



**Birla Cellulose**  
Fibres from nature

Press Release

## **Birla Cellulose: ‘Spearheading Sustainable Fashion’ case makes its way to Harvard Case Study List**

- Birla Cellulose’s case study on *Spearheading Sustainable Fashion* was published by Ivey Publishing and then made its way to the Harvard Business Review case collection

Birla Cellulose, part of the premium global conglomerate Aditya Birla Group and **one of the world’s largest man-made cellulosic fibre producers**, has featured in the Harvard Case Study List through its case study ‘**Birla Cellulose: Spearheading Sustainable Fashion**’. Published by the prestigious Ivey Publishing, a leader in providing business case studies with a global perspective, the case is authored by Prof. Utkarsh Majumdar (visiting faculty at IIM Udaipur and a member of the Board of Governors at IIM Raipur) and Namrata Rana, Director of Futurescape. The case study is available on Harvard Business Review and Harvard Business School Publishing case collections.

Speaking on this recognition, Mr. Dilip Gaur, Business Director, Birla Cellulose Aditya Birla Group and Managing Director, Grasim Industries said, “Sustainability is at the core of our business strategy. We are happy that our journey towards leadership in sustainability has been globally recognised with the publication of this case study. The case talks about how Birla Cellulose took the sustainability challenges head-on and transformed sustainability into a winning business strategy.”

Prof. Utkarsh Majmudar said, “The case touches upon many aspects of crisis management, leadership, managing resources optimally, and utilising sustainability as a competitive advantage.”

Ms. Namrata Rana commented, “The case looks at the crisis faced and outlines how the company handled the situation, pointing to lessons on participative leadership and decision-making, characterised by introspection and self-criticism rather than finger-pointing.”

Mr. Mukul Agarwal, Chief Sustainability Officer, Birla Cellulose, Aditya Birla Group informed, “It gives us great motivation that our dedicated efforts towards improving sustainability are documented in a case available on Harvard Business Review case collection as a learning tool for strategy and leadership.”

Harvard Business Review Store Site link:

<https://store.hbr.org/product/birla-cellulose-spearheading-sustainable-fashion/w20997?sku=W20997-PDF-ENG>