

Marketing Strategy of Mahindra Automobiles

Amar Kumar

Student, Galgotias University

ABOUT COMPANY

The Mahindra Group is one of the top 10 business conglomerates in India, employing over 200,000 people in over 2,000 offices spread across 100 countries. It's worth \$16.9 billion in today's market. Mahindra is now a dominant player in its field, and it places a premium on minimising its negative effects on the world around it.

INTRODUCTION

AUTOMOBILE INDUSTRY IN INDIA

India's annual production of about 2 million units places it eleventh in a world where the largest countries also have the largest economies. India's industry is booming, and its unit sales have recently surpassed those of China.

India is the second most populous country in the world, with 1.1 billion people calling it home. In this respect, it lags behind only China. But in comparison to China, its land area is minuscule. Since seven out of every one thousand Indians own a car, the country is of interest to car manufacturers around the world.

The automobile industry in India employs a total of 13 million people, both directly and indirectly. It is estimated that the industry contributes 3.1% of India's GDP, or about US\$34 billion (nominal).

India has the second-largest motorbike market in the world, with annual sales of 5 million units. India has the world's fourth largest commercial vehicle market by volume, followed by the eleventh largest passenger car market, and the fifth largest bus and truck markets.

By 2030, analysts predict that India will pass Russia to become the world's third-largest auto market, behind only the United States and China.

India did not achieve its independence until 1947, long after the country's first automobiles appeared in the late 1890s. After the passing of Sanjay Gandhi, a great Indian politician who pushed for a "people's car," the oligopoly in the Indian auto industry was broken in the 1980s with the founding of Maruti Udyog Suzuki.

Quickly capturing over 50% of the market. The Maruti 800's affordability, efficiency, dependability, and cutting-edge amenities helped it sell better than its rivals.

Indian car manufacturers have only ever made a small number of models, so there is usually a long wait when you try to reserve one. The dynamic nature of the economy, the fierceness of the competition, and the drive for growth have led us to increase our product catalogue to over a hundred models and add more every month.

The designs are user-friendly and considerate of individual tastes. Improvements in the vehicle's performance, efficiency, and dependability have made it unparalleled in the automotive industry.

Indian automakers continue to dominate the market despite the presence of factories owned by some of the world's largest automakers.

The most vehicles manufactured in India are trucks by Tata Motors, cars by Maruti Suzuki, and motorcycles by Hero Honda. Mahindra & Mahindra, Ashok Leyland, and Bajaj Auto are just a few of India's other top automakers.

Maruti Udyog Ltd, the country's largest automaker, saw sales rise to 2,93,536 vehicles from 2,43,211 during the corresponding period last year. Between April and August of 2009, Mahindra & Mahindra Ltd. (M&M) sold 1,06,094 units, an increase of about 20.7% compared to the 78,144 units sold during the corresponding period last fiscal year.

Honda Siel Cars India limited (HSCI) has a stranglehold on the Indian luxury car market, selling 41,638 vehicles in 2016, up from 35,853 the year before. From the beginning of the year to midway through the month of August, sales are up 16.1 percent.

In India, DaimlerChrysler saw sales of 1,681 vehicles from January to August, an increase of over 22% year-over-year.

Sales in India for the month of August jumped 114% to 5,817 units for General Motors India (GM), a wholly owned subsidiary of General Motors Corporation, compared to 2,720 units in August of last year. Chennai is known as the "Detroit of Asia" because it is home to 35–40% of India's automotive industry. It will become the largest auto hub in the world by 2016, when its capacity will increase to more than 3 million vehicles per year.

The automobile industry in India is massive. One of the world's fastest-growing markets has slowed to a standstill or is even contracting.

COMPANY PROFILE

Safety Precautions

Since 1947, when it first imported the widely used Willys Jeep from World War II, the company has been developing, producing, and assembling military vehicles. Its lineup of military vehicles includes, among others, the Axe. It also manages Defence Land Systems India, a joint venture with BAE Systems.

Energy

Rising demand for electricity in India prompted Mahindra & Mahindra to enter the energy sector in 2002.

Over 150,000 Mahindra Powerol engines and diesel generator sets (genets) have been installed across India since then, allowing businesses of all sizes to operate normally even in areas with less reliable grid electricity thanks to the same high standards used by larger enterprises. Three factories in Pune (Maharashtra), Chennai (Tamil Nadu), and Delhi produce the inverters, batteries, and gensets, while 160 service points spread throughout India offer 24/7 support for the vast majority of the country's most significant markets. In addition to its current presence in Latin America, Africa, the Middle East, and Southeast Asia, Powered is now also present in the United Arab Emirates, Bangladesh, and Nepal. Mahindra Powerol primarily provides power leasing and telecom infrastructure management. The company shot to the top of the telecom industry in 2006 and hasn't looked back since (and in 2011, its market share passed 45 percent). In 2007, it received the "Voice of the Customer" award from Frost and Sullivan, signifying its status as a market leader at the time.

When it comes to renewable power, no company compares to Mahindra Clean tech Ltd. In order to expand beyond its traditional expertise in the fields of Engineering, Procurement, and Construction (EPC), the company established a wholly-owned subsidiary called Mahindra Solar in 2010. (EPC).

Mahindra EPC is the name of the company's engineering, procurement, and construction division. They are a portfolio company in Mahindra Partners' clean technology division, and they offer solar solutions for both on- and off-grid use. Company founders launched over 60 MW of Solar PV projects since 2011's inception.

Meanwhile, its off-grid products like lanterns, home/street lighting systems, and power packs for businesses and public institutions make it possible to bring electricity to rural areas. The company collaborates with Mahindra's agricultural equipment division to bring power to remote areas of India. It

has teamed up with Mahindra Powered to offer solar power backup to telecom sites in India. As of 2011, Mahindra Solar was the only solar photovoltaic off-grid company to receive the highest possible CRISIL rating of SP1A.

Farming equipment

Mahindra Agricultural Machinery

Mahindra started making tractors for the Indian market in the early 1960s. It is the largest tractor manufacturer in the world, selling over 200,000 tractors annually. Since its inception, the company has sold more than 2.1 million tractors. Mahindra & Mahindra's farm equipment division has over a million Mahindra Tractors dealerships, which together serve about 1.45 million customers.

Indian, American, Chinese, Australian, New Zealand, African (Nigeria, Mali, Chad, Gambia, Angola, Sudan, Ghana, and), and South American markets all carry Mahindra tractors.

RESEARCH METHODOLOGY

- Research Design
- Research Process
- Data collection
- Samples size
- Errors in the study
- Scope and the Limitation of the study

Research Methodology

From its inception to its analysis, recommendations, and actual implementation, a research project follows a linear progression or stages. The research process provides a systematic approach to conducting the research and verifying its internal consistency.

An important question is resolved with the completion of each subsequent stage of a study, regardless of whether it is based on primary or secondary sources. Made-to-order primary research aids and frameworks

findings; which are also dealt with and lead to a logical deduction towards the analysis and results.

RESEARCH DESIGN

In order to fully grasp the industry's impact and implication, I intend to review and critically analyse the norms and reports in the pitch. The next step in my research will involve picking a subset of questions that I believe are still open or open to change and devoting more time and energy to exploring them.

I plan to focus on the most pressing issues facing the growth and specialisation of my industry during this stage.

The following are the steps I've taken as part of the research design process: Finding the missing piece of data

Get ready for the exploratory, descriptive, and causal studies by planning them out in advance.

RESEARCH PROCESS

There are four stages to conducting research, and they all play an important role in deducing what the results mean.

Making an appropriate strategy for conducting research.

Gathering information for the planned study.

Dissemination of findings and discussion.

A process, from this point of view, is just one action, one intermediate step, and one set of rules. The approaches taken make sense on many levels of analysis, and they are systematic, objective, reliable, valid, impartial, and ongoing.

EXPLORATORY RESEARCH

The method I used for exploratory research was

- Primary Data
- Secondary data

PRIMARY DATA

information that is new and will help in solving the problem. Unlike previously collected information (i.e., secondary data). One example is information gathered with the help of a questionnaire. "Original data" refers to information that has not been used before, whether it be qualitative or quantitative.

data collected directly or indirectly from individuals, such as survey responses, focus group discussions, independent observations, and scientific experiments. The data collected during a study's development.

Unlike "secondary data," which refers to the use of data gathered by someone other than the researcher, "primary data" refers to information that is obtained from primary sources, such as surveys, observations, or experiments. Questionnaires are commonly used as primary data collectors.

SECONDARY DATA

Information that has already been gathered for another purpose. There are many resources available, such as government records, specialised periodicals, and paid databases. Together, they

LITERATURE REVIEW

Title: Driving Impressions **Driving Impressions**

The Mahindra Bolero is an excellent everyday car that handles the Indian climate with ease. Because of its high ground clearance and sturdy build, you won't mind driving it on India's pothole-filled roads. Bolero is a stable off-road vehicle thanks to its low centre of gravity and 2500 cc diesel engine.

The Bolero's cabin is built to handle rough terrain, including hills, as well as paved roads. The antisubmarine seats are comfortable and well-designed, the climate The four speakers sound great and are easy to operate; they can even play high-quality audio from brands like Kenwood and Sony.

Title: consumer value **Consumer value**

The concept of consumer value continues to pique the interest of academics, researchers, and many marketing professionals. Nonetheless, the existence of multiple meanings, the use of different terms, and even the existence of a diversity of opinions regarding its features and nature are all reflections of the complexity of its study and the potential for confusion in its application.

This article provides a literature review on the concept of value in an effort to clarify the debate surrounding it. The study elucidates the different forms and interpretations of consumer value.

Title: Measuring Client Satisfaction

Authors: Mark Stevens

It's the time of year to take stock of our client relationships and resolve to make any necessary adjustments in the coming year.

Customer satisfaction surveys can tell you a lot about how well your company is doing at meeting customers' expectations, how you compare to the competition, and where you can make improvements. Two more advantages of surveying your customers are customer feedback and performance benchmarks.

Designing a questionnaire that your target audience is willing to take the time to complete and that delves into the kinds of details that will actually help you improve your services is essential for conducting a successful customer satisfaction survey. Consider the following concerns:

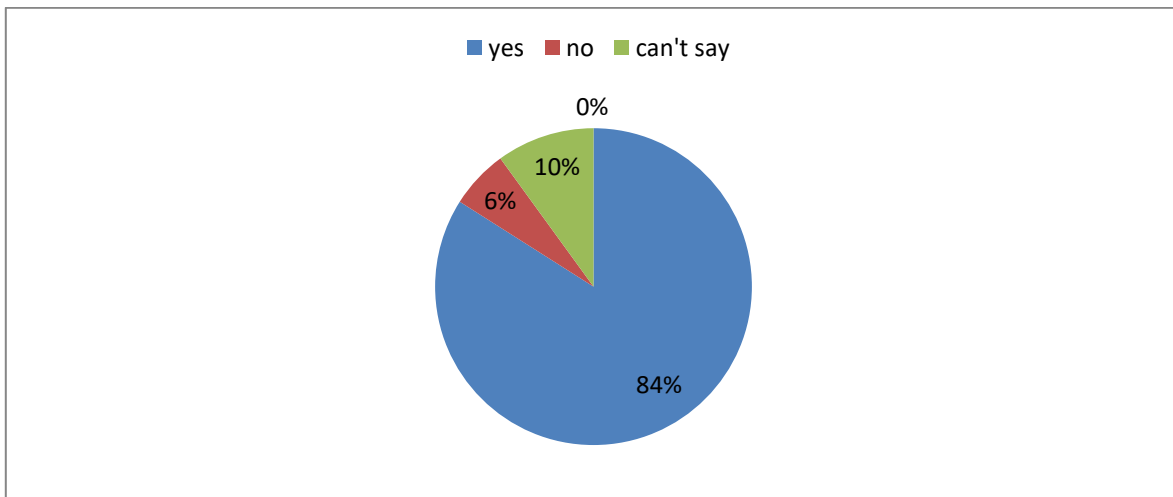
OBJECTIVES

- 1. Check to see if product sales are increasing as a result of your current marketing efforts.
- Second, be aware of the difficulties associated with creating successful advertising strategies.
- Understand thirdly, why and how market niches are formed.

DATA ANALYSIS

Q.1. What do you think marketing strategies can help to increase the sales of the product?

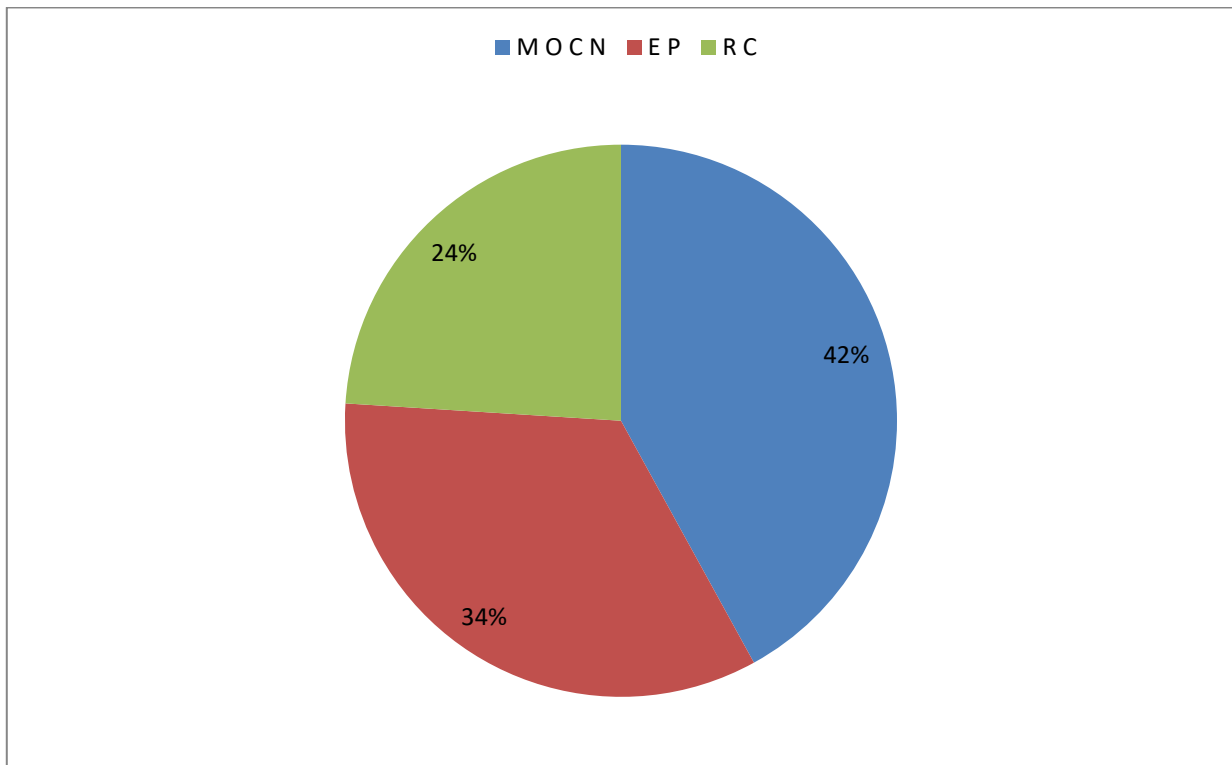
Options	No. Of people	Percentage%
YES	42	84%
NO	3	6%
CAN'T SAY	5	3%



INTERPRETATION: According to above chart most of people said that marketing strategies can help to increase the sales of the product and some of people were not agree with point and some of them said that we can't say about this.

Q.2. Why market segmentation is important?

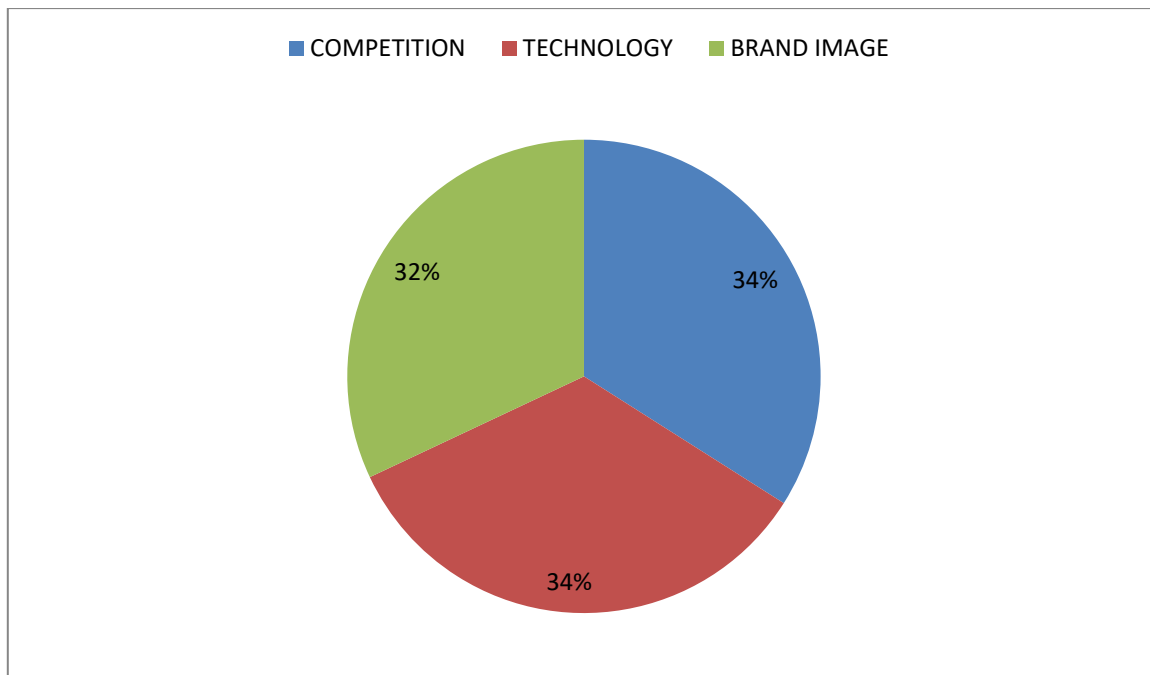
Options	No. of people	Percentages%
Matching of customer needs	21	42%
Enhance profits	17	34%
Retain more customer	12	24%



INTERPRETATION: According to the above chart most of the respondents said that market segmentation is helpful to enhance the profits and better matching of customer needs and some of them were saying that to retain more customer .

Q.3. What problems you have to face when making you are making marketing strategies?

Options	No. Of people	Percentage%
Competition	17	34%
Technology	17	34%
Brand image	16	32%



INTERPRETATION: According to above chart there are so many factors which effects to marketing strategies most of the people said that competition and technologies effected too much and some of people said that brand image also affected to the marketing strategies.

FINDINGS

First, thanks to the employees at Mahindra, I now understand how powerful marketing can be in increasing sales. Companies can boost product sales with the help of marketing strategies by segmenting their target market and then using advertising and other forms of promotion to shape consumers' opinions about those segments.

The prevalence of competition and advancements in technology present too many obstacles for them to overcome when formulating marketing strategies. Because, as we all know, competition is only increasing and new technologies are always being developed, every company will work to be the best at what it does. To succeed in today's competitive business environment, it's essential for companies to create distinctive marketing campaigns. Therefore, they face obstacles as they test out novel methods of promotion.

Third, I spoke with various employees at Mahindra to better understand the reasoning behind and implementation of product division at the company. Numerous factors, such as geography, demographics, attitudes, and purchasing patterns, can be used to segment the market. Market segmentation has many positive effects, such as increased profits, higher customer retention, and better product positioning.

CONCLUSION

1. One, in the Indian province of Gurgaon, Mahindra Bolero is the undisputed king of the SUV market (NCR).
2. Secondly, the company provides excellent services, as shown by the company's satisfied clientele.
3. Third, the interior design has been well received by customers.
4. The tools he needed to do his job effectively were made available to him by the company.
5. Fifth, Mahindra Limited is dedicated to helping each employee grow in their field.
6. If employees and distributors reach quotas, Mahindra will pay for them to travel internationally.

7. 7. A young leader can act decisively and implement novel ideas..

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