

# **Mahindra & Mahindra Company**

**Andhra University**

## **Group Members**

- Paipetty Vijay Chandu (Team Leader)
- MD. Karishma
- Chellapalli Varshith
- Mathemsetty Mani Deepak

# Brand Study (Missions and Values)

Mahindra & Mahindra's mission is to have main focus on customer service and quality. Their core values include:-

- **Professionalism:-** We have always sought the most appropriate people for the job and have given them the freedom and the opportunity to grow under our wings. We support and celebrate innovation, out-of-the-box thinking, well-reasoned risk-taking and reward performance.
- **Customer First:-** At Mahindra, we follow an internal metric called the 'Customer as Promoter Score'. This is one of the ways in which we measure the success of our businesses by their level of customer-centricity. This is designed around our goal to create and sustain a positive experience for our customers, because of whom we exist and prosper.
- **Quality Focus:-** We put quality at the forefront, not just in our products but also in our actions and interactions. Each of our businesses achieves its goal through individual strategy while keeping a close eye on maintaining quality, in every step of the way.
- **Good Corporate Citizenship:-** We are known in the business community for being an ethics-centric organization. We have always believed in doing business with a larger social purpose, keeping in mind the welfare and growth of the communities we serve.

# **Brand Study (USP Analysis & Brand tone)**

## **USP Analysis:-**

M&M has a wide range of products across various sectors, including automotive, farm equipment, aerospace, and more. This diversification allows them to cater to a broad customer base and withstand market fluctuations. M&M is a dominant player in the Indian automotive and farm equipment sectors. Their vehicles, including SUVs and tractors, are known for their ruggedness and durability, especially suited for Indian conditions. The company invests significantly in research and development, leading to innovative products and technologies. This commitment to innovation keeps them ahead of competitors in terms of product offerings and technological advancements. M&M prioritizes customer satisfaction and has established strong relationships with its customers through after-sales services, feedback mechanisms, and loyalty programs.

## **Brand tone:-**

M&M communicates with a straightforward and honest tone, emphasizing the reliability of its products and services. They often highlight their long-standing history and expertise in the automotive and farm equipment sectors to build trust among consumers. M&M often emphasizes empowerment through its messaging, highlighting stories of individuals and communities who have benefited from their products and initiatives. They aim to inspire customers to overcome challenges and achieve their goals with the help of M&M's products. M&M places a strong emphasis on customer satisfaction and loyalty. Their brand tone reflects a customer-centric approach, focusing on building long-term relationships, understanding customer needs, and providing exceptional after-sales service.

# Brand Study (KPI)

- **Revenue Growth:** Year-over-year growth in total revenue indicates the company's ability to increase sales and expand its market presence.
- **Profitability Margins:** Gross margin, operating margin, and net profit margin help assess the company's efficiency in managing costs and generating profits from its operations.
- **Market Share:** Monitoring the company's market share in its key business segments (automotive, farm equipment, aerospace, etc.) provides insights into its competitive position and growth potential.
- **Sales Volume:** Tracking the number of units sold across different product categories helps evaluate demand trends and market acceptance of M&M's products.
- **Customer Satisfaction and Loyalty:** Customer satisfaction scores, Net Promoter Score (NPS), and customer retention rates help assess M&M's performance in meeting customer expectations and building brand loyalty.

# Buyer/Audience Persona

**Name:-** The Commercial Business owner

## **DEMOGRAPHICS:**

**Age:-**30-55

**Genders:-** All genders

**Occupation:-** Professional working person and Entrepreneur

**Income:-** High income Business persons

## **PSYCHOGRAPHICS:**

**Needs:-** Commercial vehicles like pickups, vans, and trucks for business operations.

**Preferences:-** Durability, fuel efficiency, cargo space, and reliable performance.

## **BEHAVIOR:**

**Shopping Habits:-** Commercial business owners often conduct thorough research before making a purchase. They look for detailed information about the product specifications, features, pricing, and reviews to ensure it meets their business requirements. Commercial buyers are often skilled negotiators, looking to secure the best deal, discounts, or financing options that align with their budget and business goals.

**Social media usage:-** Video content showcasing product demonstrations, customer testimonials, and reviews on M&M's official YouTube channel or industry influencers' channels can influence their purchase decision. Video content showcasing product demonstrations, customer testimonials, and reviews on M&M's official YouTube channel or industry influencers' channels can influence their purchase decision.

## **CHALLENGES:**

- Choosing the most suitable product that meets their specific business needs, such as size, capacity, features, and functionality, can be challenging given the wide range of options available from M&M.
- Evaluating the quality and responsiveness of after-sales support, warranty coverage, and maintenance services provided by M&M is essential. Commercial buyers need assurance of timely assistance and reliable service to minimize downtime and operational disruptions.
- Evaluating the quality and responsiveness of after-sales support, warranty coverage, and maintenance services provided by M&M is essential. Commercial buyers need assurance of timely assistance and reliable service to minimize downtime and operational disruptions.

# Competitor analysis

## COMPETITOR 1:- HONDA

**USP:-** Honda vehicles are known for their exceptional reliability and durability. This reputation has been built over decades and is a significant factor driving customer loyalty. Honda has a history of innovation, introducing advanced technologies and features in its vehicles. This includes advancements in fuel efficiency, safety features, and hybrid technology. Honda is committed to producing environmentally friendly vehicles, including hybrids, plug-in hybrids, and fuel cell vehicles. They also invest in research and development of cleaner technologies. Honda vehicles offer a combination of quality, features, and affordability, making them a popular choice among consumers looking for good value.

**Online Communication:-** Honda maintains active profiles on major social media platforms, including Facebook, Twitter, Instagram, and YouTube. These platforms are used to share updates, promotions, new product launches, and engage with fans and followers through interactive content, videos, and campaigns. Honda leverages online advertising channels, such as Google Ads and display advertising, to reach a broader audience and drive traffic to its website and dealerships. Honda publishes blog posts, articles, and other content on its website to educate consumers about its vehicles, technologies, and industry trends. This content helps to establish Honda as a thought leader in the automotive industry and attract organic traffic to its website. Honda organizes virtual events, webinars, and live streams to launch new products, showcase innovations, and engage with audiences in real-time.

# SWOT

## Strengths:-

- Honda has built a strong brand reputation over the years for reliability, quality, and innovation.
- Honda offers a wide range of products, including cars, motorcycles, power equipment, and even aircraft, catering to various market segments.
- Honda is known for its advancements in hybrid, fuel cell, and electric vehicle technologies, as well as safety features and driving dynamics.
- Honda has a global presence with operations in numerous countries, allowing it to tap into various markets worldwide.

## Weaknesses:-

- While Honda has made strides in hybrid technology, its electric vehicle (EV) lineup has been somewhat limited compared to some competitor
- Honda's sales are heavily dependent on specific markets, making it vulnerable to economic downturns or regulatory changes in those regions.
- Maintaining a reputation for quality and innovation can result in higher production and R&D costs.

## **Opportunities:-**

- With the increasing demand for electric vehicles, Honda has the opportunity to expand its electric vehicle lineup and invest more in EV technology.
- Honda can explore and expand into emerging markets where there is a growing demand for automobiles and other Honda products.
- Collaborating with other companies, especially tech firms, can help Honda accelerate its development in areas like autonomous driving, connectivity, and mobility services.
- Honda can further diversify its product offerings or venture into new areas, such as mobility services, to tap into new revenue streams.

## **Threats:-**

- The automotive industry is highly competitive, with numerous automakers vying for market share, which can put pressure on Honda's sales and profitability.
- Stricter emissions regulations and government policies promoting electric vehicles could impact Honda's operations and require significant investments in compliance and technology.
- Economic downturns, recessions, or global crises can negatively impact consumer spending on automobiles and affect Honda's sales.



## **COMPETITOR 2:- TOYOTA**

**USP:-** Toyota vehicles are renowned for their exceptional reliability and durability. This reputation has been cultivated over decades and is a significant factor driving customer trust and loyalty. Toyota prioritizes quality and offers a range of vehicles that provide excellent value for money. This combination of quality, reliability, and affordability makes Toyota vehicles appealing to a broad spectrum of consumers. Toyota is continuously innovating and introducing new technologies, features, and design elements in its vehicles. This includes advancements in safety, connectivity, and autonomous driving capabilities. Toyota has built a strong brand reputation based on its commitment to quality, innovation, and customer satisfaction. This reputation has been reinforced through consistent marketing and communication strategies.

**Online communication:-** Toyota's official website serves as a central hub for information about its products, services, corporate news, and initiatives. It provides detailed information on Toyota vehicles, including specifications, pricing, features, and offers. Toyota maintains active profiles on major social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube. These platforms are used to share updates, promotions, new product launches, and engage with fans and followers through interactive content, videos, and campaigns. Toyota produces and shares valuable content, such as blog posts, articles, videos, and infographics, on its website and social media platforms. This content educates consumers about Toyota vehicles, technologies, safety features, and industry trends, positioning Toyota as a thought leader in the automotive industry. Toyota organizes virtual events, webinars, live streams, and virtual showroom tours to launch new products, showcase innovations, and engage with audiences in real-time.

# SWOT

## Strengths:-

- Toyota has a strong brand reputation globally, known for reliability, durability, and quality.
- Toyota is a pioneer in hybrid technology with models like the Prius, positioning itself as an industry leader in environmentally-friendly vehicles.
- Toyota has a strong international presence with production facilities and sales operations in numerous countries, allowing it to tap into various markets worldwide.

## Weaknesses:-

- While Toyota has a strong focus on hybrid vehicles, its electric vehicle (EV) lineup has been relatively limited compared to some competitors.
- Toyota's sales are heavily dependent on specific regions, making it vulnerable to economic downturns or regulatory changes in those areas.
- Toyota has experienced production disruptions due to supply chain issues, natural disasters, or global crises, impacting its ability to meet demand.

## **Opportunities:-**

- With the increasing demand for electric vehicles, Toyota has the opportunity to expand its electric vehicle lineup and invest more in EV technology.
- Toyota can explore and expand into emerging markets where there is a growing demand for automobiles and other Toyota products.
- Collaborating with tech companies can help Toyota accelerate its development in areas like autonomous driving, connectivity, and mobility services.
- Toyota can diversify its product offerings or venture into new areas, such as mobility services and smart mobility solutions, to tap into new revenue streams.

## **Threats:-**

- The automotive industry is highly competitive, with numerous automakers vying for market share, which can put pressure on Toyota's sales and profitability.
- Stricter emissions regulations and government policies promoting electric vehicles could impact Toyota's operations and require significant investments in compliance and technology.
- Rapid advancements in technology, such as autonomous vehicles, shared mobility, and connectivity, could disrupt traditional automotive business models and require Toyota to adapt quickly.

## **COMPETITOR 3:- SKODA**

**USP:-** ŠKODA vehicles offer a combination of quality, performance, and affordability, providing excellent value for money to customers. ŠKODA integrates advanced technology and features into its vehicles, including infotainment systems, driver-assistance technologies, and efficient engines, enhancing the driving experience and safety of its customers. ŠKODA places a strong emphasis on customer satisfaction by offering exceptional after-sales service, warranty programs, and support, building long-lasting relationships with its customers. ŠKODA is committed to sustainability and environmental responsibility, focusing on producing eco-friendly vehicles, reducing carbon emissions, and implementing sustainable manufacturing practices.

### **Online Communication:-**

ŠKODA's official website serves as a comprehensive platform for showcasing its product lineup, including detailed information on models, features, pricing, and offers. It also provides access to online configurators, brochures, and dealership locators. ŠKODA utilizes email marketing campaigns to communicate directly with customers, providing them with personalized offers, news, and updates about ŠKODA products, events, and initiatives. ŠKODA produces and shares valuable content, such as blog posts, articles, videos, and infographics, on its website and social media platforms. This content educates consumers about ŠKODA vehicles, technologies, safety features, and industry trends, positioning ŠKODA as a thought leader in the automotive industry. ŠKODA participates in online forums, communities, and enthusiast groups where ŠKODA owners and automotive enthusiasts discuss ŠKODA vehicles, share experiences, and seek advice. This engagement fosters a sense of community among ŠKODA enthusiasts and provides valuable insights for ŠKODA.

# SWOT

## Strengths:-

- ŠKODA vehicles offer a blend of quality, performance, and affordability, providing excellent value for money to customers.
- ŠKODA is known for its distinctive and innovative design language, with sleek lines, elegant curves, and functional interiors that appeal to modern consumers.
- ŠKODA cars are renowned for their practicality and versatility, offering spacious interiors, ample storage solutions, and flexible seating configurations.
- As one of the oldest automotive manufacturers, ŠKODA has a rich heritage of craftsmanship, quality, and engineering excellence.

## Weaknesses:-

- In some markets, ŠKODA may still be perceived as a budget or entry-level brand, which could impact its ability to attract premium segment customers.
- While ŠKODA has a strong presence in Europe and other regions, its market share in some global markets may be limited compared to larger competitors.

## **Opportunities:-**

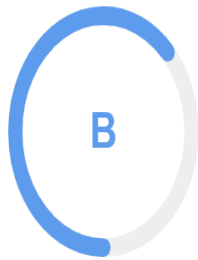
- With the growing demand for electric and hybrid vehicles, ŠKODA has the opportunity to expand its electric vehicle lineup and invest more in alternative fuel technologies.
- ŠKODA can explore and expand into emerging markets where there is a growing demand for automobiles and other ŠKODA products.
- ŠKODA can leverage advancements in autonomous driving, connectivity, and mobility services to enhance its product offerings and customer experience.
- ŠKODA's commitment to sustainability can be further emphasized through eco-friendly initiatives, including electric vehicles, sustainable manufacturing practices, and carbon-neutral operations.

## **Threats:-**

- The automotive industry is highly competitive, with numerous automakers vying for market share, which can put pressure on ŠKODA's sales and profitability.
- Stricter emissions regulations and government policies promoting electric vehicles could impact ŠKODA's operations and require significant investments in compliance and technology.
- Rapid advancements in technology, such as autonomous vehicles, shared mobility, and connectivity, could disrupt traditional automotive business models and require ŠKODA to adapt quickly.

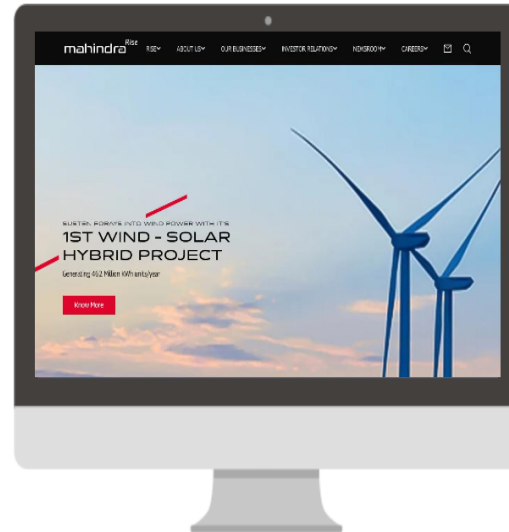
# SEO Audit

Audit Results for www.mahindra.com



Your page could be better

Recommendations: 14



The Mahindra and Mahindra website currently has a moderate SEO score; however, there are areas for improvement, such as On-Page SEO, Content Quality and Relevance and Off-Page SEO



On-Page SEO



Links



Usability



Performance



Social



# SEO Recommendations

Recommendations		
Toggle: <span>On-Page SEO</span> <span>Links</span> <span>Social</span> <span>Other</span> <span>Performance</span> <span>Usability</span>		
Reduce your total page file size	Performance	Medium Priority
Optimize for Core Web Vitals	Usability	Medium Priority
Shorten meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Remove Duplicate H1 Tags	On-Page SEO	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add Local Business Schema	Other	Low Priority
Remove inline styles	Performance	Low Priority
Resolve JavaScript errors	Performance	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority

The website can improve its SEO in the following ways:-

- Remove Duplicate H1 Tags
- Use your main keywords across the important HTML tags
- Optimize your page for Mobile Page Speed Insights
- Resolve JavaScript errors



# Keyword Research

Keyword		Clicks ①	Clicks Change ①	Rank ①	Rank Change ①	Volume ①	Competition ①
mahindra		1,400	0	2	0	17,000	41
mahindra thar		1,000	▲ 790	1	▲ 4	6,200	13
mahindra dealer near me		840	▲ 400	2	▲ 2	10,200	10
thar		630	▲ 575	1	▲ 12	3,900	27
scorpio		570	▼ 60	59	▼ 5	181,000	41
mahindra xuv300		540	▲ 524	1	▲ 34	3,200	8
mahindra scorpio		340	▲ 250	1	▲ 3	2,100	16
xuv300		320	▲ 314	1	▲ 55	1,900	9
xuv 700		260	▲ 190	1	▲ 3	1,600	16
mahindra india		260	0	1	0	1,600	39
mahindra cars		250	0	1	0	1,500	12
mahindra xuv500		210	▲ 205	1	▲ 43	1,300	18
xuv700		210	0	1	0	1,300	13
tech mahindra		200	▲ 75	8	▲ 5	9,200	49
mahindra group		195	0	1	0	1,200	35
mahindra xuv700		195	0	1	0	1,200	17
mahindra dealers near me		185	▲ 95	2	▲ 2	2,200	9
mahindra jeep		185	▲ 176	2	▲ 44	2,200	27
mahindra mahindra		180	0	1	0	1,100	54
bolero		175	▼ 35	33	▼ 6	31,800	47

Keyword objective:- Sales oriented

- Mahindra dealers near me
- xuv 300
- xuv 700
- thar
- Bolero

These keywords may help the people who are willing to buy the Mahindra products.

# On Page Optimization

**Focus keywords:-** Mahindra dealers near me, xuv 300, xuv 700, thar, bolero

**Meta Title:-**

Mahindra & Mahindra | Leading Automotive Manufacturer & Solutions Provider

**Meta Description:-**

Explore Mahindra & Mahindra's range of innovative automotive solutions, from SUVs and electric vehicles to farm equipment and mobility services. Discover why we're a trusted leader in the industry

# On Page Optimization(Content Optimization)

**Introduction:-** Mahindra, a leading automaker known for its durable and robust vehicles, offers a diverse lineup tailored to meet various driving needs and preferences.

## **Section 1:-** XUV 300

The Mahindra XUV 300 is a versatile compact SUV packed with features that cater to a wide range of preferences such as its robust features, stylish design, and safety.

## **Section 2:-** XUV 700

The Mahindra XUV 700 is a mid-size SUV that offers a blend of luxury, performance, and technology, making it a strong contender in its segment.

## **Section 3:-** Thar

The Mahindra Thar is a robust and iconic off-road vehicle that combines classic charm with modern technology. It's particularly popular among adventure enthusiasts for its rugged capabilities and distinctive styling.

**Conclusion:-** Mahindra dealerships offer a diverse range of vehicles that cater to various needs and preferences. Whether you are looking for the compact and feature-packed XUV300, the luxurious and technologically advanced XUV700, the rugged and adventurous Thar, or the practical and durable Bolero, Mahindra has a vehicle to fit your lifestyle.

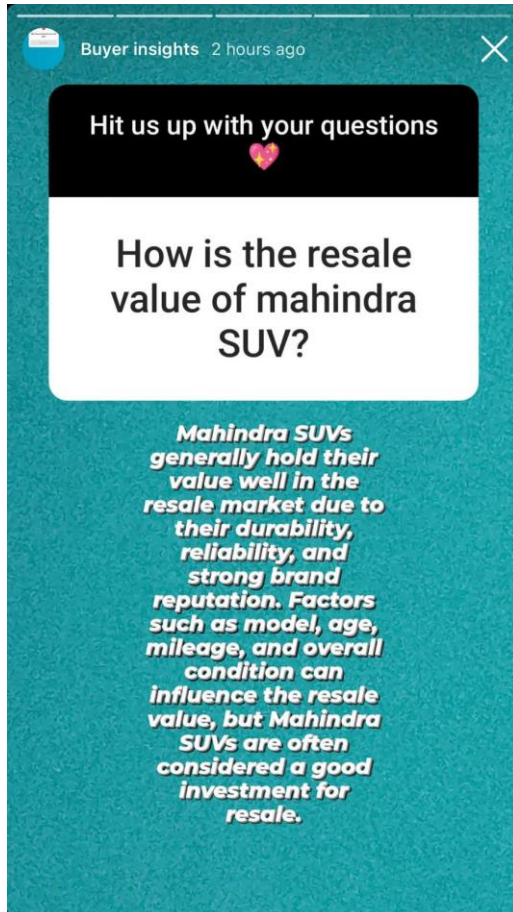
**Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.**

- Differentiating between various keyword variations, such as singular vs. plural forms, misspellings, and synonyms, posed a challenge in ensuring comprehensive coverage.
- Catering to local search queries, such as "Mahindra stores near me," involved identifying location-specific keywords and optimizing content accordingly.
- Conducted a competitive analysis to identify gaps, opportunities, and strategies employed by competitors, informing Mahindra's approach to positioning and differentiation in the market.
- Analyzed seasonal trends and consumer behavior patterns to anticipate demand fluctuations, plan timely campaigns, and tailor content strategies to capitalize on peak periods.

# Content Calendar for the month of April

[April 2024]						Holiday
						Blog post
						Reel
						Social media post/poll
						Promotion
						Infographic
						Story/Highlights
1st Mon	2nd Tue	3rd Wed	4th Thu	5th Fri	6th Sat	7th Sun
Introducing the All-New XUV700		Product Spotlight	#TriviaThursday		#ThrowbackSunday	Holiday
8th Mon	9th Tue	10th Wed	11th Thu	12th Fri	13th Sat	14th Sun
	Ugadi post	Mahindra vs. Competitors: Key Comparisons	Eid Mubarak post	Exploring Mahindra's Electric Vehicle Technologies	Product Launch Teaser	Holiday
15th Mon	16th Tue	17th Wed	18th Thu	19th Fri	20th Sat	21st Sun
	Weekend Adventure with Thar		Behind the Scenes at Mahindra's Manufacturing Plant	Why Choose Mahindra for Your Next SUV?	Mahindra's Global Presence and Market Reach	Holiday
22nd Mon	23rd Tue	24th Wed	25th Thu	26th Fri	27th Sat	28th Sun
Earth Day Special Offer	Customer Spotlight		Vote for Your Favorite Mahindra Model		Mahindra Safety Features: Keeping You Protected	Holiday
29th Mon	30th Tue					
	April Highlights: A Month in Review					

# Strategy, Aim and Idea behind this story



The strategy behind this “Q&A” is to inform the buyers about the resale value for the Mahindra SUV vehicles. By considering the factors such as model, age, condition etc. the company appraiser can sort out the aggregate value for their exchange of vehicle.

This type of Q&A’s may help the customers who want to exchange their old vehicles and get a perfect amount from the trusted sources.

# Strategy, Aim and Idea behind this story



The strategy behind this “Q&A” is to inform the buyers about the different models of vehicles that are available with the Mahindra company which include Electric vehicles and Fuel Vehicles.

This type of Q&A’s may help the customers who had different needs regarding the vehicles and are able to meet their needs or expectations.

# Strategy, Aim and Idea behind this Post

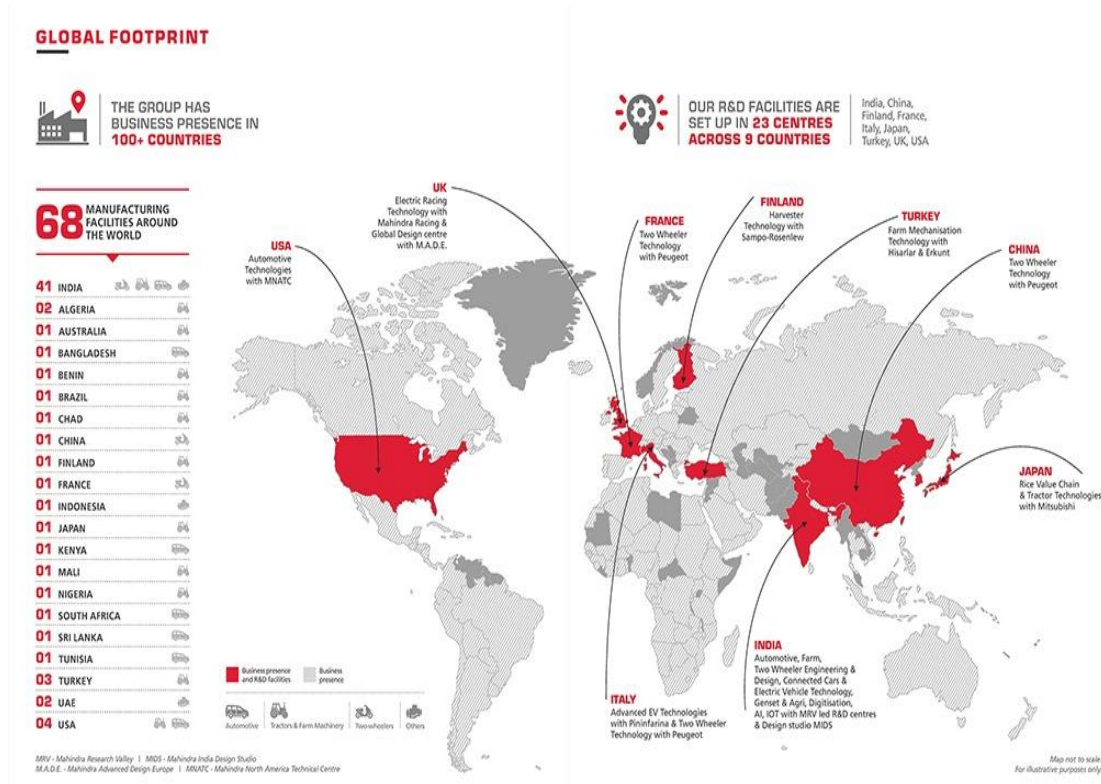


The strategy behind this post focuses on ensuring your safety on the road by combining advanced technologies and thoughtful design. We aim to provide a comprehensive safety net that protects you and your loved ones in various driving scenarios.

The features like advanced driver assistance systems, we help you avoid potential hazards on the road. Beyond protecting you, our safety features contribute to overall road safety, ensuring a safer driving environment for everyone.



# Strategy, Aim and Idea behind this Post



The strategy is to create value for our customers worldwide by leveraging our diverse portfolio and adapting to local market needs. Our strategy focuses on expanding our global footprint through partnerships, acquisitions, and investments in cutting-edge technologies.

The idea would be to use a simple creative to highlight the main USPs

# **Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned**

Creating compelling content that resonates with the target audience is crucial. Whether it's promotional videos, social media posts, or blog articles, the content should highlight the unique features and benefits of Mahindra products while telling a compelling story. Catering to a diverse global audience with varying preferences and cultural backgrounds can be challenging. Facing stiff competition from other automotive brands in the market. Allocating resources efficiently to maximize ROI while working within budget constraints. Handling both positive and negative feedback from customers effectively. Ensuring consistent messaging and branding across various touchpoints.

# Content Creation and Curation

## Static post on XUV700 Model



### Caption:-

Unveiling the Mahindra XUV700: A New Era in SUV Excellence

### Hashtags:-

#Hello2024XUV700 #2024XUV700 #XUV700

# Reel post on Manufacturing of Scorpion Vehicle

**Caption:-** Legends aren't born; they're made. Discover how every aspect of the All-New Scorpio-N is brought out at the state-of-the-art Mahindra Chakan Facility

**Hashtags:-** #allnewscorpions



# Carousel post on all types of Mahindra vehicles



**Caption:-** How about Unleash the power of Mahindra, where innovation meets the open road!!!

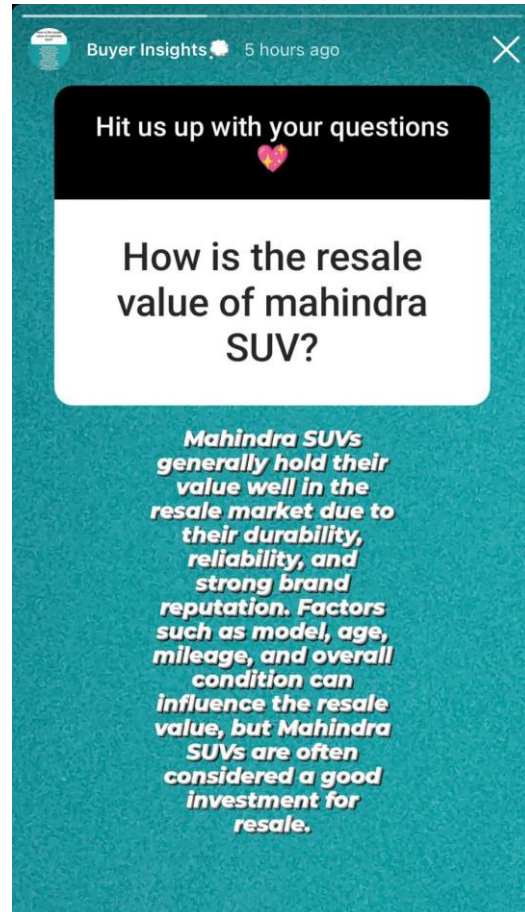


**Hashtags:-** #mahindrarise #xuv300 #xuv700 #thar #xylo #scorpio #alfaplust #bolero

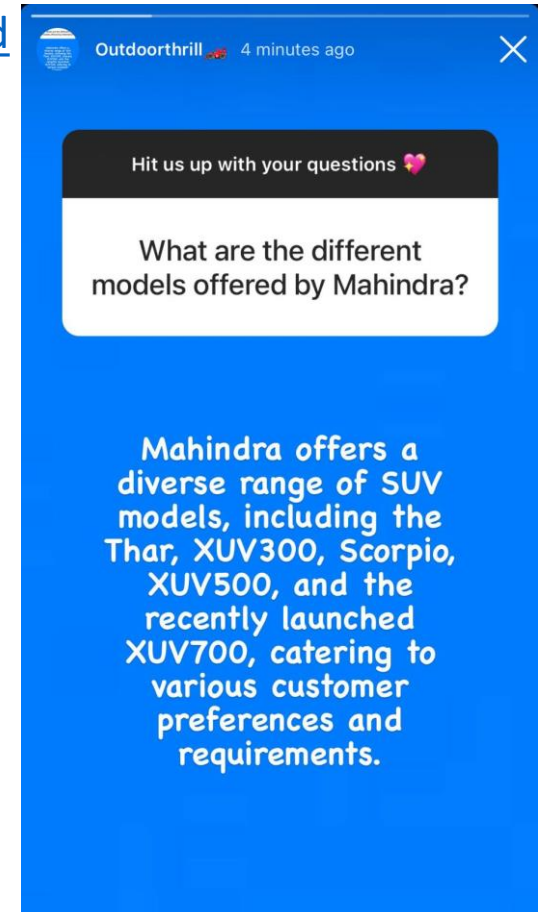


# Instagram Story

## Screenshots of Story:-

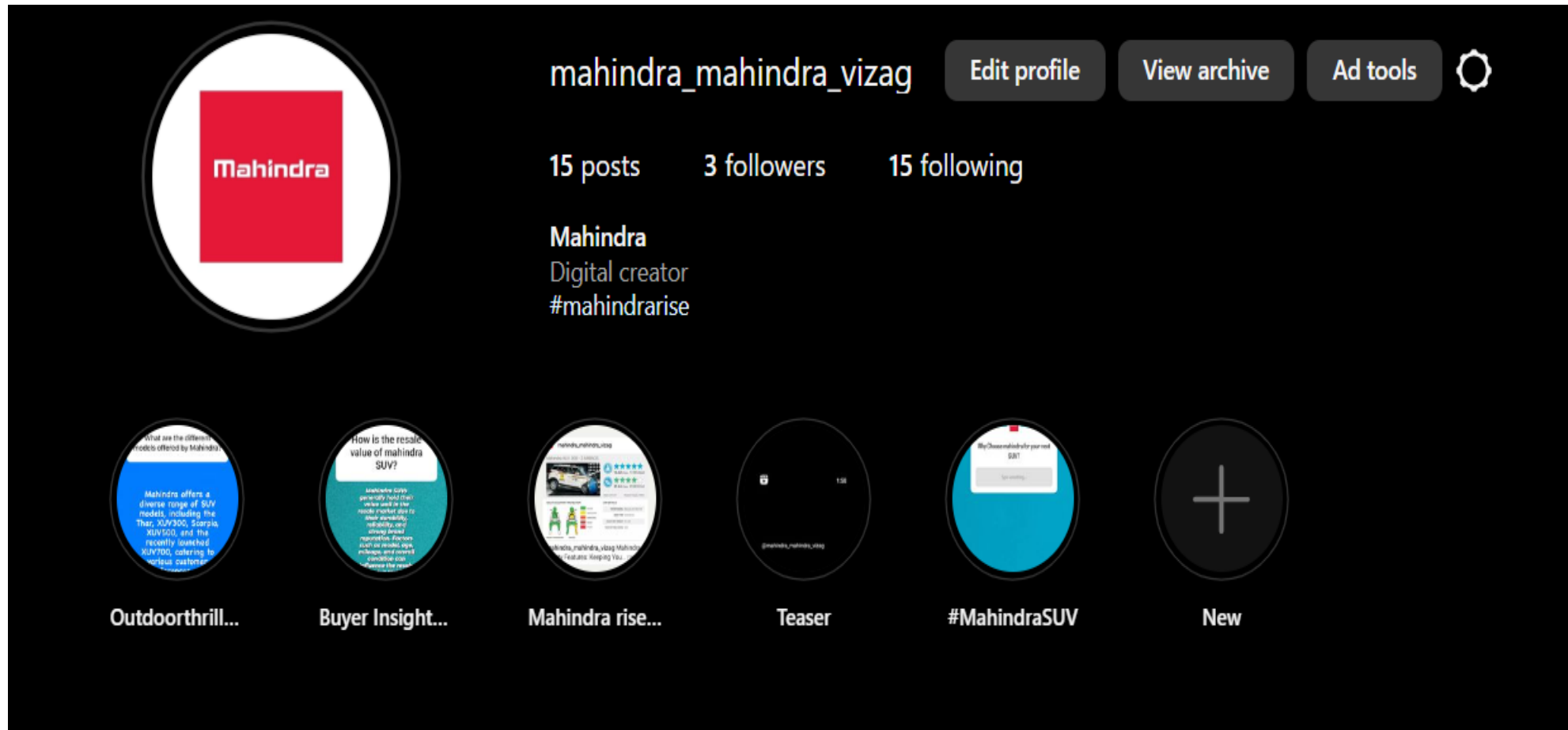


[https://www.instagram.com/mahindra\\_mahindra\\_vizag?igsh=ZnR3eGo1YXQwcG1w](https://www.instagram.com/mahindra_mahindra_vizag?igsh=ZnR3eGo1YXQwcG1w)

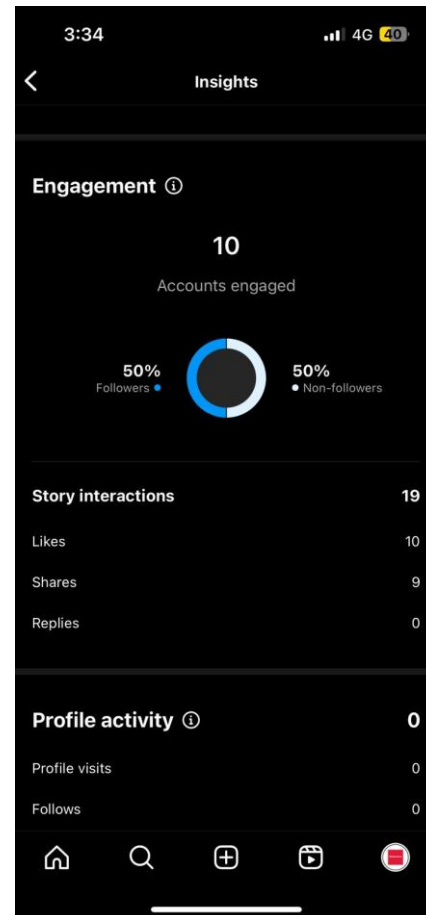
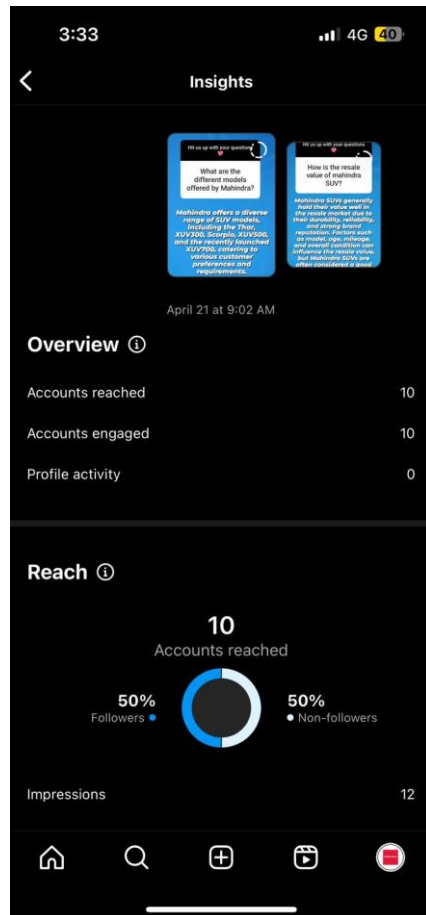


## Highlights of story:-

[https://www.instagram.com/mahindra\\_mahindra\\_vizag?igsh=ZnR3eGo1YXQwcG1w](https://www.instagram.com/mahindra_mahindra_vizag?igsh=ZnR3eGo1YXQwcG1w)



# Story Insights Q&A



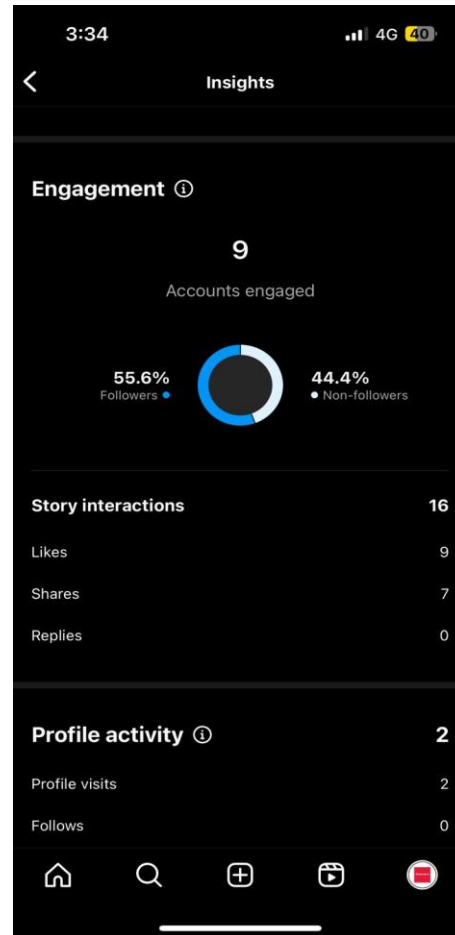
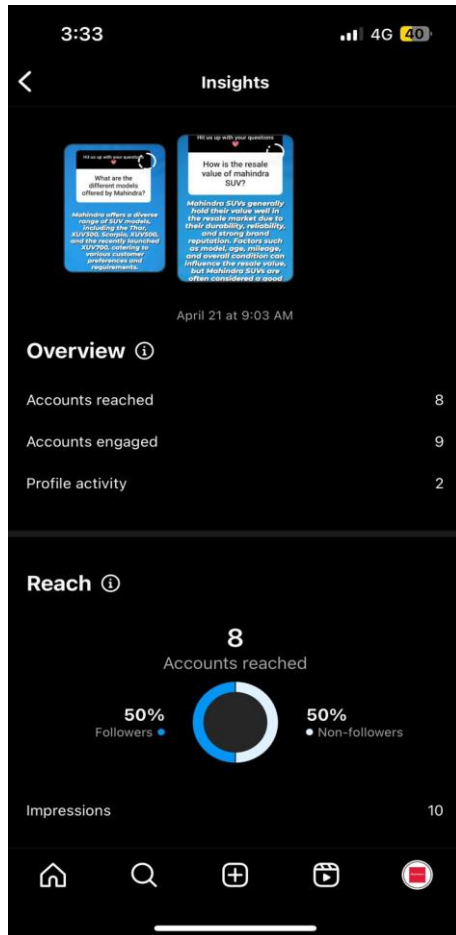
**Reach is 10**  
**Impressions are 12**  
**Likes are 10**  
**Shares are 9**

## Areas for Improvement:-

- 1)The story should have more attractive content which would engage the people in the company products.
- 2)Rather than Q&A asking for polls would be the better option.



# Story Insights Q&A



**Reach is 8**  
**Impressions are 10**  
**Likes are 9**  
**Shares are 7**

## Areas for Improvement:-

- 1) The story should contain more information which would help the buyers to gain more insights and knowledge about the resale value.
- 2) Other methods of interacting such as questionnaire and surveys would be more helpful to get a better on the company for the customers.