



List of Additional Case Studies

(Indian and International Context)

1. Blue Tokai Coffee Roasters
2. Narayana Hrudalaya
3. Gojek
4. Rapido
5. BluSmart
6. Mamaearth
7. BharatPe
8. Housing.com
9. GoMechanic
10. Unacademy
11. WeWork
12. OceanGate
13. BYD
14. NIO
15. Country Delight
16. Zepto
17. Urban Company
18. Burger Singh
19. RedBus
20. Akasa Air
21. Okinawa Motors
22. Treebo
23. Uniqlo
24. The Baker's Dozen
25. Theranos

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