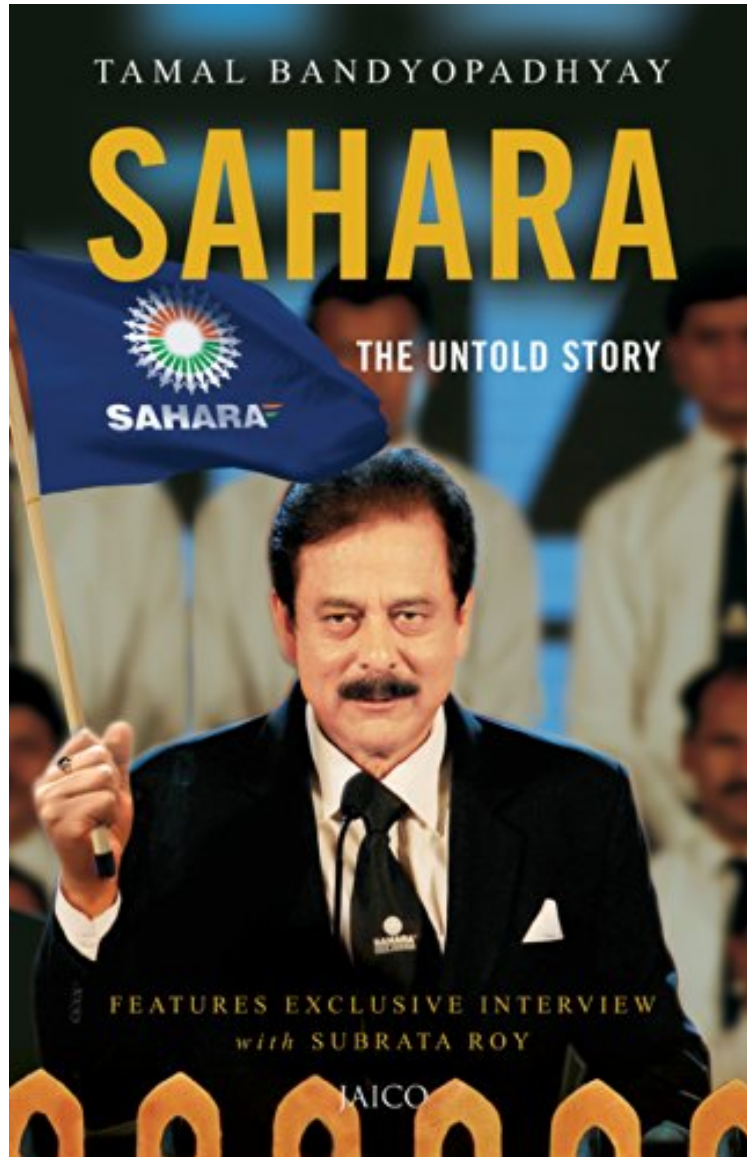


(Download ebook) Sahara: The Untold Story

## Sahara: The Untold Story

*Tamal Bandyopadhyay*  
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**Tamal Bandyopadhyay : Sahara: The Untold Story** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sahara: The Untold Story:

5 of 5 people found the following review helpful. All you wanted to know about Sahara's money..actually explained !By gopsMost cocktail conversations and B-school introspections are incomplete without the question " how did Sahara make this kind of money" being hotly debated. Here at last we have an decently researched book which actually answers this question in some detail. This has to be a must read book for anyone in the world of finance and banking. Given its topicality, its bound to be a hit in my opinion.2 of 2 people found the following review helpful. a

rather good book despite adverse reviews by a few others. It must not have been easy but author's contacts, due to his long years as journalists, must have helped. Till now, people--not media, not politicians--have dared to take on Sahara. The author took the enterprise against the grain and with the arrest of Sahara chief, stands justified. I believe he also wasn't sure if the book would see light. (Probably Sahara also took a stay order (sic) on it). Anyway, it chronicles Sahara and Subrata Roy's rise through the last three decades, the cat and mouse game it played with authorities and is quite detailed. It does get dry journalism at times but that's okay. When you describe events, with official notings, with all its signposts, it is understandable. I pretty much enjoyed it. 0 of 0 people found the following review helpful. It also brings out certain good qualities of Mr Roy. At times I thought too much attention was given to Peerless episode. Book also appears too clinical. It does not offer any suggestions as to how to prevent similar events happening or providing any warning to gullible investors for not falling prey to similar attractive invitations or changes that are required in law. Book shows RBI and SEBI in good light having upheld what was right and doing their assigned institutional duties. This provides some comfort to ordinary citizen that ethical values are preserved in individuals and institutions. The book would be useful to bankers, legal community and public at large.

FEATURES EXCLUSIVE INTERVIEW with SUBRATA ROY EVERYTHING YOU WANTED TO KNOW ABOUT SUBRATA ROY AND SAHARA INDIA PARIWAR, BUT WERE AFRAID TO ASK... Sahara: The Untold Story is based on painstaking research to demystify India's most secretive and largely unlisted conglomerate, the Sahara India Pariwar. It also delves into the group's ongoing legal battle with the market regulator. Entrepreneur Subrata Roy, the guardian angel of the group, whose feet are touched by everybody in the Pariwar, wants to reach out to a million lives and feels impeded and shuttered in by regulations. So the clash with the regulators was inevitable. But when a regulator slams one door, maverick Roy opens another. This play has been on since 1978, when Sahara was set up. Roy is well known for glamour and his association with film stars, cricketers and politicians. He exudes patriotism, with a statue of Bharat Mata (the presiding deity of the group) on a chariot driven by four fierce-looking lions adorning his headquarters in Lucknow. He is the Robin Hood of a country where only 35% of the adult population has access to formal banking services. This India and its millions of illiterate poor depositors stand in awe and admiration of him. But does he also exploit them? Do these poor people actually keep money with him or are they fronting for others? EXCERPT FROM THE SAHARA INDIA PARIWAR DISCLAIMER: The book at best can be treated as a perspective of the author with all its defamatory content, insinuation and other objections, which prompted us to exercise our right to approach the court of law in order to save the interest of the organization and its crores of depositors and 12 lakh workers. Tamal Bandyopadhyay, a deputy managing editor of Mint, is one of the most respected business journalists in India. Tamal has kept a close watch of the financial sector for over a decade and a half and has had a ringside view of the enormous changes in Indian finance and banking over this period. His first book, A Bank for the Buck, released by P Chidambaram in November 2012, has been a non-fiction bestseller.