Marketing strategy of at Mahindra automobiles

About company

The Mahindra Group is one of India’s leading business conglomerates, with a global presence spanning over 100 countries. Employing more than 200,000 people across 2,000 offices worldwide, Mahindra has established itself as a dominant force in multiple sectors. With a current market valuation of $16.9 billion, the company is not only focused on business growth but also places strong emphasis on sustainability and reducing its environmental impact.

Introduction

Automobiles industry in India

India ranks eleventh globally The Indian automobile industry is a key contributor to the national economy, employing approximately 13 million people both directly and indirectly. It contributes about 3.1% to the country's GDP, amounting to roughly US$34 billion. The country holds the second-largest motorcycle market globally, with annual sales exceeding 5 million units. Additionally, it boasts the world’s fourth-largest commercial vehicle market, the fifth-largest market for buses and trucks, and ranks eleventh in passenger car sales. in annual automobile production, with around 2 million units manufactured each year. In a world where economic strength often aligns with industrial output, India’s booming automotive sector has recently surpassed China in unit sales—marking a significant milestone.

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As the second most populous country, with a population exceeding 1.1 billion, India presents a unique market for global automakers. Despite its vast population, car ownership remains relatively low, with only seven out of every thousand Indians owning a vehicle. This untapped potential continues to attract attention from manufacturers worldwide.

India is now the third-largest automobile market in the world, behind only the United States and China. Although automobiles first appeared in India in the late 1890s, the country did not gain independence until 1947. A major turning point for the Indian auto industry came in the 1980s after the death of influential politician Sanjay Gandhi, who had championed the idea of a "people's car." This led to the founding of Maruti Udyog Ltd. in collaboration with Suzuki, effectively ending the oligopoly in the sector.

Maruti quickly captured over 50% of the market, thanks to the Maruti 800, which became immensely popular for its affordability, fuel efficiency, dependability, and modern features. Historically, Indian car manufacturers produced only a limited range of models, often resulting in long waiting times for customers. However, the increasing competitiveness of the market, along with economic dynamism and growth ambition, has led to an expansion of product lines to over a hundred models, with new additions every month.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.

Today’s designs focus on user-friendliness and cater to a wide range of consumer preferences. Significant improvements in vehicle performance, efficiency, and reliability have made Indian models highly competitive on a global scale.

Despite the presence of international giants, Indian automakers remain dominant. Tata Motors leads in truck production, Maruti Suzuki in passenger cars, and Hero Honda in motorcycles. Other key players include Mahindra & Mahindra, Ashok Leyland, and Bajaj auto.

Maruti Udyog Ltd., the nation's largest carmaker, increased its sales to 293,536 vehicles, up from 243,211 the previous year. Between April and August 2009, Mahindra & Mahindra Ltd. (M&M) saw a 20.7% rise in sales to 106,094 units, compared to 78,144 units the previous year.

In the luxury segment, Honda Siel Cars India Limited (HSCI) maintained a strong hold with 41,638 vehicles sold in 2016—an increase of 16.1% year-over-year. DaimlerChrysler reported a 22% rise in sales to 1,681 vehicles, while General Motors India saw an impressive 114% surge in August sales to 5,817 units.

Chennai, often referred to as the "Detroit of Asia," is home to 35–40% of India’s automobile production and was projected to become the world's largest auto hub by 2016, with an annual capacity exceeding 3 million vehicles.

India's automobile industry is vast and influential. Though one of the fastest-growing markets in the world, it occasionally faces slowdowns or contractions, reflecting the complex and evolving nature of the sector.

General Motors India (GM), a wholly owned subsidiary of General Motors Corporation, saw a sharp increase in sales, reaching 5,817 units in August—up from 2,720 units during the same month the previous year.

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Company profile

Safety precaution

Since 1947, when it first imported the iconic Willys Jeep used during World War II, the company has been actively involved in developing, producing, and assembling military vehicles. Over the decades, it has expanded its defense lineup to include models such as the AXE and others. Additionally, the company operates Defence Land Systems India, a joint venture with BAE Systems, further strengthening its capabilities in the defense sector.

Energy

Rising electricity demand across India led Mahindra & Mahindra to venture into the energy sector in 2002. Since then, over 150,000 Mahindra Powerol engines and diesel generator sets (gensets) have been installed across the country. These installations have empowered businesses—both large and small—to operate smoothly even in areas with inconsistent grid power, leveraging the same quality standards trusted by major enterprises.

Mahindra Powerol operates three manufacturing facilities located in Pune (Maharashtra), Chennai (Tamil Nadu), and Delhi, where it produces inverters, batteries, and gensets. With a network of 160 service centers across India, the company ensures 24/7 support in most key markets. Its international footprint has also expanded significantly, with operations now in Latin America, Africa, the Middle East, Southeast Asia, the UAE, Bangladesh, and Nepal.

The company specializes in power leasing and telecom infrastructure management. It quickly rose to leadership in the telecom power backup sector by 2006, and by 2011, had captured over 45% of the market share. Mahindra Powerol was honored with the "Voice of the Customer" award by Frost & Sullivan in 2007, recognizing its outstanding service and market leadership.

In the renewable energy space, Mahindra Clean Tech Ltd. leads the way. To diversify beyond traditional EPC (Engineering, Procurement, and Construction) services, Mahindra launched Mahindra Solar in 2010 as a wholly-owned subsidiary. The EPC division, Mahindra EPC, is part of Mahindra Partners’ clean tech portfolio and provides solar power solutions for both grid-connected and off-grid applications. Since its launch in 2011, Mahindra EPC has developed over 60 MW of Solar PV projects.

In addition to large-scale projects, the company also focuses on off-grid solar solutions, such as solar lanterns, home and street lighting systems, and power packs for businesses and institutions—bringing electricity to underserved rural areas. Through collaborations with Mahindra’s agricultural equipment division and Mahindra Powerol, the company is delivering solar backup solutions to telecom sites and remote locations across India. By 2011, Mahindra Solar was the only off-grid solar PV company in India to receive CRISIL’s highest rating of SP1A.

Farming equipment

Mahindra began manufacturing tractors in the early 1960s for the Indian market. Today, it stands as the world’s largest tractor manufacturer, with annual sales exceeding 200,000 units and over 2.1 million tractors sold to date. The Farm Equipment Division supports a vast network of dealerships—over one million strong—serving more than 1.45 million customers across India.

Mahindra tractors are now sold in a wide range of international markets, including the United States, China, Australia, New Zealand, and several African nations (such as Nigeria, Mali, Chad, Gambia, Angola, Sudan, and Ghana), as well as across South America.

Research methodology

* Research design
* Research process
* Data collection
* Samples size
* Errors in the study
* Scope and the limitation of the body

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.

LITERATURE REVIEW

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

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

1Check 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

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

|  |  |  |
| --- | --- | --- |
| Options | No. Ofpeople | 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.

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.

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.

4The tools he needed to do his job effectively were made available to him by the company.

Fifth, Mahindra Limited is dedicated to helping each employee grow in their field.

If employees and distributors reach quotas, Mahindra will pay for them to travel internationally.

A young leader can act decisively and implement novel ideas.

**books**

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