

**Taj's African Safari:
Will Indian Tigers Adapt to African Grasslands?**

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Abstract

Taj Hotels, Resorts and Palaces - part of India's renowned Tata Group recently opened their hotel in Cape Town in March 2010, thus marking its venture into the South African market for the first time. Taj hotels have recently expanded their presence beyond the Indian subcontinent into USA, Europe, and Australasia. However, their entry into the vast African market signals a strategic shift towards global expansion of Indian companies (like Taj), which see a huge potential not only in the developed markets of the West but are also eyeing opportunities in the South and Eastern hemisphere particularly in other emerging markets of Asia and Africa. Taj is no longer related to the Indian brand alone but rather it's spreading its wings of hospitality abroad and taking its "Indianness" across all corners of the world. This posits serious challenges and issues for the Taj management team as there may be differences in entering emerging markets vis-à-vis developed markets. Therefore, a key debate is around understanding the internationalization trajectory of Taj hotels and examining their future footprint in other emerging markets. Taken collectively, the underlining question is no longer about whether they should internationalize after all, but rather about, where, when, and how should they internationalize?

Keywords: Taj hotels, Internationalization, Entry mode, Africa

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