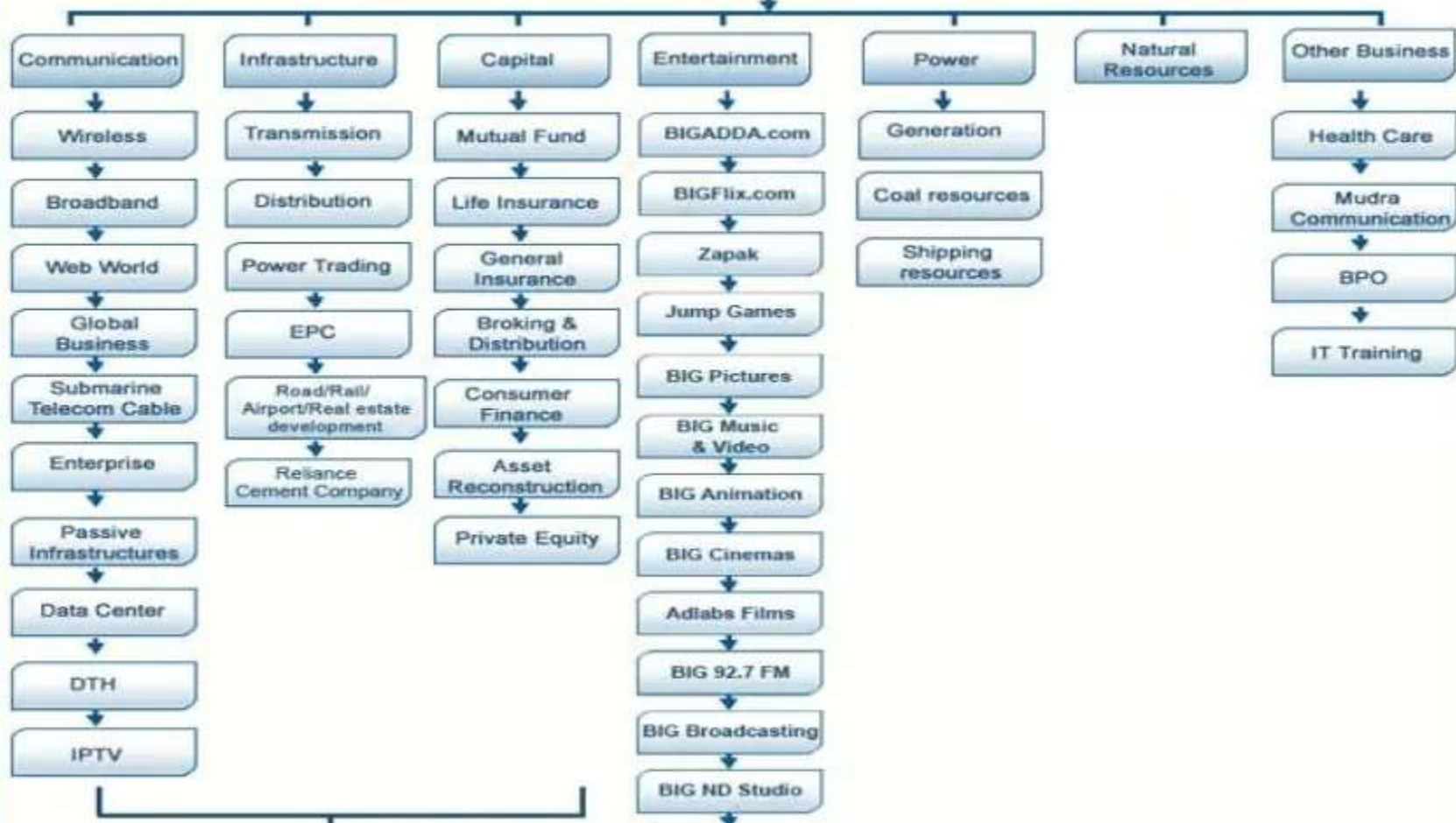


Organising

- According to Haimann, "Organisation is the process of defining and grouping the activities of the enterprise and establishing the authority relationship among them."
- There are two concept are prevalent about organisation. In the other word, there are two meaning of organization:
 - Organising as process
 - Organising as a structure of relationship



Reliance Group



3. Leading

- Leading is influencing people so that they will contribute to the organisation and group goals; it has to do predominantly with the personal aspect of managing.
- Leaders are a special breed of individuals who can move people toward the attainment of established goals.
- Dhirubhai Ambani and Mukesh Ambani were the major leaders in development of Reliance.





Reliance Industries Limited

(Incorporated under the Companies Act, 1956)
Registered Office: 3rd Floor, Maker Chambers IV, 220, Nariman Point, Bombay-400 021

SHARE CERTIFICATE

THIS IS TO CERTIFY that the person(s) named in this Certificate is/are the Registered Holder(s) of the withinmentioned Share(s) bearing the distinctive number(s) herein specified in the above Company subject to the Memorandum and Articles of Association of the Company and that the amount endorsed hereon has been paid up on each such share.

1655042

27

2

1634700

EQUITY SHARES EACH OF RUPEES 10/-
AMOUNT PAID UP PER SHARE RUPEES 10/-

Regd. Folio

XXXXXXXX

Certificate No.

11655042

Names of the Holder(s)

XXXXXXXX XXXX

Distinctive Number(s)

XXXXXXXXXX XX XXXXXXXXXX

Number of Share(s) held

TWENTY TWO ONLY

(*****22)

Record Number(s)



Attest of the Company

AT DELHI THIS 4TH DAY OF DECEMBER 1992.

Joint Managing Director

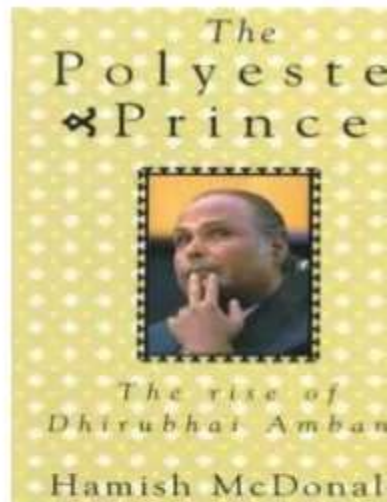
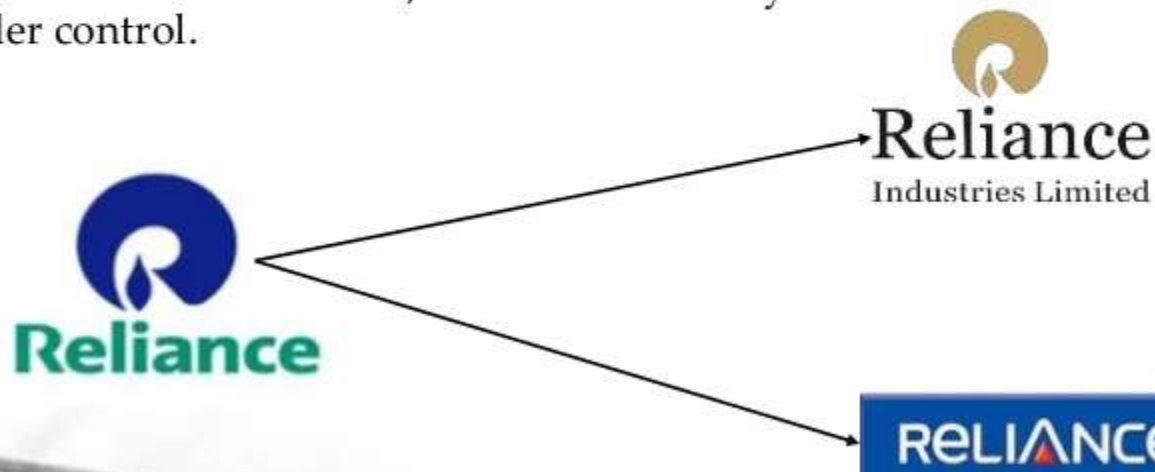
Director

Authorized Signatory

N.B. - No Transfer of any of the shares contained in this certificate will be registered unless accompanied by this Certificate.

4. Controlling

- Controlling is the management function in which performance is measured and corrective action is taken to ensure the accomplishment of organizational goals.
- The basic control process involves three phases that are cyclic: establishing standards, measuring performance, and correcting deviation.
- Reliance is actively being controlling its activity. Whether it may be a external or internal factor, Reliance has always tries to make the situation under control.



A Timeline study of Reliance performance and its resource utilization

1960-1980

- 1960 started Reliance with partnership
- 1965 partnership ended
- 1975 Company Expanded business in textile with brand name VIMAL
- 1977 Held its first IPO

1980-2000

- 1985 to 1992 it expanded its yarn business, becoming major supplier in whole world
- 1993 RIL turned to overseas market for fund allocation
- 1996 Company entered Telecom sector

2001-2016

- 2002 RIL announced biggest Gas Project at Krishna Godavari Basin
- 2002 Death of Founder Dhirubhai Ambani
- 2002-06 Parted Reliance into two
- 2016 Launch of Jio 4G

Conclusion

The word 'Conclusion' is centered within a light gray oval. A magnifying glass with a black handle and a silver rim is positioned over the word, with its lens focused on the 'clu' part, making it appear slightly larger and more prominent.

As far as we have seen it can be concluded that Reliance had performed well in its managerial function, which are : Planning, Organizing, Lead and Control.