

Activity-1 (Group Discussion on Growth and Diversification Strategy of RIL)

Course: MBAIB-301 Strategic Management

Activity Title:

The Growth and Diversification Strategy of Reliance Industries: A Model Conglomerate in India

Objective of the Activity:

To facilitate critical analysis and peer discussion among students regarding the strategic growth and diversification journey of Reliance Industries Limited (RIL). The session aims to provide insights into how RIL evolved from a textile business into a diversified conglomerate spanning petrochemicals, retail, telecommunications, digital services, and renewable energy — becoming one of India's most valuable companies. The objective is to enhance students' understanding of corporate strategy, innovation, leadership, and sustainable business practices in the context of an emerging economy.

Number of Participants:

25–30 MBA – International Business Students (divided into 4–5 groups)

Learning Outcomes:

By the end of the session, students will be able to:

1. **Analyze** the growth and diversification strategies adopted by Reliance Industries.
2. **Understand** the role of vertical and horizontal integration in building business empires.
3. **Evaluate** the impact of leadership vision (Mr. Mukesh Ambani's leadership) on corporate transformation.
4. **Examine** the importance of innovation, digital transformation, and market adaptation.
5. **Discuss** the challenges and opportunities in managing a diversified conglomerate in a rapidly evolving market.
6. **Enhance** communication, collaboration, and critical thinking skills through structured group dialogue.

Format of the Activity:

- **Duration:** 50-60 minutes
- Introduction by Moderator (10 mins)
- Group Discussion (15–20 mins)
- Group Presentation/Summary (10 mins)
- Conclusion & Feedback (10 mins)

Discussion Pointers Provided to Students:

- What were the key inflection points in RIL's growth?
- How did Reliance manage diversification into unrelated sectors like telecom and retail?
- What synergies exist among the group companies?

- What challenges can such conglomerates face in terms of governance and focus?
- What lessons can other Indian companies learn from RIL?

Feedback from Learners:

Collected through informal discussion:

- Many students reported improved understanding of corporate strategy and conglomerate dynamics.
- Many students appreciated the real-world relevance and use of an Indian example.
- Many students highlighted that the session enhanced their team collaboration and critical thinking abilities.
- Suggestions included incorporating guest industry speakers for deeper engagement.