

# Kurukshetra, Lord Krishna and project management!



# Stakeholder intelligence- Mapping every stakeholder before making a move

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Before Kurukshetra, Krishna had decoded each actor: Duryodhana's ego, Karna's loyalty wound, Bhishma's oath, Shakuni's generational grudge!

He never entered a room without knowing what everyone guarded -and what they feared losing.



**Influence lived in that gap.**

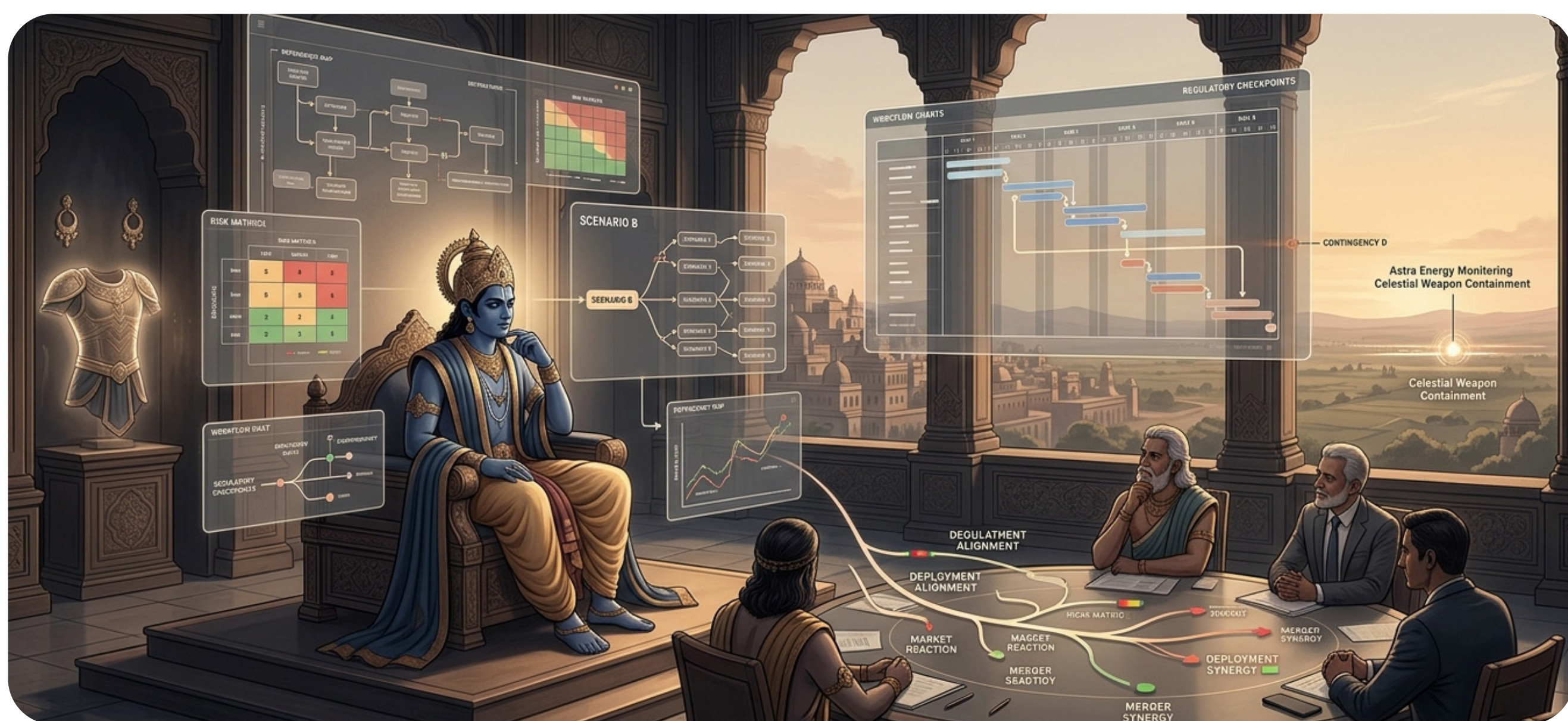
In IPO, long before the DRHP is filed preparation, every stakeholder is adhered to- SEBI's compliance lens, investors' valuation expectations, promoters' dilution concerns, PE exits and analyst benchmarks.



# Narrative, built and owned- The outcome was written before the war began

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Krishna's peace mission was never about achieving peace. It was a calculated move to make Duryodhana look like the one who refused peace - painting the Pandavas as the righteous side and making the war seem unavoidable.



**The narrative was pre-set long before the first arrow flew.**

A DRHP succeeds when financials, risk factors and business positioning collectively tell one consistent story across every stakeholder conversation.



# Intervening at the right time

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Krishna understood his people and situations deeply. He knew that if Arjuna and Indra fought using divine weapons against each other, it could lead to massive destruction. The “Sudarshana” moment was Krishna’s timely intervention to prevent the conflict from escalating further and to protect the balance of the universe.



**Intervention timed before the need was even felt.**

In post-merger integration, stepping in before cultural clashes surface-saves the synergy and the entire deal!



# Choosing influence over resources

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Duryodhana took the Narayani Sena - eleven akshauhinis of soldiers. Arjuna chose Krishna alone, unarmed. Krishna had already calculated which asset actually decides wars: the right advisor, not the largest army.



**He let Duryodhana feel like he'd won.**

Large teams may execute the process, but the right advisor shapes the direction, resolves critical deadlocks, and influences the final outcome.



# Risk anticipation, every wildcard had a counter ready!

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Karna's divine Armor - Krishna had already sent Indra to retrieve it before the war. Ashwatthama's Brahmastra - a counter was in play. No crisis at Kurukshetra caught Krishna unprepared, **because he had already run every scenario to its end.**



**The mind had already lived the worst case to its conclusion.**

In merger implementation, identifying a pending license transfer or regulatory dependency early can prevent the entire integration timeline from slipping.



# Execution succeeds when alignment starts early.

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Krishna warned his stakeholders in advance on the consequences of the war. Before execution, negotiations were attempted, alliances were mapped and intentions were tested.



## **The war was won before the war began.**

The smoothest merger integrations begin when operational, legal and regulatory workstreams are aligned even before the NCLT order is received.



The learnings will evolve and those will be timeless, we will continue to absorb like that of Krishna, **never in the headline, always in the outcome."**