

DIGITAL MARKETING REPORT FOR TECH MAHINDRA

→ INTRODUCTION:

1.1 OVERVIEW:

This digital marketing project report aims to outline the strategies and methodologies employed by Tech Mahindra a Multinational Information technology services and consulting company. The report focuses on analyzing how Tech Mahindra effectively utilizes digital platforms to reach and engage with their target audience, increase brand awareness, drive sales, and maintain customer loyalty. This digital marketing report provides an analysis of Tech Mahindra's digital marketing efforts during the specified time frame. The report covers various aspects of ~~tech~~ Tech Mahindra online presence, including website performance, social media engagement, email marketing, and digital advertising. The goal is to evaluate the effectiveness of their digital marketing strategies and identify areas for improved

1.2 PURPOSE :

The purpose of this project report is to study and understand the digital marketing practices implemented by Tech Mahindra and dis-advantages of their digital marketing strategies and explore potential applications of these strategies in various contexts. The purpose of the ~~per~~ Tech Mahindra project can be depending on the content and scope of the project. However, in general the purpose of a ~~per~~ Tech Mahindra project may be one or more of the following :

PRODUCT LAUNCH OR PROMOTIONS:

The project might be focused on launching a new Tech Mahindra product or promoting an existing product. This could involve developing marketing strategies, creating promotions campaigns and ensuring the successful introduction of product to the market. The project could be created around enhancing Tech Mahindra's digital marketing efforts. It may involve improving the company's online presence, optimizing social media strategies email marketing and digital advertising to increase brand visibility and engagement.

2. LITERATURE SURVEY

2.1 EXISTING PROBLEMS.

Tech Mahindra lost a number of senior managers last year, which some analysts feel is a precursor to client attrition. Mahindra's shares have underperformed its peers sharply since late January because of the markets' discomfort about the company's accounting policy. Instead of treating a restructuring fee from BT as a one-time income, the company is realizing the fee on a quarterly basis as part of its revenues.

Still, returns since the Satyam acquisition about a year ago are far higher than its peers and some analysts feel that at current prices the stock is overvalued.

The recent weakness in the share price came after the IT firm reported a drop in quarterly profit. Tech Mahindra posted a 39% fall in its first quarter (Q1FY24) to Rs 693 cr. The company's margins on earnings before interest and tax (EBIT) declined to 6.80% from 11% a year earlier.

- * Network Coverage and throughput challenges.
- * Increase demand in homes and change in time based network demands.
- * Managing Capacity Augmentation for Emergency sites
- * First Responder Emergency Support, Traffic Priority
- * Connectivity to Remote Quarantine Centers
- * Managing large no. of customers in some specific areas.

Sudden spikes in Subscriber Data Traffic in given situation, would impact the quality of overall customer experience arising from bandwidth constraints in both the backhaul networks and ISP connectivity

- * Abnormal traffic condition resulting in deterioration of user experience.
- * Further readiness in delivering high priority traffic
- * Sessions are longer than in normal scenario creating bottleneck.

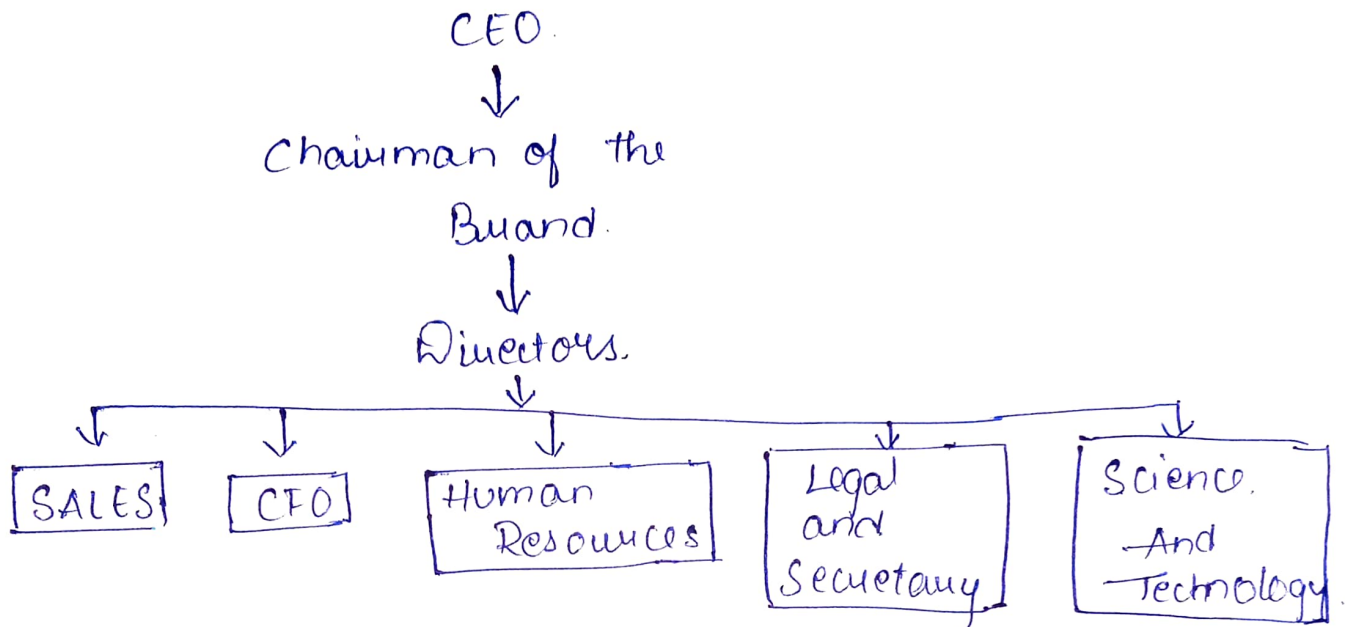
2.2 PROPOSED SOLUTIONS.

- * mmW Links - Establish mmWave links to overcome lack of fiber connectivity.
- * Cell on wheel (COW) - for Disaster Recovery Areas, Special Events and Temporary sites
- * Rapid Deployment Unit (RDU) - Fast Deployment & Reusable BTS site for Special Events and Temporary Sites
- * NW in a Box - A pre-integrated complete virtualized telco network.
- * Connectivity to remote Quarantine centers - Enabling access over temporary VSAT, point to point, point to multipoint MW links to create local WIFI access
- * 3G / 4G Repeaters - Provide indoor coverage enhancement for the private sector
- * Tetra repeaters - setting up temporary repeaters to facilitate coverage.
- * Consulting / Services / Manpower. Leverage Tech Mahindra's global delivery experience.
- * SON - Solution for Traffic Management, Coverage & capacity optimization, Policy Governance.

3. THEORETICAL ANALYSIS.

3.1 BLOCK DIAGRAM

Organization Structure of Tech Mahindra



3.2 HARDWARE / SOFTWARE DESIGNING.:

The software design used by Tech Mahindra is French 3D Experience major Dassault Systems on Tuesday said Mahindra & Mahindra (M&M) is using its Simulia applications to improve vehicle design and achieve a faster time to market vehicles.

The use of Simulia applications at Mahindra Research Valley (MRV), Tamil Nadu is also helping the company meet safety regulations and emission norms, reduce costs and improve fuel efficiency.

E-COMMERCE:

The ecommerce competency has a global footprint and has consistently delivered a wow experience to customers for more than 10 years. The team consists of experienced solution consultants and SMEs and a matured practice in delivering e-commerce solutions and services, enabling a compelling user-centric online shopping experience.

4. RESULT:

The results of Tech Mahindra's digital marketing efforts have been significant some of the key findings include:

- * Increase brand visibility and awareness on digital platforms
- * High engagement rates and interactions with the target audience.
- * Growth in online sales and website traffic
- * Improved customer loyalty and brand advocacy
- * Value data insights for continuous optimization

some of Tech Mahindra most famous & India's Multinational Information Technology services and Consulting company. I recommend checking reliable sources such as news website, official TechM website or financial reports of TechM for recent brand launch

5. ADVANTAGES AND DISADVANTAGES

Advantages of the proposed solution:

- * Wider reach and accessibility to a global audience.
- * Personalized marketing for better audience targeting
- * Cost effective compared to traditional marketing channel.
- * Real time data tracking and analytics data driven decision-making.
- * It's possible that it could be a specific marketing campaign or business initiative that was introduced after my region specific.

Disadvantages of the proposed solution:

- * Dependence on technology and internet connectivity
- * Potential privacy and data security concerns.
- * Need for continuous adaptation to changing digital trends.
- * Implementing a solution, especially if it involves significant changes to operations or products can be expensive. It may require substantial investments in research, development and marketing.

6. APPLICATIONS.

The digital marketing strategies employed by Tech Mahindra can be applied in various industries and sectors, including

- * Other MNC company
- * Multinational company & consulting companies
- * Entertainment and media companies.
- * Largest International Telecoms.

7. CONCLUSION:

Tech Mahindra's digital marketing project has proved to be highly effective in achieving its objective. By embracing the power of digital platforms, ~~at~~ Tech Mahindra successfully engaged with their audience, strengthened their brand presence and achieved substantial growth in its sales. Their strategies serve as an excellent example for other companies seeking to enhance their digital marketing efforts.

8. FUTURE SCOPE

The future scope of Tech Mahindra's digital marketing lies in continuous innovation and adaptation to emerging technologies and trends. Some potential enhancement include:

- * Integrating augmented reality (AR) and virtual reality (VR) experiences for more interactive campaigns.
- * Exploring newer social media platforms and communication channels.
- * Leveraging Artificial Intelligence (AI) for better audience segmentation and personalized recommendations.
- * Expanding into emerging markets and demographics through localised digital campaigns.