

## A Compiled Strategic Scenarios of Reliance Power Limited, India

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### ABSTRACT

Reliance Power Limited belongs to Reliance Anil Dhirubhai Ambani Group [ADAG]. It was established to develop, build and operate the energy projects in Indian and Overseas Markets. The Reliance Infrastructure Limited, an Indian private utility company of ADAG, promotes Reliance Power. The company is the sole provider of electricity to consumers in the suburbs of Mumbai. It also manages power generation, and distribution, electricity transmission in states of Goa, Maharashtra, and Andhra Pradesh. With its subsidiaries, Company is developing medium and large capacity projects with a combined installed capacity. The company was founded in January 1995 as Bawana Power Private Limited and changed the name to Reliance Delhi Power Private Limited in February 1995. It was renamed Reliance Energy Generation Limited in March 2004 and finally to Reliance Power Limited in July 2007. Therefore, in this study an attempt is made to understand the strategic functionalities of Reliance Power as a whole from an academic learner's point of view. With Reliance being one of the most prestigious and esteemed business houses in India, it was chosen for this study. We have applied M.O.S.T Analysis technique from an academic perspective here to understand the company's strategic directions, operations and achievements better [1].

**Keywords:** M.O.S.T. Analysis, Business Case Analysis, Case Study, Reliance Power Limited.

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