



# INTRAPRENEURS @ MJUNCTION THE MAKING OF AN E-COMMERCE GIANT

*Rajeev Kumar*

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**INTRAPRENEURS @ MJUNCTION THE MAKING OF AN E-COMMERCE GIANT** Rajeev Kumar  
Intrapreneurs @ mjunction, a first-of-its kind book in India on intrapreneurship, documents the meteoric rise of mjunction services ltd, an e-commerce company whose visionary leader empowered his team to think and work like entrepreneurs. What followed is a growth story that is both unique and awe-inspiring. From humble beginnings—the company began as a 50:50 venture promoted by Tata Steel and SAIL—mjunction rose to become world's biggest e-marketplace for steel.

The story of mjunction chronicles how the challenges of growing in a nascent business domain were overcome through specific innovations; how new opportunities were created, mostly with limited resources; how the business environment was shaped by helping clients to identify potential efficiencies by changing their mindsets; how the crippling monopolies in the trading of steel and coal were broken; and how change-resistant public sector companies were persuaded to adopt new digital practices and processes in their selling and buying. And, most vitally, how mjunction was run on solid business principles, where elements of social and economic sustainability were combined in their service offerings.

Coming at a time when India urgently needs business leaders who can unleash the power of intrapreneurship to grow their organizations as well as the nation's economy, this book is an essential read for organizations, strategy planners and CEOs.

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