

Renouncing to succeed

The primary reason for the success of Dabur India is attributed to the professionalization of its management. Dabur was established in 1884 by Dr. S.K Burman, a physician by profession. However, it was only in the latter half of 1990's the company started realising its potential when the Burman family decided to relinquish control of the day-to-day operations of the business, leaving management entirely to professionals. Since then the family's involvement in the business is limited at the board level; and through a family council, the Burman family shapes the vision and review the strategy of the company.

Source: Business Today. August 7, 2011.