

# Tata Motors Marketing Strategies in Automobile Industries in India: A Study

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## ABSTRACT

In India, we studied the Tata Motors Marketing Techniques in Automotive Industries. One of the most effective marketing campaigns in the car sector is the marketing campaign for TATA engines. Given the reputation of Tata Motors Corporation, it is not difficult to understand why they are able to manufacture more than 4 million different styles of vehicles such as automobiles, vans, industrial vehicles. Tata Motors Limited, meanwhile, has also been the largest car maker in the Indian market today. Government laws are likely to get stricter, and could have a direct effect on the future of the business. We foresee a huge amount of improvement resulting from COVID-19. From demanding more seamless user services to prioritizing quality and safety functionality by purchase choices, customer behavior can shift in various forms. Changing to 'slow' travel and private (compared to public and/or shared) transport will influence potential passenger vehicle demand.

## Keywords

Tata Motors, Marketing Strategies, Automobile, Industries, India

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## Introduction

India is one of the world's larger producers of motor car industries. It was formerly one of the world's fastest rising, but is currently witnessing stagnant or negative rates of growth. With an annual production of more than 3.9 million units in 2011, India's passenger car and commercial vehicle manufacturing sector is the sixth largest in the world. According to recent estimates, India overtook Brazil and became the world's sixth largest producer of passenger cars (beating old and new car manufacturers such as Belgium, the United Kingdom, Italy, Canada, Mexico, Russia, Spain, France, Brazil) and rose by 16 to 18 percent to sell some three million units in 2011-2020. India emerged as Asia's fourth-largest passenger car exporter in 2019, behind Japan, South Korea, and Thailand. India defeated Thailand to become the third largest passenger car exporter in Asia in 2010. India is home to 40 million passenger vehicles as of 2010. In 2010, more than 3.7 million automotive vehicles were manufactured in India (an improvement of 33.9 percent), rendering India the second fastest growing automotive industry in the world (after China) that year. Annual car sales are expected to grow to 4 million by 2015, according to the Society of Indian Automotive Producers, not more than 5 million as previously projected. In the south, west and north, the bulk of India's car manufacturing sector is centered on three clusters. With 35% of the revenue share, the southern cluster consisting of Chennai is the highest. The western hub between Mumbai and Pune accounts for 33% of the sector and adds 32% to the northern cluster across the National Capital Area. Chennai, with Ford, Hyundai, Renault, Mitsubishi, Nissan, BMW's India activities, The automobile sector is highly competitive and rivalry is expected to intensify in the future, which can be obviously

predicted. Tata Motors faces intense rivalry, like Maruti Udyog, Mitsubishi Motors, Fiat, Ford Motors and General Motors, from its domestic and foreign rivals. Competition is in terms of attributes, protection of quality, cost, efficiency, consumer support, funding and creativity. Recently, in India, the government has approved automatic approvals for 100% foreign equity. This has culminated in a growth in the amount of processing plants, and it will definitely continue so. With more than 8.5 million Tata branded automobiles traveling worldwide, Tata Motors is one of the world's chosen firms to give its customers a comprehensive portfolio. Since 1961, Tata Motors has enhanced our global presence through exports. The business has a good presence in the hatchback and the sedan category in commercial cars, moving up to SUVs and MUVs. Tata Motors provides a broad range of vehicles for commercial vehicles that are tailored for local requirements and follow the highest specification, protection, environmental standards and consumer comfort standards. The Tata Motors group is active in more than 125 countries today, with a worldwide network of more than 8,400 touch points. In the UK, Italy, India and South Korea, Tata Motors has research and production centers. The business brings a strong knowledge of customer demands from different markets and broad global expertise, and is well placed to address ever-changing automotive requirements and consumer preferences across the world.

Tata Motors Limited, the largest automotive firm in India, is by far the industry leader in commercial vehicles and the second largest in the market for passenger vehicles with winning goods in the categories of small, mid-size cars and utility vehicles. The aim of this report is to research and evaluate the automotive industry's internal and external environments in India. The study can help us to analyze the company's current as well as past strategies and redesign new strategies for more optimization. Sales of Tata Motors

grew by 19 percent in February 2012 across the region. A 42 percent market increase was seen in passenger vehicles such as Tata Aria, Tata Sumo and Tata Safari. Tata Nano has performed exceptionally well in its revenues.

In the very important game in the technology sector, Tata Motors and its parent firm, the Tata Group, are leading. 'A deep understanding of economic stimuli and customer needs and the ability to translate them into customer-desired offers through leading edge R&D are the basis of the company's growth' (Tata). With 3000 staff, scientists and engineers, the research and development team of Tata Motors is ahead of the pack in the Indian sector and globally with the rest of the industry. Among Tata's 'first Light Commercial Vehicle produced indigenously, India's first Sports Utility Vehicle and, in 1998, Tata Indica, India's first truly indigenous passenger car,' as well as the increasingly popular Tata Nano, the cheapest car in the world (Tata). In the car sector, remaining on top of the technological curve is becoming extremely important for suppliers, with new challenges constantly growing, such as rising petrol costs and concerns with emissions. Tata acknowledges this and devotes a lot of capital and resources to research and development to keep ahead of, or preferably, other rivals, economic trends, and emerging markets. To be competitive in the automotive game, an automotive manufacturer needs to adjust, adapt and expand, and this is precisely what Tata is doing with its exponential growth and robust research and development. The main aim of this paper is to study Tata Motors' marketing strategy in India's automotive industry.

### Light On Tata Motors: A Brief History

TATA Motors is one of India's leading automotive firms and is an affiliate of the TATA Group, which is one of India's leading industry groups. The company is diversified into three segments: heavy vehicles, utility vehicles and passenger vehicles. This is the only Indian business in the world capable of manufacturing all vehicle segments from Taxis, Passenger Vehicles, Trucks, Light Commercial Vehicle (LCV), Heavy Commercial Vehicle (HCV), Medium Commercial Vehicle (MCV) (MCV). The business has about 24,000 staff. TATA Motors is the world's fifth largest maker of heavy commercial vehicles. The business works in the major Asian countries, as well as in Spain and the UK.

In 1945, Tata Motors was established by J. R. D. Tata and was renowned for making steam locomotives as the Tata Locomotive and Engineering Firm. Then, in 1954, the firm collaborated with Daimler Benz, a producer of commercial vehicles in Germany. The company's name was later changed from Tata Locomotive and Engineering to Tata Engineering and Locomotive Company in 1960. (TELCO). The relationship between the group and Daimler Benz of Germany did not last for long and it ended in 1969 and they began their own development of large commercial vehicles in 1983. The first passenger car introduced by TELCO was the Tata Sierra in 1991. In order to develop high horse-power machines and environmentally sustainable engines for them, the Company also has a major connection with Cummins Motor. Later in the year 2000, CNG buses were introduced by the firm. In 2003, the firm and Phoenix Venture Holdings (PVH) signed a deal with Tata

Engineering to sell in the UK and Irish Markets the company's brand new Safari off-road and Load beta pickup trucks. The business was also called Tata Motors later in the same year and came up with 135 PS Safari (EXi) Fuel. It is the first Indian engineering firm to be listed on the New York Stock Exchange (September 2004) and has since been listed as a foreign automotive company. The Daewoo Commercial Vehicles Company, which is the second largest truck manufacturer in South Korea, was purchased by Tata Motors in the same year. In addition, in 2005, the organization purchased a small 21 percent stake in a renowned Spanish bus and coach maker, Hispano Carrocera, and in 2009, the left over stake was profitable. In 2006, Tata Motors formed a joint venture with Brazil-based Marco Polo, a worldwide pioneer, which manufactures bus and coach bodies for India and a few selected foreign arcades. Tata Motors has been successfully penetrating foreign markets since 1961, which began by exports. The firm has promoted its commercial and passenger vehicles in many European countries, Africa, the Middle East, South East Asia, South Asia and South America. It also has a lot of joint venture assembly activities in Kenya, Ukraine, Bangladesh, Russia, South Africa and Senegal. (2010 Tata Motors)

The firm eventually went large in 2008 and joined the exclusive market of automobiles. Tata Motors purchased Ford Motor for a total consideration of \$2.5 billion from the Jaguar Land Rover firms. Tata Motors unveiled the most unique and their greatest hope of the People's Vehicle, Tata Nano, unchanged in the year that India and the world looked forward to. Tata Nano was successfully launched, as it was planned, in India in March 2009. Within the reach of thousands of families belonging to the middle/ lower middle class, the Nano offers a decent degree of comfort and protection in a vehicle. The car's base model was valued at Rs.1,00,000,000 (excluding VAT and transportation cost).

Tata acknowledges this and devotes a lot of capital and resources to research and development to keep ahead of, or preferably, other rivals, economic trends, and emerging markets. To be competitive in the automotive game, an automotive manufacturer needs to adjust, adapt and expand, and this is precisely what Tata is doing with its exponential growth and robust research and development. The main aim of this paper is to study Tata Motors' marketing strategy in India's automotive industry. Through operating in four critical areas: employability, schooling, wellbeing and the environment, Tata Motors is really involved in humanizing the supremacy of people's lives. These initiatives impact the lives of over a million people. Tata Motors is sketching a glittering future with all these ambitious moves.

### Literature Review

India is possibly the most competitive nation in the world in automobile sector. It does not cover 100% of the technologies or components needed to produce a vehicle, but it gives a decent 97%, stressed Mr Vicent Cobee, Corporate Vice-President, Datsun of Nissan Motor. The AMP 2006-2016 vision for India is to develop as the world's preferred destination for the design and produce of vehicles and automotive parts with a production of US\$ 145 billion,

accounting for more than 10% of GDP and providing 25 million citizens with additional jobs by 2016.

Mukherjee (1997) said that India's automotive industry is still in the process of evolution and growth. As a consequence, unlike western nations, the segmentation methods utilized are not quite refined or developed. As seen in developing car markets, there has hardly been any form of segmentation on psychographic or behavioral criteria. The segments are very distinct from the segments recognized in the US, European or Japanese industries, he further states. The segmentation method, he says, is performed primarily on the basis of the form of product or the price range within which the product fits. He also discovered that there was a very large gap in demand between the country's four regional regions. This shows that there is such variation within the country's regional regions that product taste continues to vary. This is so important that, in the initial segmentation phase, firms should use regional segmentation. As a symbol of the richness of geography,

Mukherjee (1997) said North India, with a 43% market share, is currently India's largest automotive market. With 27% going west and 22% coming south. East has the lowest market share at 8%. As one of the first aspects of planning an entry plan, Mukherjee and Sastry (1996) proposed target consumer range. According to Mukherjee's (1997) results, it would appear that regional segmentation may be a suitable first phase in doing so. The latest segmentation strategies used in the Indian car industry, Mukherjee and Sastry (1996) and Mukherjee (1997), are mainly focused on the form or utility of the vehicle and the vehicle price scale. They were therefore able to classify the market into the categories of Off Road or Utility Vehicles, Trade, Luxury and Ultra Luxury.

Odekerken-Schröder et al. (2003), notes that customers take into consideration multiple measurements and apply various degrees of meaning to each of those dimensions. Therefore, in order to be able to properly segment the demand and allow the most productive usage of their capital, producers must be mindful of the measurements, along with their differing value, that customers take into account.

Rathore and Tilak (2006) have devoted a significant amount of literature to describing the distributor networks of the numerous car manufacturers in the country in their article 'a study of India's automotive industry: Management briefing: The light vehicle sector'. They also often focused on the prices of their goods sold by producers. This indicates that India is largely a very price-sensitive business and that price in the segmentation phase here can be a significant attribute. They also suggested that when they claim the Indian market is extremely price and value sensitive, a mix of price and profit segmentation could be the way to go. The best-selling cars on the market are often the smallest, with the maximum perceived worth. In terms of scale alone, Rathore and Tilak have written about segmentation with respect to new segmentation approaches. They break the cars from segment 'B' to segment 'D' where 'B' corresponds to the tiny vehicles and 'D' refers to the saloons.

The Economist Intelligence Unit Limited, (2006) explored the just 6.1 m households out of a total of 176 m were listed as 'affluent or very prosperous' in 2002, according to India's National Council of Applied Economic Analysis, and therefore able to afford a personal vehicle. Another 56.8 m

family, though, was rated 'well off' capable of affording motorcycles and scooters, but not vehicles. During the current economic boom, certain of those aspiring customer households would have already migrated into the 'affluent' community. If in the next five years just 10 percent of these 'well-off' households will shift to the next level, the number of car-owning households will increase by almost 6 m, almost double the current rate. While this systemic change seems to be eminently feasible, economic surprises, such as a drought or a fiscal downturn contributing to far higher interest rates, may hold back demand for a period of time. (The Economist Intelligence Unit Limited, 2006: p. 38). In the years to come, the economic viability of the small car depends largely on the essence of the scenario of domestic demand. This demand scenario is the product of India's business change and economic development, of the political will to expand the small car sector further and, above all, of the social framework and income condition that produce lower-end demands. It is also this fundamental situation that allows new players to bring tiny or/and mini cars into the Indian business lately. The Tata Nano is a case in point, and Renault and Bajaj aim to launch another mini car in partnership by 2011. (e.g. Lamparter, 2008). Mini-car designs, in particular, are expected to have a major effect on the Indian automotive market. As Baig (2008) states: 'Impact on the auto market: The Tata Nano will create a new market niche, priced at almost half the price of the cheapest Indian car but three times the price of an average motorcycle.' It could only end up drawing some 5% of the 7 million two-wheeler annual buyers and defining a new entry standard for vehicles. Last year, Indians purchased 1.2 million cars and the Tata Nano is expected to add around 3, 00,000-4, 00, 000 additional customers to that. However, smaller vehicles are expected to stay untouched and sales of bikes and scooters will rise (Baig 2008: p. 2)

## Methodologies

This is the descriptive research. We were taken after with the outline of Study took after with the secondary data collection and their management. After data collected, we would explore this context. We were taken after the following way of data collection strategies, how to improve new instruments which is used in engineering sector as well as medical sector.

### Primary Data Collection

Primary source is a source from where we collect the direct information or original data on a subject. We speak to brands in our current interview series to learn how they are dealing with the modern standard and their methods to handling these tough times. In view of the tremendous influence of the automobile industry, we talked with Tata Motors leaders, Head of Manufacturing, Marketing and Customer Service, Electric Mobility Business Unit and, General Manager, Marketing Relations, Commercial Vehicle Business and General Customers Perception. The three representatives advised us about what the company is doing and how they are planning for an unpredictable future.



## Secondary Data Collection

We collected the secondary data from the published by the organizations; like journals, books, internet and articles. This is the minor part of this research however important as well. This kind of data have been collected and recorded by another person or organization, sometimes for altogether extraordinary purposes.

## Results And Discussions

This section discusses more discussion about the Tata motors marketing strategies and its impact on sell and customers preferences as well as perceptions. Tata Motors' Marketing Mix analyzes the brand/company that covers 4Ps (Product, Location, Position, Promotion) and describes the marketing approach for Tata Motors. As of 2020, there are many marketing tactics that have helped the brand expand, such as product/service creativity, marketing spending, client experience, etc.

### Profile of Tata Motors

Tata Motors is located in Mumbai, India and is an automobile production firm in India. The goods vary from trucks, motorcycles, rail vans, combat vehicles and building machinery to buses. Tata Motors was founded as a locomotive manufacturer in 1945, and the first commercial vehicle was produced in 1954 in partnership with Daimler-Benz AG. Tata Motors was in the headlines with the cheapest vehicle 'Tata Nano' in the world in 2008. It purchased Jaguar Land Rover from Ford and Daewoo Commercial Vehicles Company, which is a maker of South Korean trucks, as per its merger and acquisition plan. The business was listed 226th on the Fortune Top 500 ranking of the wealthiest companies in the world in 2016. In India, Thailand, South Africa, Great Britain, South Korea, and Spain, Tata Motors has its own car assembly plants. The company has an estimated \$42 billion in sales and has sold more than 9 million cars. Tata Motors went international in 1961 and sells cars in more than 50 nations. And current status of Tata motors is with employee strength 78,906, vehicle sold 9,61,463 having sale and services points more than 8400.



Tata Motors Company (Tata Motors) is an enterprise worth \$35 billion. It is a major automotive production business for cars. A wide selection of automobiles, sports utility vehicles, vans, buses and security vehicles are part of its broad portfolio. Tata Motors is one of the largest OEMs in India with a broad variety of connected, intelligent and e-mobility solutions.

### Strong domestic player

Tata Motors (with sales of approximately \$15,771.6 million in FY2009) is a leading automotive manufacturer by revenue. The company's main asset is that it operates steel

mills, has tremendous customers, and it still has Tata Brand's invaluable goodwill. The company is India's leading medium and large commercial vehicle industry and is among the top three passenger vehicle manufacturers. Moreover, the company is listed as the fourth largest truck manufacturer worldwide and has a reputation as one of the largest bus manufacturers in the six-ton group above. Strong customer knowledge and loyalty gives the company tremendous control and advantages over its rivals.

### R & D research capacity

Tata Motor has strong expertise in research and development (R&D). The Engineering Research Centre (ERC) of Tata Motors, founded in 1966, is one of the few in-house automotive R&D centres recognised by the government in India. The Company's Product Design and Development Centers are fitted with computer-aided design, production and innovation equipment, specialized hardware, software, and other IT technology built to build a digital product creation environment and automated testing and evaluation, resulting in decreased lead time and data processing of product growth. Furthermore, the corporation's R&D efforts concentrate on the production of car engines operating on renewable fuels. The good R&D skill enables the group to build a wide variety of vehicle directories and boost its performance in the dynamic automotive market environment.

They said that research and development at Tata Motors provides the much needed impetus to create advanced innovations that indirectly help put fresh life into goods. The basic factors that add to the company's leadership are to supply the planet with outstanding automobile research and growth. Tata engines have different styles of research centers, such as engineering research centers, which lead to the testing of modifications until they can be used as reliable fixtures. Safety(Crash Evaluation Facility) Four poster Servo-hydraulic test, Instrumentation Laboratory, Chassis Dynamometer Pollution Lab and several more hi-tech R&D centers enable Tata engines develop creative ideas and gain more incentive to manufacture new goods that are more useful and of superior quality for the environment and the business. (Tata Motors 2010)

### Weaknesses

Large sum of indebtedness: Tata Motors had a debt (\$9,509.5 million) that was not a small number in March 2009. The company's tremendous degree of indebtedness may have had a real effect on the company's willingness to offer bonuses in the future, contributing to Tata Motors' collapse. Because of this, the liquidity situation of the firm and the company's reputation may have been hindered due to high debt levels.

Proposed redemption of the modified purchase facility: In June 2008, by Jaguar Land Rover Limited, which is a fully owned subsidiary of TML Holdings of Singapore, the firm purchased Jaguar Land Rover from Ford Motor Company on a debt-free basis for \$2.5 billion in cash transactions. Under a short-term bond lending facility that Tata Motors guaranteed, Jaguar Land Rover Limited borrowed \$3 billion. Just \$852 million was repaid in May 2009, along with \$2

billion outstanding by non-convertible borrowing enriched by rupee debentures. And the banks' syndicate expanded the residual balance by eighteen months.

### Opportunities

Moreover, it is quite predictable that real consumption spending in India will rise dramatically in the next few years. Tata Motors has a reputation as one of India's top three producers of commercial vehicles. In addition, the 'Nano' of Tata Motors will certainly fuel its presence in the passenger car market. The People's Car, Nano, is supposed to be the world's cheapest ride. The organization tends to be in a good position to fulfill the rising demands of the unique segment in India

### Road development in India

Due to rapid developments in road infrastructure in India, a strong influence on car sales is expected in India in the coming years. 98 percent of the Golden Quadrilateral Road Project was finished in March, 2009. Rural networking is planned to be enhanced, which will be really beneficial. Improving road connectivity will help to transfer goods and travelers more efficiently and would definitely generate demand for new and faster cars. As it provides a broad portfolio of passenger and goods vehicles, Tata Motors is bound to benefit from the same.

### International growth-

The most remarkable feature of Tata Motors is the automotive of its citizens, the Nano, which is a future forum for innovative technologies and new markets and also demonstrates their technical and commercial vehicle performance. Through this year, the Nano will be eligible for sale in Nigeria and has already cleared all the European safety requirements. The business also plans to release several innovative Nano models in Europe by 2011 and in North America by 2012 at an average price of \$800.

### Revenue Analysis

The Directors shall deliver their 75th Fiscal Report along with the FY 2019-2020 Audited Financial Statement of Accounts. (Annual Report 2019-2020)

**Table 1** Revenue Analysis 2019-2020 of Tata Motors

PARTICULARS	Standalone*		Consolidated	
	FY 2020	FY 2019	FY 2020	FY 2019
Revenue from operations	43,928.17	69,202.76	2,61,067.97	3,01,938.40
Total expenditure	43,510.11	63,476.23	2,37,153.67	2,72,143.99
Operating profit	418.06	5,726.53	23,914.30	29,794.41
Other Income	1,383.05	2,554.66	2,973.15	2,965.31
Profit before interest, foreign exchange, depreciation, amortization, exceptional item and tax	1,801.11	8,281.19	26,887.45	32,760.12
Finance cost	1,973.00	1,793.57	7,243.33	5,758.60
Profit before depreciation, amortization, exceptional item, foreign exchange and tax	(171.89)	6,487.62	19,644.12	27,001.52
Depreciation, amortization and product development/ engineering Expenses	4,205.53	3,670.40	25,613.92	27,815.20
Foreign exchange loss (net)	239.00	215.22	1,738.74	905.91
Profit/(loss) before exceptional items and tax	(4,616.42)	2,602.00	(7,708.54)	(1,719.59)
Exceptional items - loss (net)	2,510.92	203.07	2,871.44	29,651.96
Profit / (loss) before Tax	(7,127.54)	2,398.93	(10,579.98)	(31,371.15)
Tax expenses / (credit) (net)	162.29	378.33	395.25	(2,437.46)
Profit / (loss) after Tax	(7,289.83)	2,020.60	(10,975.23)	(28,933.70)
Share of profit/(loss) of joint venture and associates (net)	-	-	(1,000.00)	209.90
Profit/(loss) for the year	(7,289.83)	2,020.60	(11,975.23)	(28,724.20)
Other comprehensive income/(loss)	(378.72)	(23.43)	11,504.47	(5,575.77)
Total Other comprehensive income/(loss) for the year	(7,668.55)	1,997.17	(470.76)	(34,299.97)
Attributable to:				
Shareholders of the Company	-	-	(578.88)	(34,401.73)
Non-controlling interest	-	-	108.12	101.76

\* These involve the proportionate share of sales and investment retained by the organization in its two joint activities, Tata Cummins Pvt. Ltd. and Cars Pvt. of Fiat India. Ltd .

Tata Motors Limited consolidated revenue from In FY 2019-20, operations were 2,61,068 crores, 13.5 percent lower than 3,01,938 crores in FY 2018-19. For both the business and Jaguar Land Rover, the decline was largely due to lower market levels. In FY 2019-20, the combined EBITDA margin stood at 8.4 percent, relative to 8.9 percent in FY 2018-19. In FY 2019-20, the EBIT margin stood at (0.2) points, compared with 1.2 percent for 2018-19. In contrast with '(28,724) crores in FY 2018-19, profit for the year (including share of associates and joint ventures) stood at' (11,975) crores in FY 2019-20. Compared to '(9,168) crores for FY 2018-19, the free cash flow (auto) was at' (9,205) crores in FY 2019-20. In the demanding climate, further impacted by the COVID-19 pandemic, the Organization and JLR have taken multiple liquidity shielding steps. In order to weather the market shocks, Tata Motors has ample liquidity. The liquidity of the Group (including joint operations) as at 31 March 2020 was '6,668 crores (including undrawn credit facility' 1,500 crores), while the liquidity of JLR was at GBP 5.6 bn (including unutilized credit facility of GBP 1.9 bn). (Annual Report 2019-2020)

### Marketing strategy

Marketing strategy helps organizations meet corporate strategies & goals, and the marketing combination (4Ps) is the commonly used paradigm for strategic definition. The commodity, pricing, advertisement & distribution methods used by Tata Motors are discussed in this report.

### Tata Motors Brand Product Strategy

In the Tata Motors marketing campaign, the product strategy and combination can be explained: they said that Tata Motors is engaged in the manufacture of vehicles in categories that include Hatchback, Sedan and utility vehicles, Vans, Buses, Civic Solutions, and Safety and Homeland Protection. Brands like Jaguar and Land Rover are also covered by the product portfolio in Tata Motors' marketing mix. Consumers are aware of the Tata Motors brand that manufactures cars that deliver durability, high performance and quality. Tata Motors ranks among India's top four passenger vehicle brands. It emphasizes on creativity and is actively working on designing innovative automobiles with rigorous technological requirements because of its extensive manufacturing expertise. Furthermore, Tata Motors meets high quality requirements and complies with the rules laid down by regulatory agencies. Tata Motors launched electric models of Tata Indica cars and Tata Ace commercial vehicles running on lithium batteries in its innovation-oriented focus. Tata Motors introduced CNG-electric hybrid buses to Delhi Transport Corporation that were part of environmentally sustainable buses during the Commonwealth games. Since its initial introduction, the Tata 407 in the light commercial vehicle segment has sold over 5,00,000 units.

### Tata Motors Price/Pricing Strategy

They said there is a broad portfolio for Tata Motors, which implies a diverse pricing approach. Tata Motors introduced

the cheapest passenger car in the country, the Tata Nano, in 2008. It adopted a penetration-pricing policy and Tata Motors' produced cars are comparatively cheaper than their rivals. Thanks to its low cost, it drew media interest and within the initial days of production, the car registered a rise in sales figures within a brief span of time. Tata Nano's lowered pricing has culminated in customers perceiving it as a cheap commodity. In the segment targeting lower income classes, the penetration pricing strategy will serve as an entry barrier for new players. The pricing policy in Tata Motors' marketing combination caters to both the lower class and the wealthy upper class. The global acquisition of Jaguar Land Rover by Tata Motors targets niche consumers with high quality features.

### Features of Tata Nano

They said that in a car beyond the scope of thousands of middle-class/ lower middle-class families, the Nano brings a decent level of comfort and protection. The car's base model was valued at Rs.100,000,000 (excluding VAT and transportation cost). It has a roomy passenger cabin with generous leg space and head room, built with a family in mind. It can sit four people comfortably. Among small cars, its mono-volume architecture would set a new standard. In India, its protection efficiency surpasses regulatory criteria. The efficiency of its tailpipe pollution even exceeds regulatory criteria. It has a lower degree of emissions in terms of total contaminants than two-wheelers being generated in India today. The lean design methodology has helped to reduce weight, which helps to optimize performance per unit of consumed energy and provides strong fuel usage. The high fuel efficiency often means that the vehicle has minimal carbon dioxide emissions, offering the dual advantages of a low carbon footprint, affordable transport solution.

### Marketing strategies of Tata motors for example Nano.

When it travels around the country into the showroom, the Tata Nano will fly on a clutch of creative marketing concepts. People with awareness of the Nano marketing campaign will claim that the cheapest car that has reached new ground in the architecture, innovation and manufacturing phase will go for 'cost-effective and innovative use of media.' Tata engines can market the Nano not only through Tata car dealerships throughout the world, but through traditional retail channels such as Westside and Croma to render the car more readily available to individuals.

Westside is a supermarket brand for lifestyles, and Croma is an electronic megastore. They are both operated by the collective Tata. The Westside and Croma outlets will show the Nano and take reservations as well. A whole variety of Nano products, including baseball caps, T-shirts and key chains, will also be available.

They said that the overall marketing approach of the Nano will use traditional media in an innovative way. Nano's not going to be high on commercials, unlike other tiny vehicles. No TV campaign will take place, just the creative use of print, radio and other media, especially the internet. The Tata team is focusing on Nano news in media, Nano breaks

on air, Nano featuring on TV in the form of tweets or ticker news, Nano games online, Nano chat rooms on the Net, Nano pop-ups on big websites and Facebook, Orkut and blogspaces conversation with Nano.

The campaign would be cost-effective and creative according to individuals in the ad industry with intimate knowledge of the Nano's marketing strategies, such that Nano becomes associated with something 'tiny, adorable and brief.' The idea is to make the Nano part of our regular lingo like 'see you after a nano, it's absolutely word-of-mouth campaign.

### Tata Motors Place & Distribution Strategy

Tata Motors' delivery strategy: They claimed that Tata Motors has India's third largest operation and sales network. It has collaborated with numerous dealers throughout India to sell its vehicles and the service centres are well supplied with spare parts and accessories. Tata Motors has a comprehensive distribution network set up in India, and big releases to experience the commodity are also seen in showrooms. Tata Motors has set up regional offices in the states of West Bengal, Maharashtra, Delhi and Karnataka to procure security vehicles. It is still active in the purchase of Pre-Owned Vehicles and offers features such as extended warranties.

### Maintenance and Support

Another major selling tactic for most vehicle buyers to select the best car is after sales support. End consumers are not going to want to invest a lot of time driving to a far place only to service the vehicle, such as adjusting fuel oil, oil filter, and other basic testing. Parts and components must also be readily available as it is necessary to keep the consumer happy with purchasing Tata cars before the car is preserved or when the car is sold and converted to a newer Tata model.

### Tata Motors Brand Promotion & Advertising Strategy and its impact on sell

In the marketing campaign for Tata Motors, the promotional and advertisement strategy is as follows: Tata Motors is considered to have an aggressive marketing plan. Tata Motors declared Lionel Messi as their brand Ambassador to promote its passenger vehicles globally. As a brand ambassador for its commercial vehicle company, it has also signed movie celebrities. Tata Motors is the principal sponsor of several activities and has managed to create consciousness in the minds of customers for its latest model, Tata Tiago. As part of the festival offerings in India, the business provides discounts to its customers, thereby developing awareness among customers. In Tata Motors' marketing combination, the advertising campaign is carried out in the context of TV, newspapers, and electronic media. Depending on the search data, Tata Motors leverages social network ads to attract clients. The Tata company is deemed a trustworthy brand, because it does the same thing to reach consumers. Tata Motors' current market share





Figure 1: Current Market Share of Tata Motors

They said that in September 2020, after 94 months, Tata Motors surpassed the 21k sales mark! In October 2012, it took Tata almost 8 years to accomplish this achievement, the last time Tata Motors reached 21k revenue. In September 2020, Tata sold 21,200 passenger cars and reported a huge 162 percent YoY growth and 14 percent MoM growth. It held the status in Sep'2020 of India's 3rd largest OEM.

Table 2: Selling status in Sep'2019-20 with various model motors

Model	Year-on-Year Compared			Month-on-Month Compared		
	Sep'20	Sep'19	Growth (%)	Sep'20	Aug'20	Growth (%)
Tiago	6,080	3,068	98%	6,080	5,743	6%
Nexon	6,007	2,842	111%	6,007	5,179	16%
ALTRO Z	5,952	0	—	5,952	4,951	20%
HARRIER	1,755	941	87%	1,755	1,694	4%
TIGOR	1,406	737	91%	1,406	1,016	38%
Bolt	0	12	—	0	—	—
Zest	0	270	—	0	—	—
Safari+ Storme	0	79	—	0	—	—
Hexa	0	148	—	0	—	—
<b>TOTAL</b>	<b>21,200</b>	<b>8,097</b>	<b>162%</b>	<b>21,200</b>	<b>18,583</b>	<b>14%</b>

The best-selling Tata was Tiago and 6,080 units were delivered in Sept 2020. It rose year on year by 98 percent and month on month by 6 percent. Nexon has also posted a stellar sales success and was Tata's second best seller in September 2020. A whisker allowed the New Nexon to cross the 6k mark and 6,007 units were dispatched in

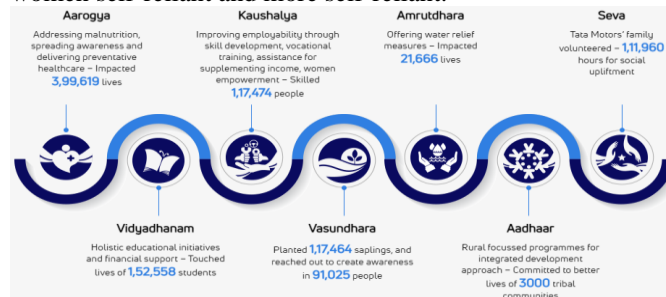
September 2020. In September 2020, Altroz appears to have steadily picked up the speed and registered an outtake of 5,952 units. A good indicator for Tata Motors is the rise in volumes for the model. In reality, in September 2020, Altroz posted its all-time highest sales since its start! Harrier succeeded in selling 1,755 units and was able to report 87% YoY development and 4% MoM growth. This was Harrier's peak revenue level in the last 16 months!

### Services during Pandemic Situation

They said that, in addition to enabling up to 100 percent of road financing on our full line of cars and SUVs, we are now supplying our consumers with enticing, limited time discounts on their purchases. Customers will still benefit from long-term EMI schemes (up to 8 years), thus reducing the duration of their annual EMI payments. In line with their cash flows, the possibility of customizing EMI payments per year creates additional convenience and raises benefits. Additionally, we still have exclusive offers to thank and help the courageous COVID frontline heroes (doctors, healthcare practitioners and police). Tata Motors has introduced a #ThankYouIndianTruckers initiative to acknowledge the contributions of truck drivers and recognize their place on the frontline of the Covid-19 pandemic. Tata Motors intends to boost the confidence of truck drivers through this initiative. Via its dealerships, workshops and Saathi Aaram Kendras, Tata Motors has also established numerous facilities across the country for truck drivers, while also interacting with those on highways by providing free meals, sanitisers and masks.

### Other Social Activities to improve the quality of live by Tata Motors

In addition to Tata motors Sustainable Development Goals (SDGs), 830300 lives were influenced by our corporate social responsibility programs in FY 2019-20, of which 41 percent belong to the SC and ST groups. Tata Motors has tackled realms, beginning with sustainable programs by community participation, social upliftment and environmental improvement, resolving hygiene and sanitation problems, raising household wages, rendering women self-reliant and more self-reliant.



In addition to the current projects for societal and neighborhood change, our teams frequently respond to challenges during the year on a 'need' basis. In FY 2019-20, Tata Motors reached out under the Maharashtra Flood Response Program to affect 45,000 lives; and also offered relief to 13199 communities throughout plant locations, which were insecure owing to the COVID 19 pandemic.

## Conclusion

India is also one of the largest markets for medium-heavy hybrid and electric trucks and buses. One of the world's larger industries is the car sector in India. It was formerly one of the world's fastest rising, but is currently witnessing stagnant or negative rates of growth. India is the production sector for passenger cars and freight vehicles. Exports to the car sector have risen as a consequence of globalization. Fresh and pressing problems are confronting the automobile industry. The face of business is being pressed by globalization, individualization, digitalization and growing rivalry. Moreover, the growing protection standards and voluntary environmental obligations of the automobile sector have also led to the upcoming improvements. The obstacles to joining the Indian automotive industry are strong, with the high cost of building manufacturing facilities, restricted exposure to modern technologies, and growing rivalry. It has been a challenging year for the Indian auto industry. Even when Coronavirus entered the planet, it was dealing with poor customer emotions and a decline in revenue, taking it to a standstill. China accounts for 27 percent of India's imports of auto parts. However, analysts predict conditions to get better prior to the holiday season if rumors are to be believed. That said, how customers react to the situation is something we will have to wait and see.

Tata Motors Company is a major multinational maker of vehicles. We deliver a wide and varied portfolio of automobiles, sports utility vehicles, vans, buses and security vehicles to the planet as part of the illustrious multi-national corporation, the Tata Company. Via a large global network of branches, affiliated firms and Joint Ventures (JVs), including Jaguar Land Rover in the UK and Tata Daewoo in South Korea, we have operations in India, the UK, South Korea, South Africa, China, Brazil, Austria and Slovakia.

Each organization starts from 0, before everybody knows it, no one knows it. Advertisement is one of the most common means of getting car buyers or car lovers conscious of the exclusive discount price of the new car. The development of an image or brand image is another more relevant form of advertisement. For eg, it was released in 1996 and soon the car was featured in the popular James Bond movie. Take BMW Z3. Over the years, Tata Motors have succeeded in establishing their brand name, especially as their spokesperson, utilizing some prominent stars. Other essential advertisement techniques are pricing, creativity and quality management, for example. There are several revolutionary features offered by Tata Motors to draw car lovers. The Tata Safari 4X4 Dicor, which has a reverse guidance system, is one of these inventions. To support the driver when reversing the vehicle, a weather-proof camera is mounted to the rear car. Here are many variables that decide the price of an automobile. These variables are such as consumer conditions (it should not be too poor or too big with rivals' pricing of the same product, it must be at par), expenses incurred to construct a product, business benefit, profit from the supplier. One of Tata Motors' strong strategy uses is to offer discount every month and special promotion for some form of vehicle. At bigger festivals in India, discounts are rendered from the benefit of the business or from the profit of the distributor. The dealer's position plays an important part. The delivery channel, the geographical

location and the distribution and sales process of the dealership are usually followed. Vehicle delivery must take place in a rather organized fashion, from the factory to the distributor to the end customer. This is not just for India itself, but also for worldwide dealerships. TML has concentrated on refreshing the portfolio during the last two financial years, enhancing structural efficiencies and streamlining internal processes. Htm turned a curve in doing so and generated increased market positions, stability and strong free cash flows. We posted positive net sales of '2,021 crore in FY19, after making losses for five years. Tata motors recorded positive free cash flows in both FY18 and FY19, after five years in negative territory. This turnaround route was halted in FY20, however, as demand declined dramatically on the back of an unexpectedly weakening economy coupled with the spread of COVID-19. There were several problems confronting the automobile industry in FY20, long before the onset of the coronavirus pandemic. Our durability is being challenged by a weakening domestic economy, subdued demand in other geographies, regulatory transitions (emissions, protection and axle loads), price pressures and geo-political disputes. However, we leveraged our competitive capabilities to become leaner, flexible and operationally fit in the middle of the intensifying storm, rooted to our central mission of delivering creative agility solutions. Our capital investments are prioritized by Tata engines against immediate value-accretive ventures, decreased working capital and reduced operating costs. Our recent releases and healthy backlog represent the decisions we are taking by streamlining goods, architectures and new-age technology to simplify our core capabilities. In order to ensure continuous access to capital, deleverage our balance sheet and step up our position as a leading automotive maker, we are pursuing strategic alliances. For the next two years, we expect a huge amount of progress resulting from COVID-19. From demanding more seamless user services to prioritizing pricing, brand, safety, security, benefits, discounts, service centers etc by purchase choices, customer behavior can shift in various forms. Future demand for motor cars will be influenced by the shift to 'slow' travel and personal (versus public and/or shared) transport. Greater scrutiny would be introduced into the very heart of market models on developing sustainable protection and climate adaptation. The Tata Motor Group is well prepared to address the prospects for demand emerging from these major and structural adjustments

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