

# Merger Strategy and Detailed Study: With Reference to Legal Framework

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**Abstract:** *One of the most crucial motives of merger and acquisition can be seen as growth. Companies who are into this are seeking to expand and are faced with the choice of organic growth or of M&A. It's not easy to fetch growth internally as it is an uncertain process that can also take a longer time. The growth which the company is seeking through M&A will be rapid though, it may come with certain uncertainties too. This gives the space to the company so that they can grow within their industry or if in case they can also expand and take the business outside the category for seeking the next step of revenue and diversification. When it comes to finance, diversification is a very cluttered topic. Therefore, if a company is seeking to expand within the industry it can go for internal growth by many means that are acceptable.*