

**Report on**  
**Special Lecture on Strategic Management in**  
**Mergers & Acquisitions**

**April 18, 2018**



**GNLU-Khaitan & Co M&A Fellowship Laws,**  
**Policies and Practices**  
**Gujarat National Law University**  
**Attalika Avenue, Knowledge Corridor, Koba**  
**Gandhinagar- 382426(Gujarat) INDIA**

## ABOUT THE CENTRE

GNLU Centre for Corporate and Competition Law was established on 13th October, 2012 by Hon'ble Mr. Justice K. A. Puj, Retd. Judge, High Court of Gujarat, with multiple objectives, and aims to act as a platform to expand the scope and horizon of corporate and competition laws through multidimensional approach and activities.

The present legal system is coerced with unfair trade practices, anti-competitive issue, worse corporate governance, fighting with corporate frauds, growing concerns of the shareholders, regulation of securities market, role and responsibility of the directors, corporate liability, the controversial jurisdiction issues, multiple jurisdiction Vs. no jurisdiction are the concerns of common man, practitioners, academicians, researchers and other stakeholders associated with corporate sector.



The objectives of the Center are to carry out research in corporate and competition law; provide legal infrastructure to the corporate sector; to analyze the trends and developments in the institutional, legal and regulatory framework of corporate laws in India; and to further knowledge creation in the area of corporate law and sustainability, by networking, partnering and cooperating with reputed regional, national and international associations or institutions or centers that are active in doing similar work.

To embark upon all these issues in the area of Corporate and Competition Law, there is imperative need of thorough research, intellectual deliberations, practical output, legal solution and creative awareness.

## ABOUT THE FELLOWSHIP

Gujarat National Law University in partnership with Khaitan & Co has undertaken a unique initiative and established the GNLU- Khaitan & Co. Fellowship on Mergers and Acquisitions Laws, Policies and Practices to conduct and facilitate in-depth research in emerging areas of Mergers and Acquisitions. Khaitan & Co is one of the India's oldest and well recognized law firms. It combines a rich heritage of over a hundred years with modern, cutting-edge and solution-

oriented legal practice and offers full-service legal solutions to its domestic and international clients.

Our research is brimming with ambition, relevance and practical application. Pioneering research made in business law for people and organization, with the help of creation and maintenance of superior quality intellectual capital through education, extension and training for the M&A stakeholder across India.

The GNLU-Khaitan & Co. Fellowship Programme on M&A, aims to enrich the intellectual resources in M&A, promote quality research, provide support to corporate litigations and develop deeper understanding among students about various issues pertaining to the field of Mergers and Acquisitions. For corporates, M&A have increasingly been touted as the preferred means to consolidate, diversify and grow in line with rapid changes in the economic and industrial landscape across the globe. While, there are plenty of organizations which provide an insight into M&A laws and practice, we believe there is scope for a much deeper understanding of this dynamic area of law which can flow from sculpted study and research. Therein, lies the importance of pursuing 'M&A' as a discipline in itself and provides the objective for establishing the, 'GNLU-Khaitan & Co. on Mergers and Acquisitions laws, policies and practices' at Gujarat National Law University. The research in mergers and acquisitions is backed by continuous observation, rigorous analysis and intense consolidation. With a view to uphold various other objectives behind establishing the Khaitan & Co Fellowship at Gujarat National Law University, the research activities are complemented by periodical reports, pre-legislative research, commentaries and extension activities such as conferences, seminars and round-table discussions in order to engage with various stakeholders. The Competition is part of the overall process and is undertaken with an aim to encourage student involvement on M&A issues.

## **ABOUT THE LECTURE**

Mergers and acquisitions experts help companies which are thinking about making improvements in their corporate structure by uniting with another organization. By consolidating skill in corporate finance, corporate system and business management, M&A specialists supply companies with expert advice in regards to company restructure and the potential effect of a merger or acquisitions.

The talk was delivered by Prof. (Dr.) M. R. Dixit on the strategic management in mergers & acquisitions. He tried to bridge a gap between management and law by delivering this session. His method of teaching comprised of case based study and so his focus was on discussing the case laws on mergers & acquisitions. He started the lecture by discussing 'KASH' strategy i.e. Knowledge, Attitude, Skill and Habit of a person which is a necessary trait found in a person who works in any corporate entity. He started the lecture by telling us about what this M&A world is comprised of like Friendship & Hostility, Actions, Litigations and Reactions, Bids & Counterbids, Excitement, Achievement & Disappointment. Mergers & Acquisitions activities happen as result of market initiatives.

For a specific M&A deal to take place which is highly important to structure the strategies in line with the market conditions and the competitive realities, the lecture focused on the strategic management approach which mainly addresses a large number of success including the size of market share, the profit-growth by a company, profitability ratio post-merger of a company, etc. based on the synergy of companies. Simply put, there is synergy when it is possible to operate two business units more profitably when they are under the control of one factor than when each one operates separately. Strategic fit and synergy exist in the related merger in which the two organizations operate in the same industry or in related industries.

Mergers and acquisitions immediately impact organizations with changes in ownership, in ideology, and eventually, in practice. The lecture will mainly focus on strategic management in



M&A is a way to examine the popularity of employing strategies in order to increase economic value through ownership by making use of an acquired firm's assets. The need to respond to market conditions and competitive realities influences the popularity of acquisition strategies today. Statistics about the use of these strategies, resulting success and failure rates, and the expectations for their future was also discussed.



## ABOUT THE RESOURCE PERSON



**Prof. (Dr) M.R. Dixit** is a former faculty member of Indian Institute of Management, Ahmedabad (IIMA). He had taught at IIMA since 1981. He has worked in the Corporate Planning division of HMT, a large diversified company in India prior to joining IIMA. He has also written cases and published papers in the field of strategic management. His teaching, research and consulting areas are Corporate and Competitive strategies, Taking Charge and Leading Strategy, Innovation and Knowledge Management, and Case

Method of Learning. He had also been a member of the Board of Governors of Private and Public Sector Undertakings in India. He has been the Editor of Vikalpa, IIMAs Journal for Decision Makers. Mr. Dixit was an EEC visiting professor in the Euro-India Cooperation Programme at ESSEC, Paris, and Rotterdam School of Management, Erasmus University, Netherlands. He has also taught in Multi Media University, Malaysia. He has also coordinated management development programmes for top and senior managers in India and abroad.

## TESTIMONIALS



**Dr. Viral M Pandya**

Deputy Dean Academic Affairs &  
Associate Professor of Management  
Gujarat National Law University

*“I found the resource person very much knowledgeable. The lecture also was very well structured and informative.”*



**Dr. Mahesh Chaudhary**

Assistant Professor of Management  
Gujarat National Law University

*“The lecture was very insightful. Dr. Dixit made things very simple through the illustrations. Being a student of Management, I really cherished the lecture. Hope to have many more such lectures in coming days.”*







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