

**Project Dissertation Report on**  
**TATA MOTORS – BACK IN TOP THREE**

**Submitted By**

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**2K19/DMBA/01**

**6**

**Under the Guidance**

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## **CERTIFICATE**

This is to certify that this dissertation report titled “**TATA MOTORS – BACK IN TOP Three**” is submitted by **Ankit Solanki** of MBA, **4<sup>th</sup> Semester** who carried out the project work under my guidance and supervision.

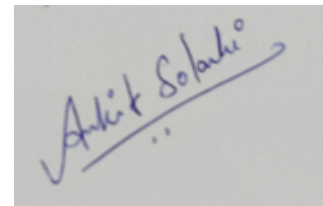
He has submitted this project in the partial fulfillment of requirement as per **Delhi Technological University, Delhi**.

**Dr. Saurabh Agrawal**

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## **DECLARATION**

I hereby declare that the Project Report entitled “**TATA MOTORS – BACK IN TOP Three**” submitted by me to “Delhi School of Management” in partial fulfillment of the requirement for the award of the degree MBA, is a record of project report carried out by me under the guidance of Dr. Saurabh Agrawal, Professor. I further declare that the work reported in this project has not been submitted and will not be submitted, either in part or in full, for the award of any other degree or diploma in this institute or any other institute or university.

A rectangular box containing a handwritten signature in blue ink. The signature reads "Ankit Solanki" with a checkmark to the left and a flourish to the right.

**Signature:**

Ankit Solanki

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MBA THIRD SEMESTER

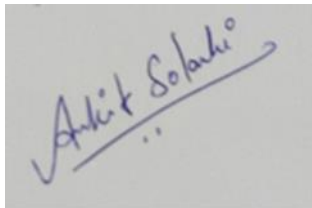
## **ACKNOWLEDGEMENT**

I take this opportunity to express my profound gratitude and deep regards to my mentor at the University Dr. Saurabh Agrawal, Professor for his exemplary guidance, monitoring and constant encouragement throughout the course of this thesis. The blessing, help and guidance given by him time to time shall carry me a long way in journey of life on which I am about to embark.

I also take this opportunity to express a deep sense of gratitude for his cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I am obliged for the valuable information provided by him in his respective field. I am grateful for his cooperation during the period of my project report.

Lastly, I thank almighty, my parents, teachers and friends for their constant encouragement without which this project would not be possible.

A handwritten signature in blue ink that reads "Ankit Solanki" with a checkmark at the start and a flourish at the end.

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## **ABSTRACT/ EXECUTIVE SUMMARY**

The fundamental reason for this examination is to comprehend and consider the presentation of TATA Motors after the dispatch of its new IMPACT plan that was dispatched in 2016 in which it presented vehicles like Tiago, Hexa, Tigor. After that dispatch in IMPACT 2.0 dispatched in January 2018 it began with dispatch of a lot more keen vehicles like the Harrier, Nexon and Safari. Expanding on the Impact Design theory, they presented the second period of energizing plan reasoning in the 150th commemoration year of the Tata Group. The design was named IMPACT 2.0 DESIGN. Launched in 2018 January, IMPACT Design 2.0 is a stronger, more present-day articulation of the now noticeable Tata Motors' Design language, which catches the consideration of the watcher in the initial couple of moments. It is conspicuous, noteworthy or more all dazzling. The IMPACT DESIGN 2.0 Idea is invigorated below the 3 'Ex' and 3 'In'

'EXciting', 'EXpressive' and 'EXtraordinary' these attributes define the exterior design in the new design philosophy of TATA.

- Exciting and solid extents of the body to lodge that gives the vehicles a mind blowing feeling of dynamism. For instance, portion driving wheel sizes and solid bumper volumes will make an intentional position and unquestionable street presence.
- Expressive surfaces giving the vehicles a modern articulation. For instance, the grille mixes into the lights enhancing the width of the vehicles, supported by the immediately conspicuous, and more 3-dimensional civilized Stroke; vitality besides development made through the sharp lines that will be featured by the Rhombus shaped windows in side view.
- Extra-ORDINARY regard for subtleties that fortify and mirror Indian-Global Design. For instance, the new Tri-Arrow example will show up on our vehicles soon.

'INViting', 'INTelligent' and 'INTouch' defines the interior designs of the cars:

- Inviting inside plan is spotless and exquisite however with a passionate bend, adjusting the useful necessities of the client with a stylish fun loving nature that attracts the eyes and welcomes more examination.

- Intelligent utilization of new materials, knowing shading blends improve the view of material quality, supported by cunning stockpiling and frill choices, permitting the client to astutely design and forms their own driving climate.
- Intouch and cased in ergonomics solace, inventive and natural in-vehicle innovation deliberately situating screens and controls to make an easy driving encounter, safely associated with the rest of the world.

The strategy utilized for fulfillment of this task is fundamentally utilizing the auxiliary that is the information is accessible in the public space like from the reports, articles, paper and the information that was made accessible by the actual organization. Likewise separated from this essential information was additionally gathered utilizing a Google structure to think about the public perspectives on the EV – electric vehicles that will be presented by TATA Motors in future and what are assumptions for the customer.

The examination had the option to show how TATA had the option to take advantage of a market where it has fewer offers by utilizing its IMPACT plan with top tier showcasing techniques utilizing devices like STP, SWOT investigation and advertising blend. The organization comprehended the market and utilized that information to make assortment of items and began a way of progress.

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# **INTRODUCTION**

## **1.1 Background**

One of the biggest automobile markets in the world is Indian automobile industry with a yearly creation of 30.92 million vehicles in FY-19, after a development of 6.96% percent in the course of the most recent year. The vehicle business represents 71% of the nation's GDP which is almost two third.

The Two Wheelers fragment with practically 81% portion of the market is the top of the Indian Automobile market inferable from an arising common laborers and an energetic populace. Additionally, the developing income of the organizations in exploring the natural business areas further upheld the advancement of the space. The overall Passenger Vehicle (PV) segment possesses 13% segment of the general business.

India is likewise an auto exporter and has strong charge development presumptions for what's to come. In FY-19, vehicle exchange created by 1.5% all through the latest year. Also, few drives by the Indian Government and the critical vehicle parts makers in the Indian market are trusted upon to foster India as a Kadar in the Two Wheeler and Four Wheeler market in the world in the coming many years.

## **Size of Indian Market**

The business created an all-out 30.92 million vehicles which include PVs as well, business vehicles, three wheelers and 2-wheelers in FY-19. Enrolling a minor development of 1.5% percent year-on-year the by PV portion.

The portion of the overall industry of various brands is unmistakably noticeable for year 2020 which plainly shows Maruti Suzuki pioneer at half and followed by Hyundai and TATA at 17.4% and 7% separately.

Homegrown cars creation expanded at 2.36% CAGR between the years 2016-2020 with 26.36 million automobiles being fabricated in the country in 2020 alone. In general, homegrown autos deals expanded at a rate of 1.29% CAGR between FY16-FY20 with selling of almost 21.55 million vehicles in the year 2020.

Bikes and SUV cars rule homegrown auto market. SUV automobile deals are overwhelmed by little and medium sized vehicles. Bikes and traveler vehicles represented 80.8% and 12.9% piece of the pie, individually, representing a consolidated offer of more than 20.1 million automobiles in FY20.

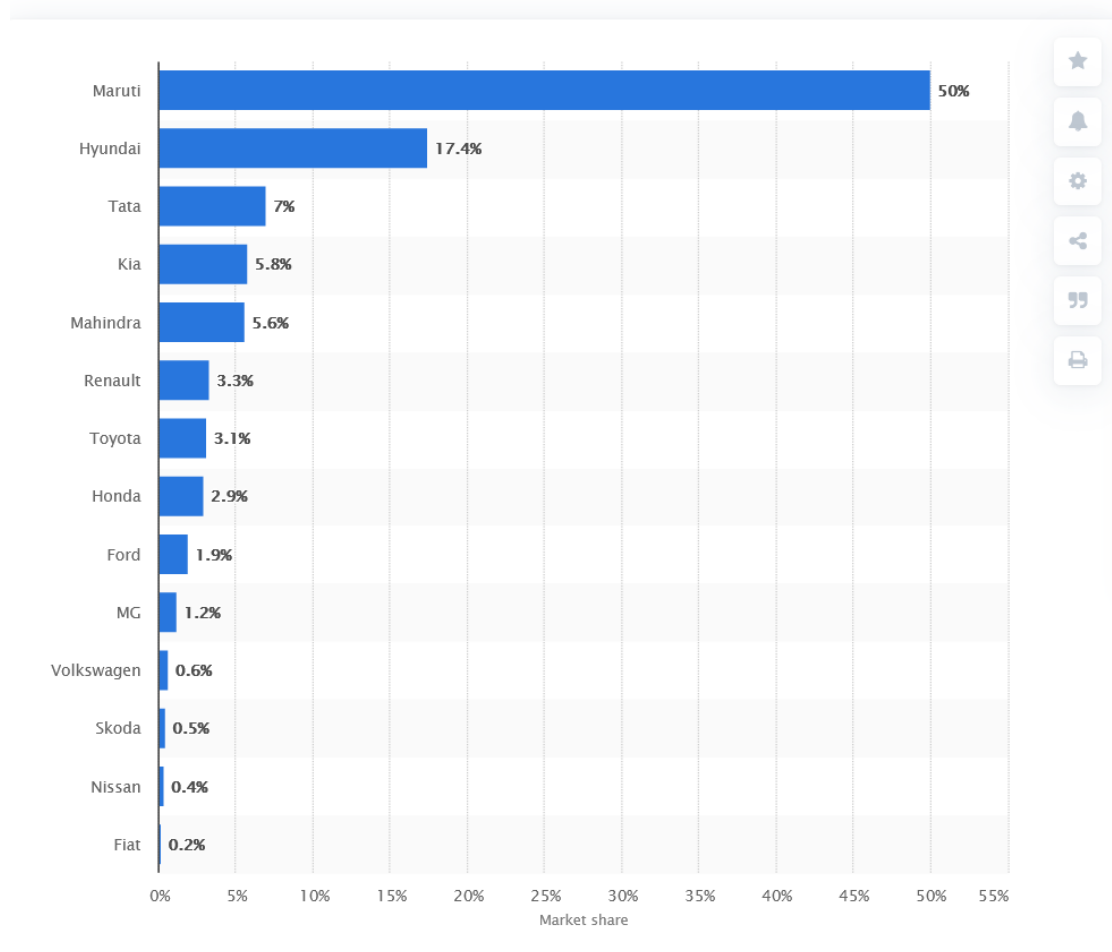


SUV vehicle (PV) bargains stayed at 3.1 lakh units in the long stretch of October, differentiated and 2.7 lakhs units in 2019 October, selecting an advancement of 14.19%. As per the FADA-Federation of Automobile Dealers Associations Passenger vehicles stated in November 2020 stayed at 2.9 lakh units, , differentiated and 279,365 units in November 2019, selecting a 4.17% turn of events.

As a rule, auto market showed up at 47.7 lakh vehicles in FY20, creating at a decent CAGR of 6.94% all through FY16-FY20. Bicycles made up biggest part with 73.9% of the autos exchanged, followed by meanderer vehicles at 14.2%, 3-wheelers at 10.5% and business vehicles at 1.3%. EV bargains, notwithstanding E-trucks, in country saw advancement of 20% and showed up at 1.56 lakh units in FY20 driven by bicycles for the most part.

Premium motorcycle deals in India noted seven-overlap hop in homegrown deals, arriving at 13,982 pieces during 2019 April-September. The offer of extravagance vehicles remained at 15,000 to 17,000 in the initial a half year of 2019.

### Passenger car market share in India in 2020, by vendor



## Investments

To stay mindful of the emerging interest, some automobile manufacturers have started investing intensely in diverse fragments of the corporate during the current period. The business has pulled in FDI - Foreign Direct Investment of around US \$24.53 billion between the month of April 2000 to June 2020, as depicted by the DPIIT- Department for Promotion of Industry and Internal Trade.

A portion of the new arranged speculations and improvements in the car area in India are as per the following:

- In November 2020, Mercedes Benz collaborated with the State Bank of India to give alluring loan fees, while extending client base by contacting possible HNI clients of the financial.
- Hyundai Motors put ~ US\$ 500 million in FY20, so as to acquire the portion of the overall industry. It is a part of the funds that were promised by the company to the Tamil Nadu government in 2019 out of the total US \$993 billion.
- Kinetic Green, an electric automobiles manufacturer, in October 2020, reported an arrangement to make an assembling office for electric golf trucks other than battery trading plant in Andhra Pradesh. The 2 undertakings including setting up an assembling office for electric trucks and a battery trading unit together involve a speculation of 17,25,78,10,542 rupees.
- In October 2020, JBIC- Japan Bank for International Cooperation consented to give 7300 crore rupees to SBI for subsidizing the assembling and deals of providers and vendors of Japanese origin car makers and giving car advances to the acquisition of Japanese vehicles in India.
- MG Motors declared that it will be contributing Rs. 1,000 crore to dispatch new cars and grow activities disregarding the counter China assessments.
- Ultraviolet Automotive, a producer of electric cruiser in India, brought a revealed sum up in an arrangement B venture from GoFrugal Technologies, a product organization.
- Toyota Kirloskar, in September 2020, declared ventures of more than rupees 2,000 crore in India coordinated to electric parts and innovation for homegrown clients and fares.
- In September 2020, Mahindra sealed a MoU with Israel-based REE Automotive to work together and create business electric cars.
- TVS Motor Company purchased United Kingdom's notable wearing cruiser brand, Norton, in April 2020, for an amount of about Rs. 153 crore marking its entrance into

the upper end bikes section of the high-end marketplace, these bikes have engine capacity above 850cc.

- Lithium Urban Technologies cooperated with sustainable power arrangements supplier, Fourth Partner Energy, to assemble charging framework for the nation in March 2020,
- In January 2020, Tata AutoComp Systems, the auto-segments arm of Tata Group go into a joint endeavor with Beijing-based manufacturer Prestolite Electric to enter the EV parts market.
- In last month of 2019, Force Motors intended to contribute Rs. 600 crore to create two new automobiles in the next two years.
- In December 2019, Morris Garages (MG), a British vehicle brand, reported designs to contribute an extra Rs. 3,000 crore in India.
- Audi Motors intended to launch nine all-new models of existing cars which includes Sedans and SUVs alongside cutting edge E-tron by end of 2019.
- MG Motor plans to launch reasonable electric vehicles in the coming 3-4 years after its MG ZS EV.
- BYD-Olectra with Tata Motors and Ashok Leyland will supply 5,500 electric transports for various states.

### **Initiatives by Government**

The Government energizes unfamiliar interest in the auto area and has permitted 100% FDI under the programmed course.

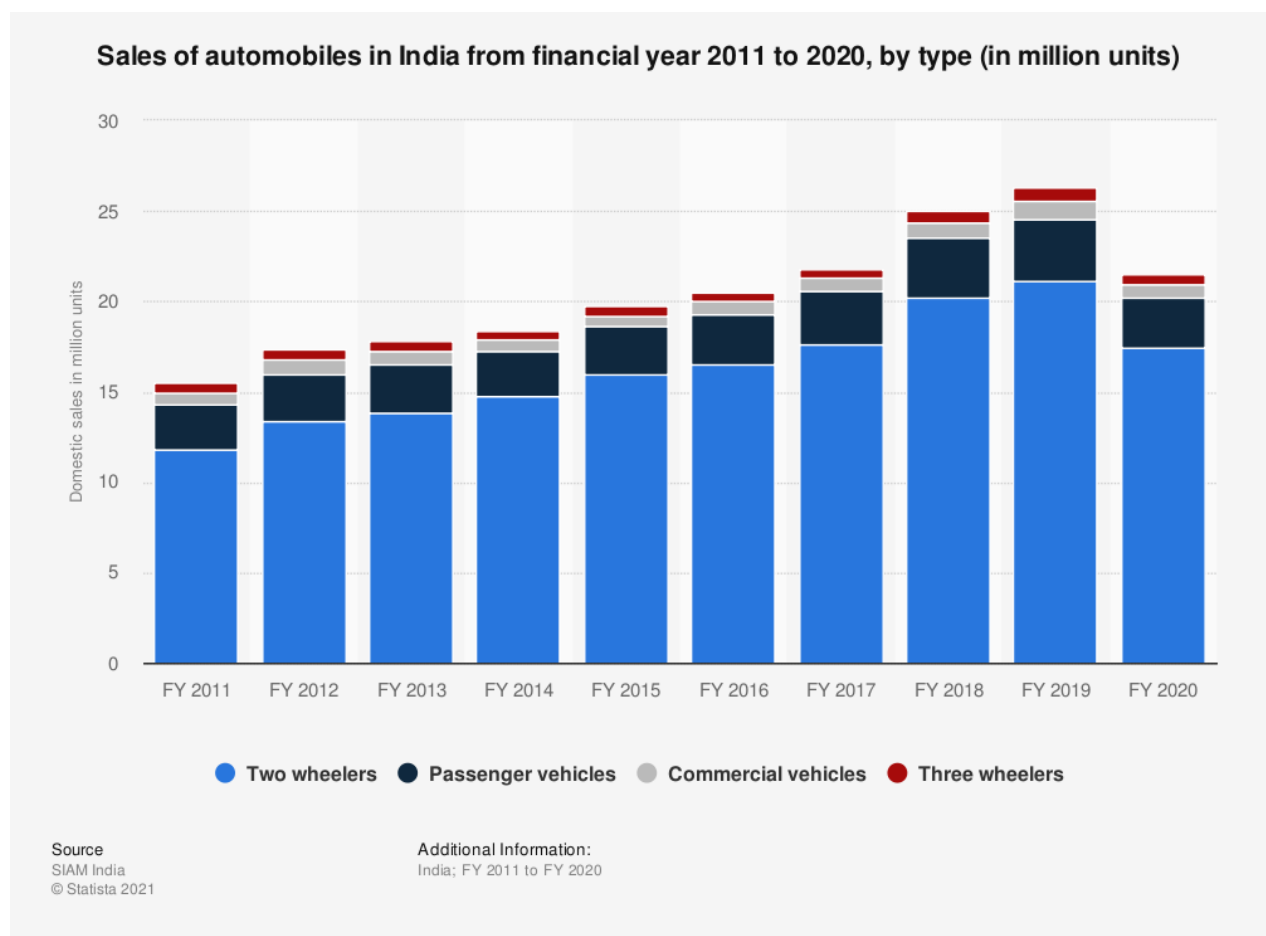
New drives by Gol – Government of India are:

- In Union Budget 2019-20, the Government declared to turn out extra revenue by paying out subsidies of 1.5 lakh on buying of an electric car by personnel.
- The Government intends to create India as a worldwide assembling place and a high quality Research and Development (R&D) center to become leader in the this segment.
- Under NATRiP, the Government of India wishes to set up R&D focuses comparable to first world nations with an expense of US \$388.5 million to enable the business in the Indian state.
- The Ministry of Heavy Industries, Government of India has shortlisted 11 metropolitan zones for incorporating of EVs in their public vehicle systems under the program - FAME Faster Adoption and Manufacturing of (Hybrid) and Electric Vehicles in India scheme. The Administration will likewise in like manner set up bring forth place for new organizations to begin working in the electric vehicles space.
- In February 2019, FAME – 2 plans upheld with RS. 10,000 crore for FY 20-22 by the Government of India.

## Road Ahead

The vehicle business is upheld by different factors like accessibility of talented work for minimal price, strong R&D focuses, and minimal expense steel creation. The business likewise gives incredible freedoms to speculation and immediate and aberrant work to talented and untalented work.

Indian car industry (counting segment fabricating) is required to arrive at US \$251.4-282.8 billion by 2026.



## TATA MOTORS

TATA Motors Limited is an Indian global auto manufacturing organization settled in Mumbai, Maharashtra, India. It is a part of Tata Group, an Indian combination. Its portfolio consists of a large variety of products which are traveler vehicles, trucks, cars, buses, vans, public transports, sports vehicles, development gear and military vehicles.

It was known as Tata Engineering and Locomotive Company (TELCO) in the prior occasions. TATA Motors has vehicle gathering and car producing plants in Jamshedpur, Pantnagar, Lucknow, Sanand, Dharwad, and Pune in India, similarly as in Argentina, South Africa, Great Britain, and Thailand. It has creative work networks in Pune, Jamshedpur, Lucknow, and Dharwad, India and South Korea, Great Britain, and Spain. TATA Motors' focal assistants purchased the English premium car maker Jaguar Land Rover (the innovator of Jaguar and Land Rover vehicles) and the South Korean business vehicle creator Tata Daewoo. Tata Motors has a vehicle manufacturing joint undertaking with S.A. Marcopolo (TATA Marcopolo), advancement equipment delivering helpful undertaking with Hitachi (Tata Hitachi Construction Machinery). It likewise has a joint endeavor with Fiat Chrysler which makes vehicle parts and Fiat Chrysler and Tata stamped autos.

Set up in 1945 as a maker of trains, the association manufactured its first business auto in 1954 in a joint exertion with the Daimler-Benz AG; it was in completed in 1969. TATA Motors entered the Sports Utility Vehicle market in 1988 with the dispatch of the Tata Mobile followed by the notable Tata Sierra in the time of 1991, transforming into the essential Indian maker to achieve the limit of developing a genuine local vehicle. In 1998, Tata dispatched the essential totally local Indian voyager vehicle, the Indica, and in 2008 exhibited world's least expensive vehicle the Tata Nano, the world's most affordable vehicle. TATA Motors secured the South Korean truck maker firm Daewoo Commercial Vehicles Company in 2004 followed by purchasing of Jaguar Land Rover from Ford in 2008.

On 17 January 2017, Natarajan Chandrasekaran was selected as the executive of the organization of the Tata Group. TATA group builds its UV piece of the pie to more than 8% in FY2019.

TATA Motors Ltd is one of the India's biggest car organizations. The organization is a pioneer example in automobiles in many portion, and among the main three in SUV vehicles with expertise in the conservative, fair size vehicle and utility motor vehicle sections. TATA is ranked fourth in the truck manufacturing and second in transport production.

The association is busy with the new development, arranging, creating social event and offer of vehicles, including financing, similarly as offer of related parts and embellishments. They make business vehicle, three explorer vehicle, truck and transport. They have a plan of auto things, going from sub-1 ton to 49 tons net vehicle weight (GVW), trucks (checking pickup

trucks) and from little, medium, and huge vehicles and guides to voyager vehicles, including the Tata Nano.

The organization's fragments incorporate car, and others, which incorporate data innovation (IT) administrations, development gear fabricating machine instruments and processing plant computerization arrangements, high-accuracy tools and plastic forming equipment and electronic parts of specific applications, and speculation occupation.

The organization's traveler vehicles incorporate the Altroz, the Tigor, the Harrier, Tiago, Tigor, Nexon EV, Altroz and Jaguar makes four models they are sedan and SUV models with model name XF, XJ and X-Type. They used to produce various utility vehicles (UV), like the Sumo, and the games utility vehicle (SUV), Tata Safari; but now only produce the Harrier and their long term liked SUV Safari additionally, they fabricate a range of small cars like Altroz and Tiago hatchbacks, including trucks, pickup trucks and transports with GVW between 0.7 - 7.5 tons. This likewise fit in the TATA Ace, a smaller than expected truck with a 0.7 ton pay load, the TATA Magic, a traveler variation for business transportation and the Winger. They additionally make an assortment of moderate and substantial business automobiles, which incorporate trucks, transports, unloads and multi-pivot vehicles with pay load capacity between 9000 – 49000 kilograms.

The organization's assembling plants are arranged at Jamshedpur (Jharkhand), Pantnagar (Uttarakhand), Pune (Maharashtra), Dharwad (Karnataka) and Sanand (Gujarat), Lucknow (Uttar Pradesh). The organization has activities in the UK, South Korea, Thailand and Spain through their auxiliaries and partner organizations.

TATA Motors Limited was joined in 1945 with the name - Tata Engineering and Locomotive Company Limited for assembling trains and other designing items. The organization presented steam street roller in a joint effort with Marshall Sons (UK) in the year 1948. Along with Daimler Benz AG in the year 1954, they made coordinated efforts in West Germany for assembling medium vehicles. They set up a R&D Center in 1959 at Jamshedpur. In 1961 they began sending out their trucks to Sri Lanka.

In 1966 the organization arrangement Engineering Research at Pune to give stimulus to auto Research and Development. In the year 1977, they made first business vehicle in Pune. In the year 1983, they started assembling of Heavy Commercial Vehicle. In the year 1985, the organization delivered first water driven tractor as a team with the Japanese firm Hitachi. Light cars were produced in the year of 1986 which were planned natively - Tata 407 and 608. In t 1989, they offered Tata Mobile 206.

In the year 1991, the association dispatched local voyager vehicle, Tata Sierra. In the next year, they dispatched the Tata Estate. In the year 1993, the association agreed to a joint undertaking plan with Cummins Engine Company Incorporated for the creation of high force, radiation genial Diesel engines. In the year 1994, the association showed Tata Sumo and LPT 709. The association assented to a multiparty try plan with Daimler Benz/Mercedes-Benz during the year, for amassing of Mercedes Benz cars in India. Moreover, they agreed to a joint undertaking plan through Tata Holset Limited, England for gathering and making turbochargers to be used on Cummins engines. They dispatched Mercedes Benz E220 and in the next year, they dispatched Tata Sumo uncommon moreover.

In the year 1997, the association made Tata Sierra Turbo accessible to the general population. In the next year, they dispatched Safari and Indica. In 2000, they dispatched Safari and Indica watching out. They dispatched Indica 2000 and CNG transports in 2000 too. In 2001, they made Indica Va, CNG Indica alongside Safari EX. In 2002, the association assented to a thing game plan with MG Rover. Moreover, they dispatched Petrol variation of Indica V2. EX Tata Sumo Series and Tata Indigo were dispatched in the year for business fragment. By 2003, they dispatched Safari Limited Edition City Rover, Safari EXI Petrol with 135 PS and Tata SFC 407 EX Turbo on post. The name of the association was changed from Tata Engineering Co Ltd to Tata Motors Ltd on July 29, 2003.

In 2004, the association added Daewoo Commercial Vehicle Company and retitled it as Tata Daewoo Commercial Vehicle Company Limited. This association dispatched the in-your-face truck 'NOVUS' to Korea. Also, the association dispatched Indica V2, LPT 909 EX, Sumo Victa and Indigo Marina in a similar period. By 2005, the association acquired 21% stake in the Hispano Carrocera SA, Spanish vehicle creating Business. The association dispatched stamped transports and tutors, specifically Globus and Starbus watching out. In like manner, they dispatched Ace, Indigo SX course of action, Indica V2 Turbo Diesel, Tata TL 4X4 and Tata Novus. In this year, the association started one more preparing plant at Jamshedpur site for Novus. Furthermore, the organization uncovered the Xover at the 75th Geneva Motor Show.

In 2006, the association began a joint undertaking adjacent to Marcopolo, Brazil for collecting totally created transports and guides for Indian and unfamiliar business sectors. Moreover, uncovering of new long wheel base premium Indigo and X-over thought occurred at Auto Expo 2006. By 2007, the association and Thonburi Automotive Assembly Plant Company (Thonburi) molded a consolidated undertaking association in Thailand to create, gather and sell pickup trucks. Tata-Fiat plant at Ranjangaon was begun. They dispatched Indigo XL with long wheel base, Spacio, Magic, Winger.

During 2007-2008 the organization uncovered the cheapest car that is Nano, the world's most affordable vehicle at car exhibition 2008 in New Delhi. Hence the vehicle was revealed at Geneva automobile fair and got global praise. They initiated creation of TATA Ace from their assembling office at Uttarakhand.

The association delivered new things for the M&HCV carrier sub-segment and appeared in the Auto Expo 2008, a 28 seat transport, a cooled low floor transport made through their multiparty try of Tata Marcopolo Motors Limited. In the LCV area, the association introduced two new things Winger and Magic, could possibly shape the destiny of Indian business.

Further, the association uncovered the one Ton and CNG models of Ace, Cargo Panel van, Xenon XT-a lifestyle pickup car and Winger Executive office style vehicle in the Auto Expo 2008. They showed their new vital and ensured vehicles for military and paramilitary in the Defense Expo of 2008. These had Light Specialist Vehicle, Light Armored Troop Carrier, Tata 8x8 HVM and the supported Safari.

During 2007-08, the organization consented to an arrangement with Fiat Group automobiles, Italy and Fiat India Automobiles Private Limited (FIAPL) for foundation of shared dare to fabricate new Age traveler vehicles motors and transmissions at Ranjangaon in India. They sold 15% stake each, in their auxiliary organizations, HV Axles Ltd (HVAL) and HV Transmissions Ltd (HVTL). In March 2008, the Company presented Tata Xenon-1 Ton pickup truck in Thailand through.

## **1.2 Objectives**

The objectives of this study are as follows:

- To map out the journey of TATA Motors – how it bounced back to number 3 position in market share with its new strategies (marketing).
- How the company used marketing tools like SWOT analysis, marketing mix and STP analysis for the products it was launching.
- To understand if TATA Motors will be able to continue its successful run in the Electric Vehicle category.



# LITERATURE REVIEW

## SWOT Analysis

Presently, let us talk about what is SWOT in an organized manner. Abbreviation of SWOT is Strengths, Weaknesses, Opportunities and Threats. It is cycle of getting to four significant parts of the organization prior to taking any essential choice.

## Strength of TATA Motors

**Brand Loyalty:** Tata Motors is viewed as one of the nations's confided in brands for a century and has its quality around the world. This is one of the upper hands for TATA Motors.

**Acquisition Strategies:** Mergers and acquisitions, if sufficiently carried out, increment the benefits because of the collaboration impact. Goodbye Motors has the main history of securing Jaguar Land Rover, Daewoo, Hispano, and so on, and making benefits from those acquisitions.

**Strong Management Team:** MR. Guenter Butschek, the previous COO of Airbus, heads Tata Motors and has a solid initiative group comprising of stalwarts like MR. N. Chandrashekar, M. O. P Bhatt, and so forth, is the greatest resource in the difficult stretches. Goodbye engines have arrived at 52-week record high offer cost and gain a quarter on quarter benefits from the last 3/4 in the wake of recuperating from its lackluster showing from the past five years.

**Diversified Portfolios:** Tata has an enormous, all around enhanced arrangement of items. The very much broadened arrangement of vehicles causes it to acquire adjustment its deals and benefit. It carries certainty to the financial backers who are keen on this organization to contribute.

**Stabilized Earning:** The organization has been acquiring good profits over the period of time. Tata Motors has a decent administration strategy. It tends to be seen when they gain new organizations. One examination showed that Tata will just buy those organizations which have a similar administration framework. They follow this arrangement simply because they have certainty over their administration approaches.

**Established distribution and service Network:** TATA engines have a conveyed administration network the nation over, with more than 1600 workshops covering 90% of our nation's areas. This set up appropriation network likewise helps in enjoying a serious benefit which helps in market infiltration.

**Number of Employees:** It has countless workers. Under Tata bunch, in excess of 660,800 representatives are working. Also, 66000 individuals are working in the car organization starting at 2016.

### **Weakness of TATA Motors**

**Increase in Operation cost and decreased benefits:** Even however the securing of Jaguar and Landover was fruitful for the underlying few years. It made the organization more reliant upon this auxiliary for its general exhibition. This is diminishing the general deals and benefits of the organization from most recent five years.

**Unsuccessful in finding a foothold in Luxury Segment:** TATA Motors is as yet attempting to acquire its traction in the extravagance market, where the net revenues are more. The brand is yet seen as best for its minimal expense vehicles.

**Limited Presence compared to International Motor Manufacturers:** TATA engines have a restricted presence across the world than global contenders like Toyota, Honda, Volkswagen, and so on

**Indifferent to Changes:** Automobile industry is an extremely serious industry. Each organization in this industry stays cutthroat as a large portion of the vehicle organizations is old and experienced around here. They offer another model and well informed vehicles. In any case, Tata Motors is uninterested for this situation. Its huge model base is old.

**Weak Marketing Policy:** Strong promoting strategy is the strength of an organization. It is the manner in which an organization can know the requests of their clients and produce the items appropriately. Additionally, it assists the organization with speaking with shoppers and educate about the worth they want to convey. The TATA doesn't have solid advertising strategy to advance its item around the world.

**Narrow Domestic Market:** As Tata didn't enter an excessive number of worldwide business sectors, it built up its business in the nearby market. Yet, just the nearby market isn't sufficient for an organization like Tata engines.

### **Opportunities of TATA Motors**

**TATA NANO:** Even however TATA NANO was not an extraordinary accomplishment in our country and got closed down in 2018; they can carry out this model in underdeveloped nations and see the practicality.

**Shift focus in developing luxury car brands:** TATA Motors is known for its minimal expense vehicles. As they have procured a decent number of auxiliaries in a decade ago. They should take the influence in creating.

**Low credit rate:** Due to the financial stoppage, the public authority has sliced credit rates and has not expanded them for in any event two years. Goodbye Motors can utilize this as a benefit for market entrance by raising credit from the market to build creation

**Increasing the cost of Research and Development:** TATA Motors are mostly viewed as a conventional organization, however they attempted to broaden to address twenty to thirty year olds' issues. In spite of the fact that the organization is spending more than the business normal on Research and improvement, it is nearly low with large parts in the business. This may open new roads for the organization.

**Expanding Purchase Power of Indian People:** The deals of the items to a great extent depend upon the cost of the items. In the event that costs are sensible, an organization can undoubtedly create technically knowledgeable present day vehicles and meet the deal target. As individuals of India are acquiring more than previously, they are having more buy power.

**Expanding Auto Market:** The world is getting modernized. Individuals are being subject to transportation offices intensely. It will build the deals of engine vehicles. As Tata actually has the chances to enter an alternate unfamiliar market, it has an extraordinary development opportunity.

### **Threats of TATA Motors**

**Uncertainty in fuel price hikes:** The fuel cost is constantly fluctuating from low to high almost from a year ago. The OPAC nations attempt to lessen the creation because of the novel corona virus pandemic and steady truffle among Russia and OPAC nations. This vulnerability may make an adverse consequence on purchasing choices of the purchaser.

**Increment Tax on Fuel Consumed:** The focal and state governments have been expanding their duty rates for the most recent years through the fuel oil cost per barrel diminishes. The expense of petroleum almost arrived at 100/liter. The increment in petroleum costs impacts contrarily on the deals of the auto business.

**Competition:** The car business is the most established in our country. Huge brands like Maruti, Mahindra and Mahindra, Hero, and Bajaj Auto are both knowledgeable about the

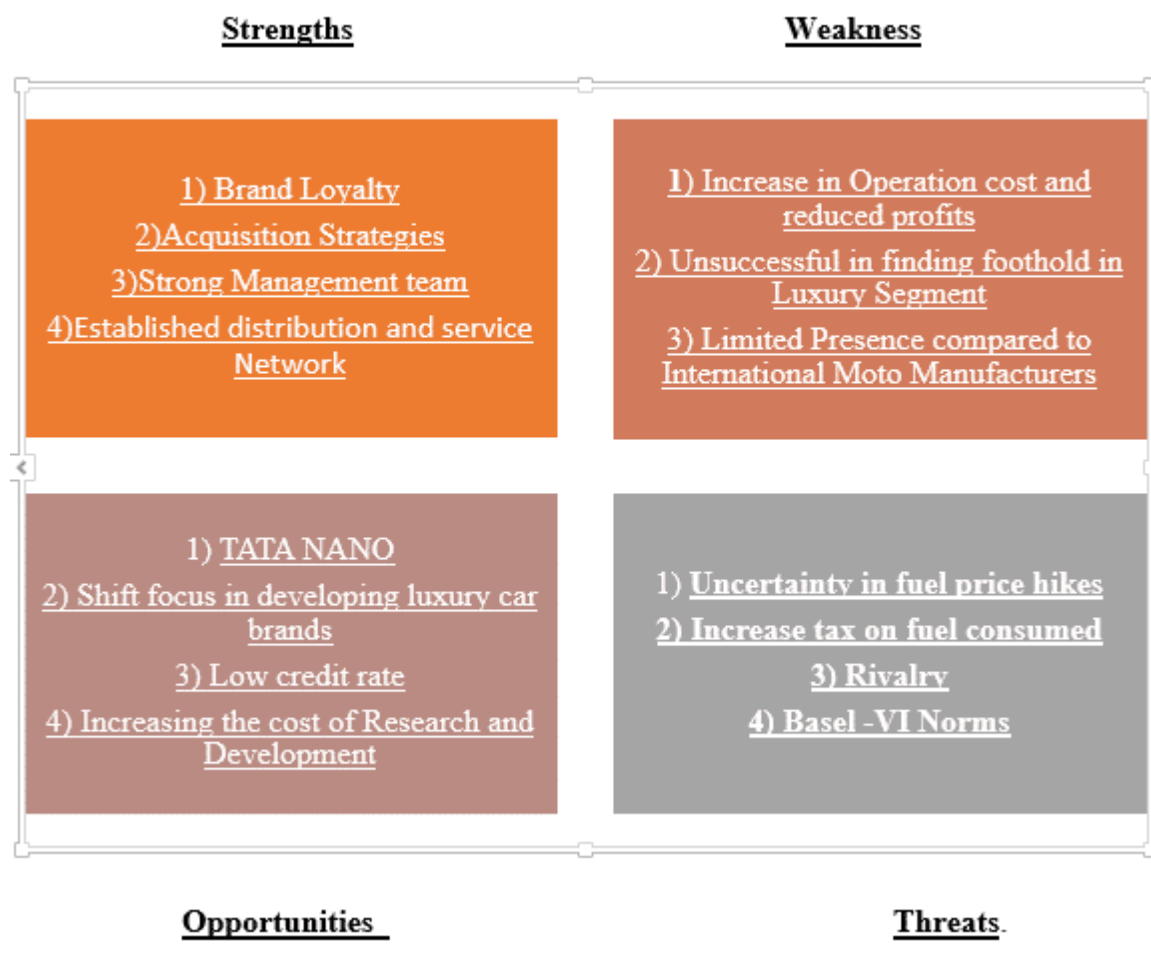
business and creative in their answers. This solid rivalry is consistently a danger for TATA Motors.

**BS- VI Norms:** The public authority's choice to present Basel - VI standards from Basel-IV is making disarray in clients' psyches preposterous choice from the most recent year. To make the vehicles agreeable with new norms, automakers need to move to new innovation. This builds the expense of creation and diminishes the net revenue for players across the Auto business.

**Market rivalry:** The car market is such a lot of rivalry. These organizations are oftentimes offering recently created vehicles which have eco-friendliness, current models, innovations, and natural cordiality. Goodbye has numerous solid rivals in this area. Along these lines, it needs to stay wary and turn out to be more cutthroat.

**Expanding Production Cost:** In this advanced period, rivalry has expanded. Therefore, the creation cost is more than before as the organization must be more aggressive for offering imaginative items.

### SWOT Analysis of TATA Motors



## 4 P's of TATA Motors

Showcasing is the interaction by which an item or administration starts and is then valued, advanced, and circulated to shoppers. The chief promoting capacities include statistical surveying and item advancement, plan, and testing. It is the business movement of introducing items or administrations so as to make them attractive.

One needs to consider advancement that is offset with an appropriate item accessible at a sensible cost, given at all spots to expand the offer of one's item.

<u>MARKETING MIX</u>			
<b>PRODUCT</b>	<b>PRICE</b>	<b>PROMOTION</b>	<b>PLACE</b>
Brand	Pricing Strategy	Personal Selling	Channels of Distributions
Packaging	Pricing & Quality	Advertising	Physical Distribution
Innovations	Price & Alterations	Public Relations	Wholesaler & Retailers
Quality	Discounts		

### **1. PRODUCT (Brand, Packaging, Innovations, Quality):**

**Brand:** Promoting is regularly used to make purchasers mindful of an item's extraordinary low cost or its advantages. In any case, a much more significant capacity of promoting is to make a picture that buyer's partner with an item, known as the brand picture. The brand picture goes a long ways past the utilitarian qualities of the item. The results of Tata Motors have numerous uncommon attributes to them, however when shoppers consider it, they think about its highlights, yet they may likewise connect it with quality, execution, class. These implications have been added to the item by promoting. Purchasers habitually purchase the item for its practical attributes as well as in light of the fact that they need to be related to the picture related with the brand. Goodbye Motors have been fruitful in making and keeping an expert brand picture.

**Packaging:** A vehicle can't have a material bundling. Here, bundling alludes to and successful gathering of highlights. Goodbye Motors give numerous imaginative highlights to suit the objective clients and the item. For example Goodbye Safari Dicor

has 'Turn around Guide System' which incorporates a climate evidence camera to help the driver while switching the vehicle.

Innovations: The different intentions behind purchasing an auto are Need, Prestige, Comfort, Fashion, Jealousy and Novelty. The R and D Department constantly endeavor to get new advancements their item. Goodbyes have a modern encounter of more than 100 years and they are notable with the Psychology of Indian clients, who want more at less cost. This experience has assisted them with creating items which satisfy the assumptions for Indian customers.

Quality Control: Tata Motors have their Quality Control norms and the QC Dept. guarantees that the client doesn't confront any burdens of a flawed item.

## **2. PRICE (Pricing Strategy, Alterations and Discounts)**

- Pricing Strategy: The prices are fixed by keeping in mind a number of factors. As told by Mr. Desai, prices have to be at par with the prices of the competitors. Tata Motors give a relative price advantage as compares to its competitors. The various determinants of price are
  - Dealer Profit
  - Market Condition
  - Costs incurred
- Alterations: The Company does not allow any alterations to any of the features of the product. If there is an alteration which affects the performance of the engine, then the warranty becomes void. However, there may be alterations in the accessories, if desired by the customer.
- Discounts: Discounts are decided by the Company every month. Any further discounts made from the profits of the dealer. However, the Co. may compensate the dealer for the discounts allowed to a certain extent.
- Profit percentage desired by the Co.

## **3. PROMOTION (Personal Selling, Advertising, Sales Promotion, Public Relations)**

Individual Marketing: There is negligible individual marketing included. The SO - Sales Officers at the businesses gather planned client data sets and perform cold pitching to pull in clients.

Publicity: Publicity is a type of business form correspondence intended to advance the offer of an item or administration. Goodbye Motors is answerable for the promoting of its items. The seller assumes any part in the promoting. The different media utilized for publicizing are T.V., Newspapers, Magazines, Hoardings, and Internet and so on The seller conducts place to

checkout presentations to publicize the items. The advertisements done by the organization assists the vendor with benefiting from the market.

**Sales Promotion:** The motivation behind deals advancement is to enhance and organize publicizing and individual selling; Sales advancements are intended to convince shoppers to buy quickly by giving exceptional impetuses, for example, cash discounts, prizes, additional item, or blessings. The Co. conducts serious deals advancement during celebrations like bubbly limits during Indian festival season around Diwali time.

**Public Relations:** PR is an administration work that makes and completes strategies and projects to impact general assessment or public response about a thought, an item, or an association. The Co. takes genuine measures to keep up great advertising. The Co. follows business morals to guarantee that the client is fulfilled and gets great assistance at whatever point and any place he wants

#### **4. Spot (Channels of Distribution, Physical Distribution)**

**Channels of Distribution:** in case of vehicles, business methodology for scattering and arrangements is generally embraced. Farewell Motors have moreover accepted business procedure for transport of its things. The merchants purchase things from the Company at an organized expense. The MRP – Maximum Retail Priced is fixed by the Co. besides; the seller gains an advantage inside these expenses. As the Co. deals in business and explorer vehicles, there may be lone or specific merchants to promote its business and voyager vehicles around there. In any case, expecting there is a singular merchant named, the business and voyager vehicles are directed under CVD - Commercial Vehicles Department what's more, Passenger Vehicles Dept. independently. TATA bunch have contracts with the Government of India and it supplies transports and explorer vehicles, now and again, to the Govt. Every so often, mass measures of vehicles are mentioned by a Govt. Dept. or of course an exclusive business. The business, transport and charging of these are dealt with by the Co. itself.

**Actual Distribution:** The business vehicles are manufactured at Jamshedpur, Lucknow and Pantnagar however the voyager vehicles are made at Pune plant. From the plant, the finished thing is delivered to the merchants. The crosscountry merchant, arrangements, organizations and additional parts network incorporates in excess of 2,000 touch centers. The organizations are intentionally arranged in the unbiased and likely business areas to ensure compelling and ideal openness of its things keeping watch.

## Tata Motors Product Portfolio

### 1. Tata Tiago



### 2. Tata Safari

### 3. Tata Tigor

### 4. Tata Altroz

### 5. Tata Nexon

### 6. Tata Nexon EV

### 7. Tata Tigor EV

### 8. Tata Harrier





## STP Analysis

### **Segmentation**

Fragmenting is the method toward partitioning the marketplace into sections dependent on client attributes and needs.

- The principle action dividing comprises of four things. These are
  1. Identifying the genuine and probable clients are,
  2. Recognizing portions,
  3. Examining the power of rivals on the lookout
  4. Choosing the appealing client fragments.

The requirement for fragmenting a bazaar depends on the way that no marketplace is homogeneous in the world. For one item the market may be isolated in various client gatherings. The factors utilized for doing this sectioning in these gatherings are normally geological, psycho-graphical, conduct and segment factors. These outcomes in portions which are homogeneous inside and heterogeneous between one another. There comes a point when these segments are known and visible clearly then it becomes critical to choose the segment on which the company wants to focus.

Tata group has essentially fragments the market dependent on the accompanying business sectors -

- Geography - whether the clients living in metropolitan urban communities or rural zones
- Usage (business, private)
- Focusing on
- Income

Focusing on is the way toward picking the most appealing fragment on which the item or administration is to be showcased. After the most appealing portions are chosen, an organization ought to not straightforwardly begin focusing on every one of these fragments - other significant components become an integral factor in characterizing an objective business sectors.

The four sub exercises inside focusing on are:

- describing the capacities of the organization and assets expected to enter a market
- investigating contenders on their assets and abilities

- seeing the organization's capacities contrasted with the contenders'
- Deciding on the genuine objective business sectors.

The significant objective sections of Tata Motors are:

- Low and Middle Income gatherings
- People existing in urban areas
- Commercial use of vehicles

### **Positioning**

At the point when the rundown of target markets is made, an organization should begin on settling on a decent showcasing blend straightforwardly. Yet, a significant advance prior to building up the advertising blend is settling on the best way to make a character or picture of the item in the brain of the client. Each section is not quite the same as the others with various clients with various thoughts of that they anticipate from the item.

The present arranging of Tata Group is "a vehicle association with sensible costs that you can rely upon for its thing execution, ethics and significant quality".

# RESEARCH METHODOLOGY

Examination openly expressing alludes to a quest for information. Exploration is a logical and deliberate quest for significant information on a particular subject. Some consider research as a development from the obscure to the known. It is truth be told an excursion of revelation. We as a whole have the crucial impulse of curiosity for, when we experience the obscure, we wonder and our interest makes us test and achieve full and fuller comprehension of the baffling. This hunger for information is the mother of all information and the technique, what man utilizes for acquiring the information on whatever the obscure, can be named as examination.

Research problem: To study the journey of TATA Motors to spot of number 3 in the passenger vehicle category.

**Research methodology:** Examination system is a method of completely addressing the exploration issue in front of us. It could be expressed as a study of concentrating how exploration is done experimentally. In it we study the different advances that are by and large received by a scientist in considering his exploration issue alongside the rationale behind them. It is essential for the specialist to know the exploration strategies/procedures yet additionally the system.

Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not.

All this means that it is necessary for the researcher to design his methodology for his problem as the same may differ from problem to problem.

Type of Research Methodology used:

Research methodology is the blueprint of conducting research. Research methodology has many dimensions. It includes not only the research methods but also considers the logic behind the methods used in the context of the study and complains why only a particular method of technique has been used.

- Exploratory

Type of research carried out was exploratory in nature; the objective of such research is to determine the approximate area where the drawback of the company lies and also to identify the course of action to solve it. For this purpose the information proved useful for giving right suggestion to the company.

- Descriptive

In the study, descriptive analysis is used to describe the data and characteristics of the population.

### **Research design**

The research design used in this study is both 'Descriptive' and 'Exploratory'.

### Method of Data Collection

The data is collected using both by primary data collection methods as well as secondary sources.

- Primary Data

Survey method was used for collection of data through Google questionnaire with the help of a framed questionnaire in case of retail outlets.

- Secondary Data

The study used secondary data collected from websites, company website, articles, newspapers & journals.

### Sampling Plan

The samples were made on the basis of convenience and judgment. A sample size of 65 respondents was taken. The sampling unit was retailers of Delhi-NCR region for which this sample size was considered a fair representative of the above – mentioned area.

### Sample Design

- a) Sampling technique- The technique used for conducting the study will convenience sampling technique as sample of respondents will be chosen according to convenience.
- b) Sample size of 65 to be used.
- c) Sampling Method: Convenience Sampling

The Questionnaire was formulated by keeping in mind the following points:

- Giving the respondents, clear comprehension of the question.
- Objectives to be found out.
- Giving instructions as to what is needed.
- Identifying the needs to be known.

### Analysis of data

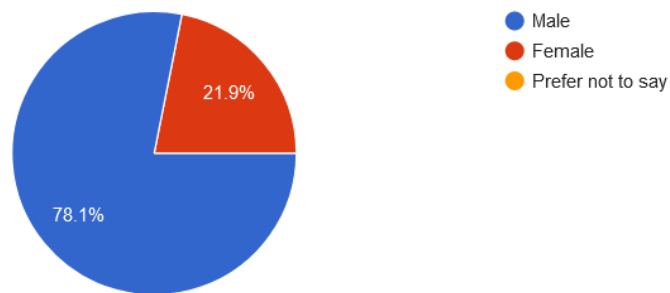
It was done through interpretation of figures and numbers and attempts to find rationale behind the emergence of main findings.

# CASE STUDY

- **Data analysis**

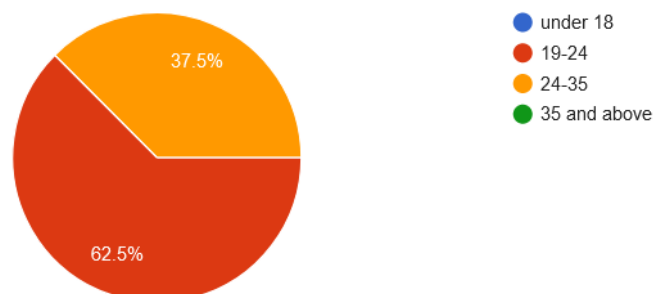
1. The participants who took the questionnaire had 78% males and 22% females.

Gender  
64 responses



2. The majority of participants were in the age group of 19-24

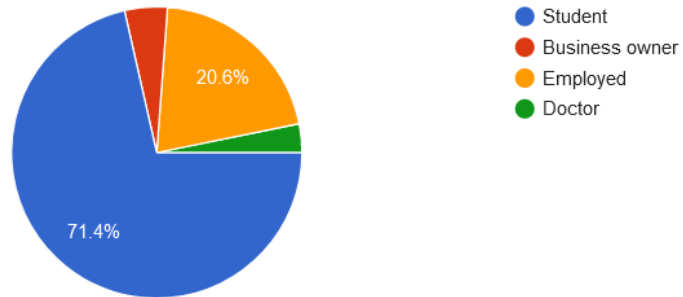
Age  
64 responses



3. Around 71% respondents were student followed by 21% employed people.

#### Profession

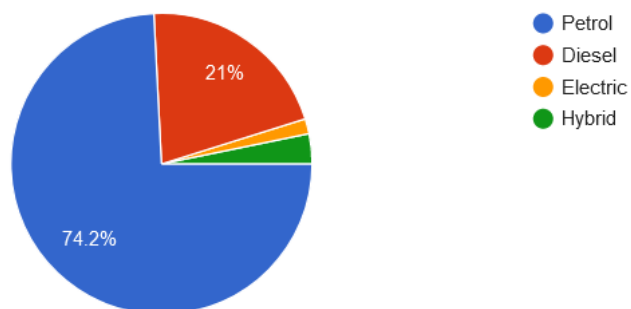
63 responses



4. The fuel type used by the people at present time was petrol by almost 70% and the electric was least preferred medium.

#### Which fuel-type of 4-wheeler you use currently

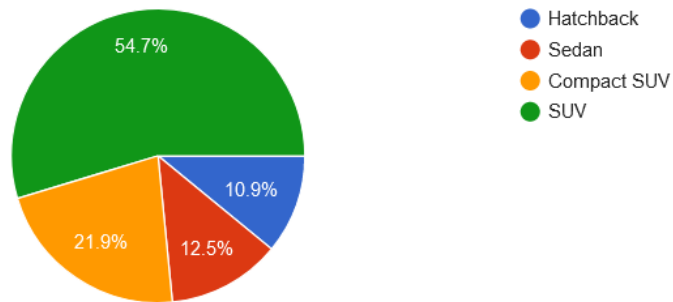
62 responses



5. The vehicle that the current respondents would like to drive showed that almost 55% people were interested in driving a SUV followed by a compact SUV, which is very common in Indian market these days.

What kind of vehicle would you like to own next

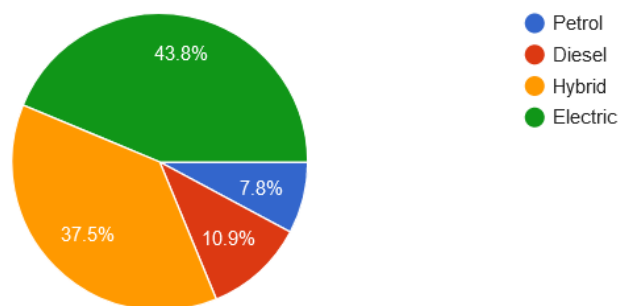
64 responses



6. And the most preferred fuel by people will be electric and hybrid in the next 5 years.

Which type of fuel will most preferred by you after 5 years

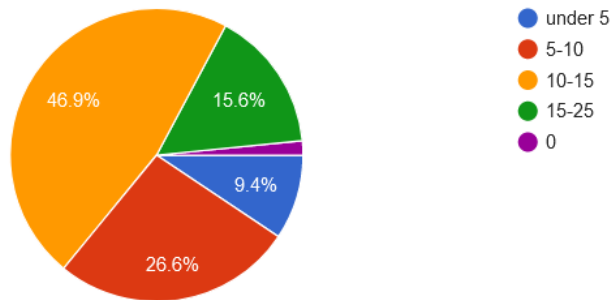
64 responses



7. People are willing to shell out around 10-15 lakhs for an electric vehicle in near future.

How much money is worth spending on Electric Vehicle (numbers in lakhs)

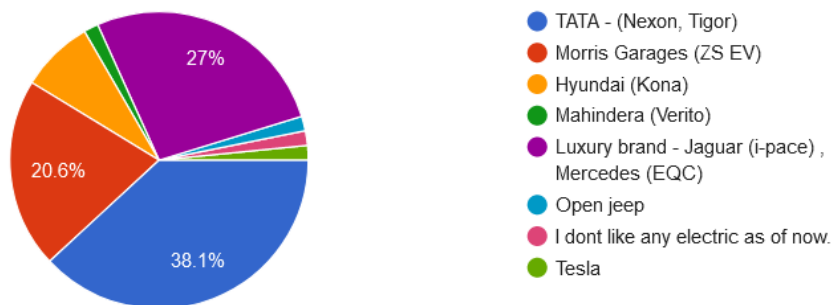
64 responses



8. There seems to be a tough competition between brands for EV but the leading brands are TATA, MG ZS EV and Luxury brands like Jaguar.

Which is your favorite brand of EV

63 responses

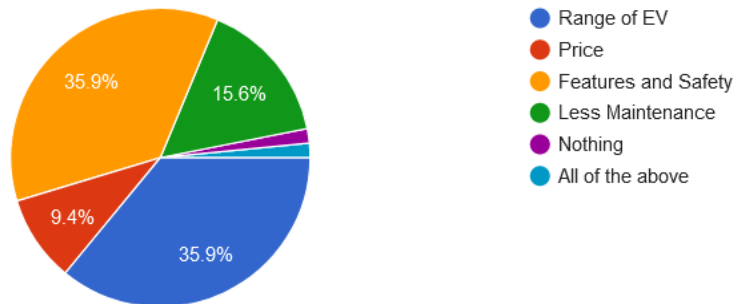




9. Most important feature of a EV had people diverted which they would choose.  
 People wanted a mix of all features like safety, range and less maintenance.

Most important thing in mind while buying EV

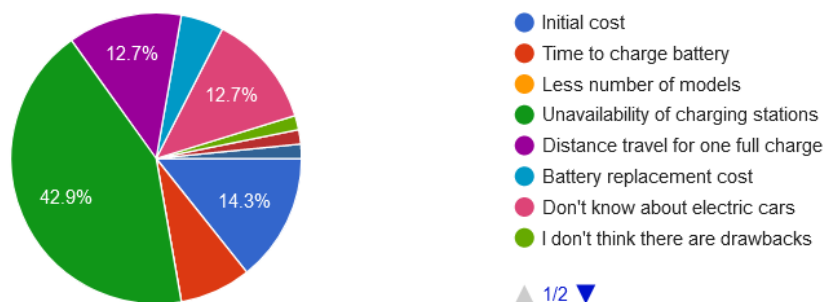
64 responses



10. There were many drawbacks associated with EV at present and these are mainly related to their battery life and its new technology and lack of infrastructure.

Main drawback of EV according to you

63 responses

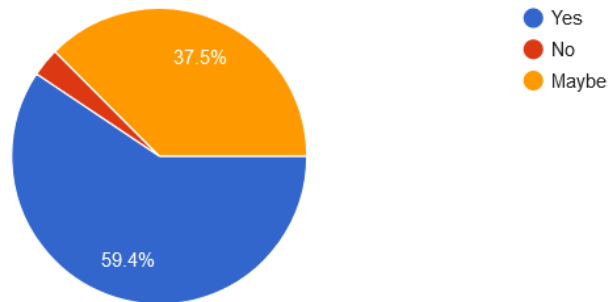


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11. Around 60% people had faith in the TATA Motors that they will be able to take the lead role in Indian EV market which is a good sign for the TATA motors.

Do you think TATA motors will be able to lead the Indian market in EV category

64 responses



### **Findings and Recommendations**

1. Tata Motors has achieved the mark of third largest company as per market share in the PV segment in India and is the leader in the CV - commercial vehicle segment.

2. The share of Tata cars in passenger cars section is small as compared to main competitors Maruti and Hyundai, the former being the market leader. This may be qualified to a number of features:

- a. Enhanced products and facilities by competitors
- b. Superior marketing strategies of competitors
- c. Better pricing of products by other two
- d. More number of products and engine options
- e. Tata motors have limited number of products
- f. Tata motors design was outdated till now which resulted in loss of business but with its impact2.0 design its back on track and became number 3 in market share.

3. The sales of Tata Motors in the passenger vehicle segment are slowly increasing. This because of:

- Customers choosing pocket friendly cars that provide comfort to costly cars
- Tata Emerging as a viable other to market leaders Maruti and Hyundai.
- Also Tata cars are most safest cars now in market with NCAP ratings of 4 and 5 stars
- Tata has launched multiple options in the EV market also like Tigor and Nexon which are really in budget and performs well too. This has made Tata leader in the EV market.
- Tata has been able to launch multiple cars across many segments and keep on increasing its options in market like Tiago, Altroz, Nexon, Tigor, Harrier and Safari. It has launched products in all categories with EV options also which has helped it gain more market but lack of petrol engine is still issue with Tata cars.
- Tata has been able to use its various subsidiaries for its benefit like design and technology of JLR – Jaguar and Land Rover.
- Also Tata motors took good advantage of Made in India campaign and increases its domestic sales.
- Also Tata has been able to change its image to become a premium brand which provides its customers with all the best services.

4. The Tata motors has been able to grow steadily on the back drop launching new products in the most preferred segments which are the SUV segments and the electric vehicles segment, with these the company is also on path of launching new products in different car segments with different engine transmission to cater to all the needs of the customers and provide them with best cars.

5. The two wheeler market is where TATA has not made any move, so it shows a lots of area of growth.

## Conclusion

As per the study done it can be said that the company is in right direction and making the decisions based on the market study only which has shown good results. Like the Indian customers were too much inclined towards the SUV models so Tata came into market with Nexon and Harrier and was able to capture a good market. Also keeping in customers' needs it gave best in class safety features and gave electric transmission also. But lack of having a petrol engine lead to loss of sales as people now are much more interested in petrol engines as limited life of 10 years of diesel engine. Also, the launch of its SUV Safari helped it gain more market share as it helped in increasing its product portfolio. Tata has been able to target its market with right marketing strategies, they have been able to target the Gen Z very rightly as they are the major people who are turning into working class and Tata has been able to capture this huge large population.

Also Tata is currently having options in all car segments with diesel engine and Electric motors which are really good in wooing the customers. Also with wide connectivity throughout India and years of trust they have been able to build a strong momentum,

Different segments of Tata cars

1. Tiago – hatchback under 7 lakhs, both engines options
2. Tigor – Compact sedan under 10 lakhs, Electric motor and both engine
3. Altroz – Premium Hatchback under 10 lakhs,
4. Nexon – Sub 4 meter Suv , Diesel and Electric
5. Harrier – Suv Diesel Engine
6. Safari – Suv seven seater diesel engine

So the future is electric vehicles and petrol engines and if Tata motors can come up with reliable petrol variants of its current models it will really help them boost the sales. Also the future is EV so if Tata can keep on making its EV models better and fulfilling its customer needs by launching a EV's which are in range of 10-15 lakhs, is an SUV, Have all the necessary features like good range and safety then no one can stop Tata from being the leader in the future as there is no competition by Maruti or Hyundai in the EV market.

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## Annexure

### TATA Electric Vehicles

1. Gender
  - Male
  - Female
  - Prefer not to say
  
2. Age
  - under 18
  - 19-24
  - 24-35
  - 35 and above
  
3. Profession
  - Student
  - Business owner
  - Employed
  - Other:
  
4. Which fuel-type of 4-wheeler you use currently
  - Petrol
  - Diesel

- Electric
- Hybrid

5. What kind of vehicle would you like to own next

- Hatchback
- Sedan
- Compact SUV
- SUV
- Other:

6. Which type of fuel will most preferred by you after 5 years

- Petrol
- Diesel
- Hybrid
- Electric

7. How much money is worth spending on Electric Vehicle (numbers in lakhs)

- under 5
- 5-10
- 10-15
- 15-25
- Other:

8. Which is your favorite brand of EV

- TATA - (Nexon, Tigor)
- Morris Garages (ZS EV)
- Hyundai (Kona)
- Mahindra (Verito)
- Luxury brand - Jaguar (i-pace) , Mercedes (EQC)
- Other:

9. Most important thing in mind while buying EV

- Range of EV
- Price

- Features and Safety
- Less Maintenance
- Other:

10. Main drawback of EV according to you

- Initial cost
- Time to charge battery
- Less number of models
- Unavailability of charging stations
- Distance travel for one full charge
- Battery replacement cost
- Don't know about electric cars
- I don't think there are drawbacks
- Other:

11. Do you think TATA motors will be able to lead the Indian market in EV category

- Yes
- No
- Maybe

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📧 Inbox 272

★ Starred

🕒 Snoozed

➤ Sent

📧 Drafts 3

⌵ More

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📅 My meetings

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