



LONG TERM VIRTUAL INTERNSHIP PROGRAM PROJECT REPORT ON



COMPREHENSIVE DIGITAL MARKETING FOR TATA MOTORS



Presented by

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GDC FOR WOMEN, MADANAPALLE

OVERVIEW



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INTRODUCTION



- Tata motors limited is an Indian multi national automotive manufacturing company headquartered in Mumbai, Maharashtra, India. It is a part of Tata Group. Its products include passenger cars, trucks, vans, coaches, buses, sports cars, construction equipment and military vehicles.
- Tata motors group is a currently one of the biggest automakers operating both in India and globally. They are currently changing from the inside of the company by building modern manufacturing facilities to enhance the production efficiency to cut costs when they can and also to embrace the innovation culture. However, there are many challenges ahead of them. Tata motors group need to develop a comprehensive solution and execute it seriously to retain and gain market share. Tata motors is actively investing R&D on new technologies for electric and natural gas vehicles. Auto industry market is rapidly changing with constant moving trends.

DESCRIPTION OF TATA MOTORS

Mission

We innovate mobility solutions with passion to enhance the quality of life.

MISSION



Vision

By 2024, TATA will become the most aspirational Indian auto brand, consistently winning by:

- ▶ Exceeding customer expectations
- ▶ Creating a highly engaged work force
- ▶ Delivering superior financial returns

VISION



Value

- ★ **INTEGRITY**
- ★ **TEAMWORK**
- ★ **ACCOUNTABILITY**
- ★ **CUSTOMER FOCUS**
- ★ **EXCELLENCE**
- ★ **SPEED**

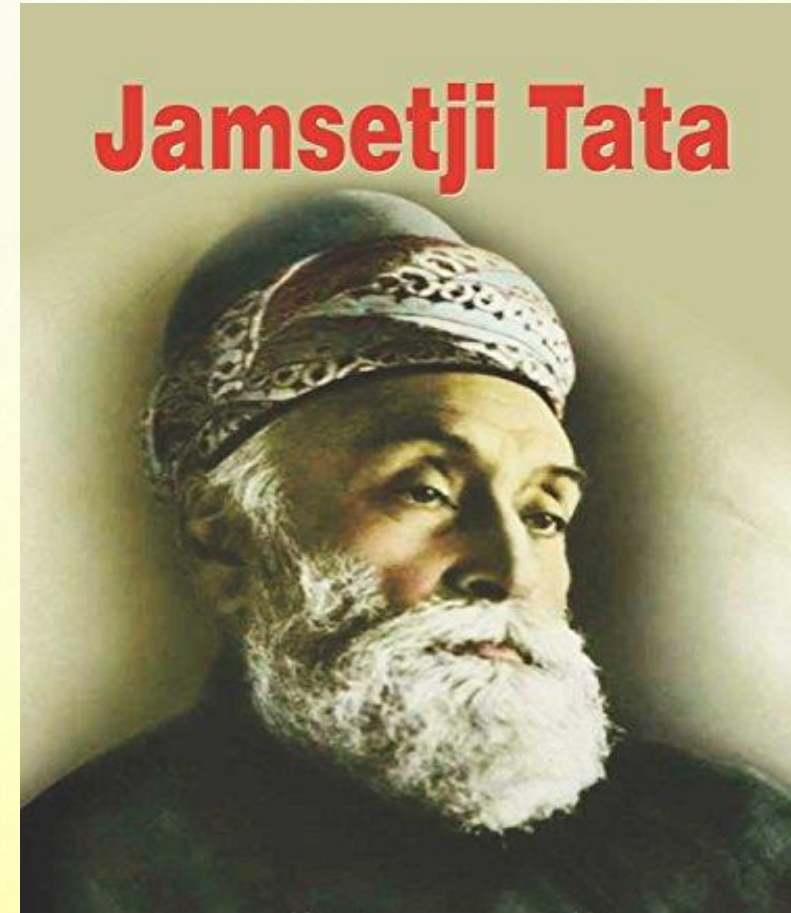
VALUES



ABOUT THE TATA MOTORS



- Tata group founded by Jamsetji Tata in 1868, Tata Motors is among the world's leading manufacturers of automobiles. Tata believes in 'connecting aspirations', by offering innovative mobility solutions that are in line with customers' aspirations. They are India's largest automobile manufacturer, and they continue to take the lead in shaping the Indian commercial vehicle landscape, with the introduction of leading-edge powertrains and electric solutions packaged for power performances and user comfort at the lowest life-cycle costs. Their new passenger cars and utility vehicles are based on impact design and offer a superior blend of performance, driveability and connectivity.



CONCEPT OF TATA MOTORS LOGO

- Tata group underwent a re-branding process in mid-1998. All of their products featured the all-new three-dimensional tata logo before early 2000. Its origin traces back to the indica car brand which incorporated a straight-lined “T” in the ring. The hugely popular blue-colored tata logo was designed with the help of Wolff Olins, a world-renowned London-based branding agency.
- The tata logo symbolizes fluidity and adaptability. It is also said to depict a fountain of knowledge, or a tree of trust under which people can take shelter. The blue color in the tata logo stands for excellence, reliability and strength of the company’s products.
- **Tagline of Tata Motors: Connecting Aspirations**



BOARD OF MEMBERS



**Mr. N Chandrasekaran, Non-Executive,
Independent Director and Chairman**



**Mr. O P Bhatt, Non-Executive ,
Independent Director**



**Ms. Hanne Sorensen, Non-Executive ,
Independent Director**



**Ms. Vedika Non-Executive , Independent
Director**



**Mr. Kosuraju veerayya Chowdary,
Non-Executive , Independent Director**



**Mr. Al-Noor Ramji, Non-Executive ,
Independent Director**



Mr. Girish Wagh, Executive Director



**Mrs. Usha Sangwan, Non-Executive ,
Independent Director**

MANAGEMENT DIRECTORS



**Mr. P.B. Balaji, Group Chief
Financial Officer**



**Mr. Sailesh Chandra,
Managing Director-
TMPVL&TPEML**



**Mr. Rajendra Petkar,
President and Chief
Technology Officer**

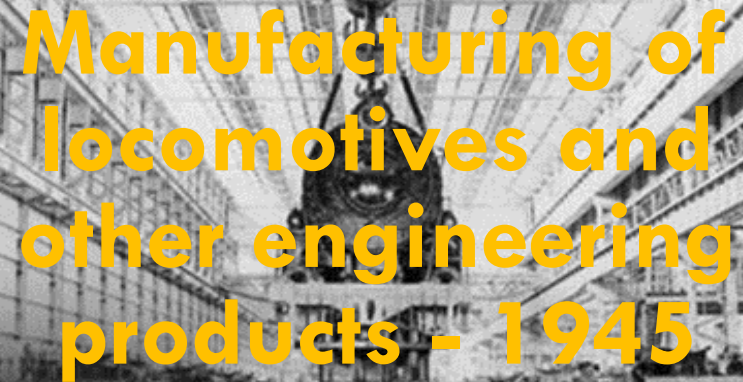


**Mr. Rajesh Kannan, President
and Chief Digital and
Information Officer**



**Mr. Sitaram Kandi, Chief
Human Resources Officer**

HISTORY OF TATA MOTORS PRODUCTS OFFERED

A black and white photograph showing a large industrial facility with a high ceiling and multiple levels. A large locomotive is being moved by a crane in the center of the frame.

**Manufacturing of
locomotives and
other engineering
products - 1945**

A black and white photograph of a large steam road roller. The machine has a prominent horizontal boiler and large rear rollers. A person is visible near the front of the machine.

**Steam Road
Roller - 1948**

A black and white photograph of a Tata commercial vehicle, likely a truck or bus, with a large Mercedes-Benz star emblem on the front. A group of people are standing around the vehicle. A sign above the vehicle reads 'TELCO THE FIRST TATA MERCEDES 1954' and 'MERCEDES DIESEL TRUCKS' with a star emblem.

**Commercial
Vehicle - 1954**

A black and white photograph showing a row of Tata 1210 Series vehicles parked in a large industrial building. The vehicles are heavy-duty trucks with large cabs and multiple axles.

**1210 Series of
vehicles - 1964**

A black and white photograph of a Tata Telco vehicle, possibly a bus or truck, with a large star emblem on the front. Three men in white uniforms are standing in front of the vehicle, looking at it.

Telco - 1969

A color photograph of a yellow Tata 1210 Semi Forward Model truck. The truck is shown from a front-three-quarter view, highlighting its large grille and headlights.

**Tata 1210 Semi
Forward Model - 1975**



TATA MOTORS

Heavy
Commercial
Vehicles – 1983

Tata LCV 407 –
1986

Multi Utility
Tata Mobile
– 1989

Indigenous
Passenger
1991

Tata Estate –
1992

Tata Sumo –
1992

Telco – 1995

Tata Safari –
1998

Tata Indica –
1998

Tata Indigo –
2002

Tata Novus
– 2004

Tata Indigo
Marina –
2004





PRODUCTS OF TATA

=> TATA CARS

- Tata Sierra launched in 1991
- Tata Estate launched in 1992
- Tata Sumo launched in 1994
- Tata india launched in 1998



=> TATA TRUCKS

- Tata 407
- Tata T10 ultra
- Tata Ace gold
- yodha pickup



=> TATA VAN'S

- Tata mahindra supro
- Tata intro v30
- Tata magic van
- Tata 207 delivery



=> TATA BUSSES

- Tata Marco polo
- Tata Ace
- Tata staff
- Tata city ride school



TATA MOTOR'S DIGITAL MARKETING STRATEGIES



☆ Tata motors digital marketing strategies function on a number of platforms, including social media and search engines

MARKETING
STRATEGY OF
TATA MOTORS



SOCIAL MEDIA MARKETING STRATEGIES



Tata motors consistently posts on four social media platform instagram,Facebook,LinkedIn,and Twitter they use social media to highlights their brand values and show snippets of they give back to the community

Platforms	Followers/subscribers	Engagement rate
Instagram	242k	0.401
Facebook	4,050,028	0.061
LinkedIn	2,913,026	-----
Twitter	295.8k	0.01

INSTAGRAM MARKETING STRATEGIES

Tata motors has over 242k followers on Instagram. Their bio says tata punch proud official partner of tata IPL 2022 ensuring relevancy tata motors Instagram engagement rate is 0.40%

217,575 followers

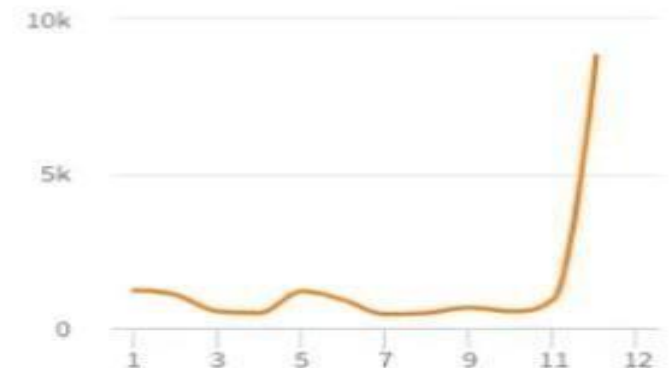
Instagram Engagement Rate



@tatamotorsgroup

0.40%

Interactions per Post



Average Engagement

924 likes

12 comments

FACEBOOK MARKETING STRATEGIES

Tata motors facebook marketing strategies are some what similar to those of Instagram however you won't find the broken posts for grids their Facebook posts also include captions in hindi they have over 4,050,028 followers tata motors Facebook engagement rate is 0.06%

4,007,899 followers

f FACEBOOK ENGAGEMENT RATE



/tatamotorsgroup

0.06%

INTERACTIONS PER POST

2304

1

2

Average Engagement

1,400 likes

882 comments

LINKEDIN MARKETING STRATEGIES

On LinkedIn Tata motors has 2,913,026 followers, the content on LinkedIn is mostly inspired by the content on tata motors ' other social media channels



TWITTER MARKETING STRATEGIES

Tata motor's twitter also feature A good amount of content in hindi to target the hindi speaking population of country. They use this platform to announce and advertise their contests and other competition. The engagement (in terms of likes and reshares) is much lower on twitter than it is on the other platforms.



नाम और इनाम कमाने के लिए तैयार हो जाओ क्योंकि जल्द आ रही है एक अनोखी प्रतियोगिता। क्या आप हैं देश के सुपर सारथी? अधिक जानकारी के लिए बने रहे #TataMotorsBS6Trucks pic.twitter.com/uEub6krXNu

— Tata Motors (@TataMotors) April 2, 2022

TOP 3 MARKETING CAMPAIGNS OF TATA MOTORS

#Wealso make tomorrow campaign

the campaign's tagline is "Reminiscent of the will now line, 'the all so make steel' ". The ad was effective in emphasizing the significance and future role of steel. Tata Steels' rule in generating new and innovative products for the future was depicted in the campaign.

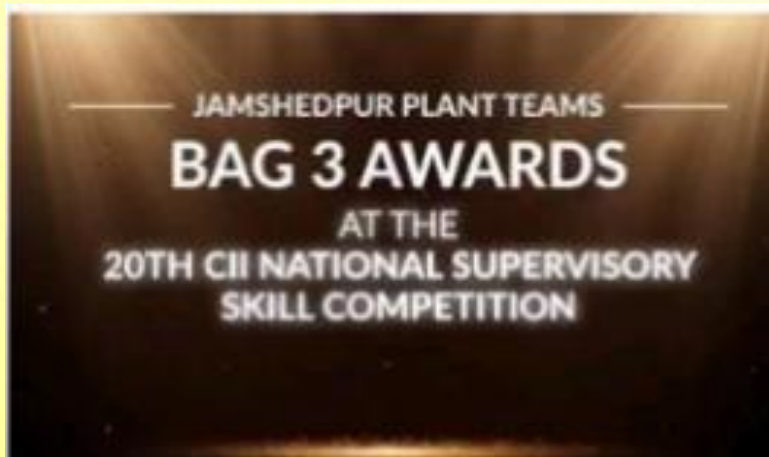
Gel set bolt

one of Tata Motors' most successful marketing projects, this campaign was warmly welcomed by consumers, resulting in increased Tata Bolt car sales. On Twitter, the campaign earned over 1500 mentions.

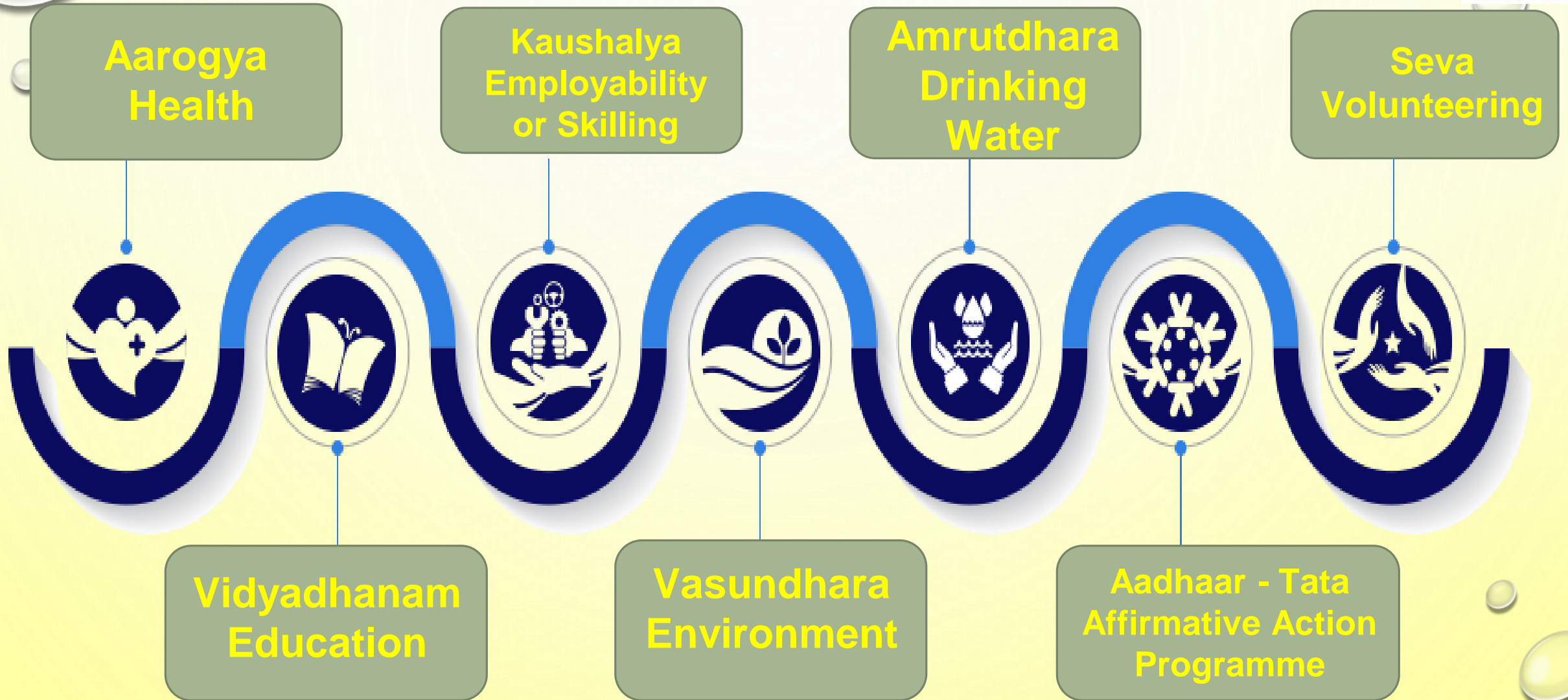
Atmatirbharta :-vocal for local

Atmatirbharta refers to being self-sufficient in all parts of life and that it applies to people from all walks of life, whether they are a farmer, a bangle seller, a scientist, or an ISRO engineer.

AWARDS AND ACHIEVEMENTS



CORPORATE SOCIAL RESPONSIBILITY



SWOT ANALYSIS OF **TATA** MOTORS

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Strengths

- Strong Brand Recognition and Reputation
- Diverse Product Portfolio
- Extensive Distribution Network
- Advanced Technology Adoption
- Strong Financial Performance
- Large Customer Base



Weaknesses

- Dependence on the Domestic Market
- Quality and Service Issues
- High Dependence on the Commercial Vehicle Segment
- Regulatory Issues
- Limited Customer Loyalty



Opportunities

- Expansion into Emerging Markets
- Electric Vehicle Segment
- Digital Transformation
- Strategic Partnerships and Collaborations
- Expansion of After-Sales Services



Threats

- Intense Competition
- Regulatory Issues
- Cybersecurity Threats
- Economic Recessions
- Fluctuations in Raw Material Prices
- Technological Disruptions

TATA MOTORS POLICY



Quality Policy



Education Policy



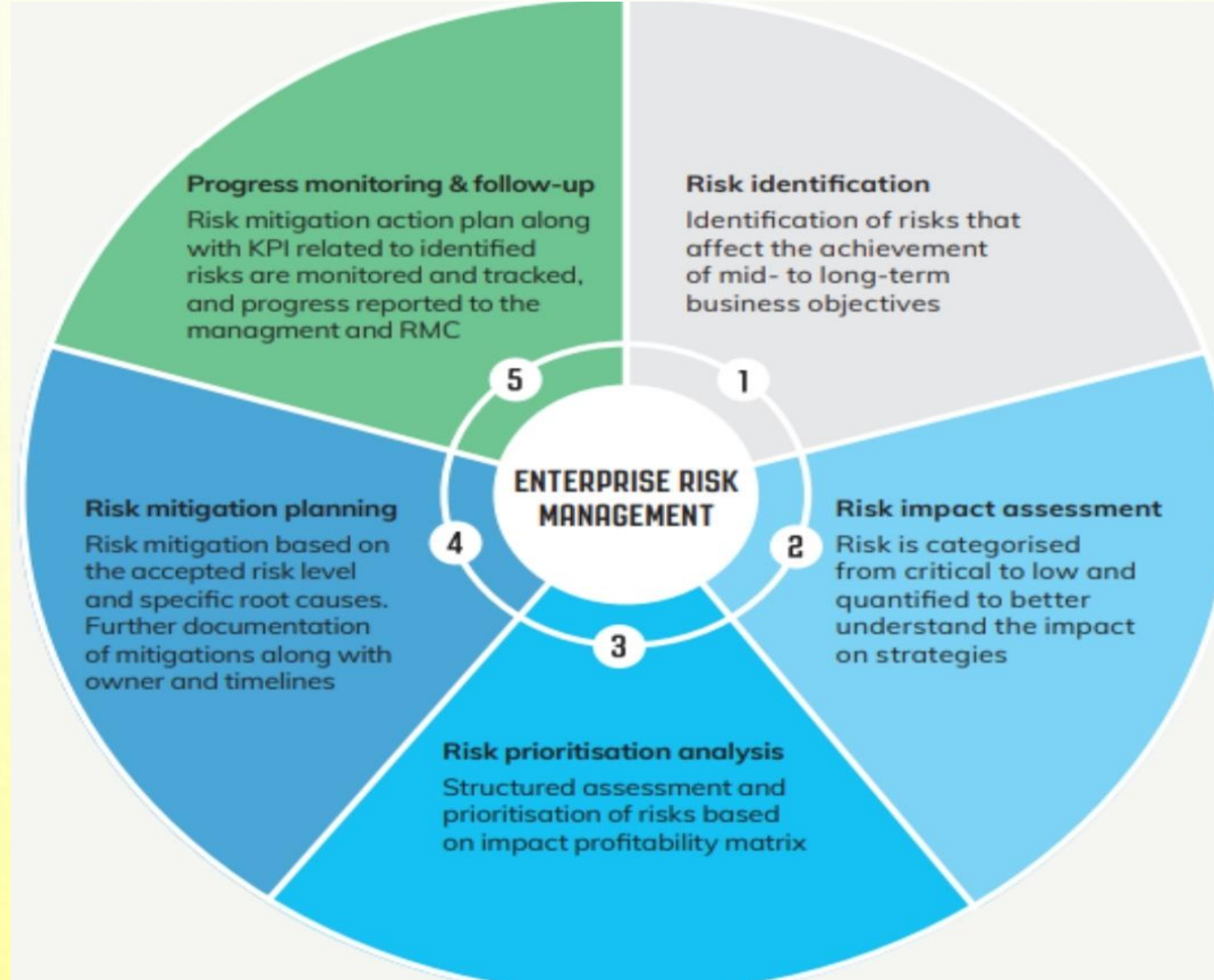
Safety Policy

Environment Policy

Health and Safety Policy



TATA MOTORS RISK MANAGEMENT



MARKET SHARE OF TATA MOTORA 2024

- ❖ Tata Motors Share Price Target 2024: The share price target is projected to be around ₹1,004, with a range between ₹962.80 and ₹1,046.16.
- ❖ Tata Motors Share Price Target 2025: Expectations set the target at approximately ₹1,255, within a range of ₹1,203.50 to ₹1,307.70



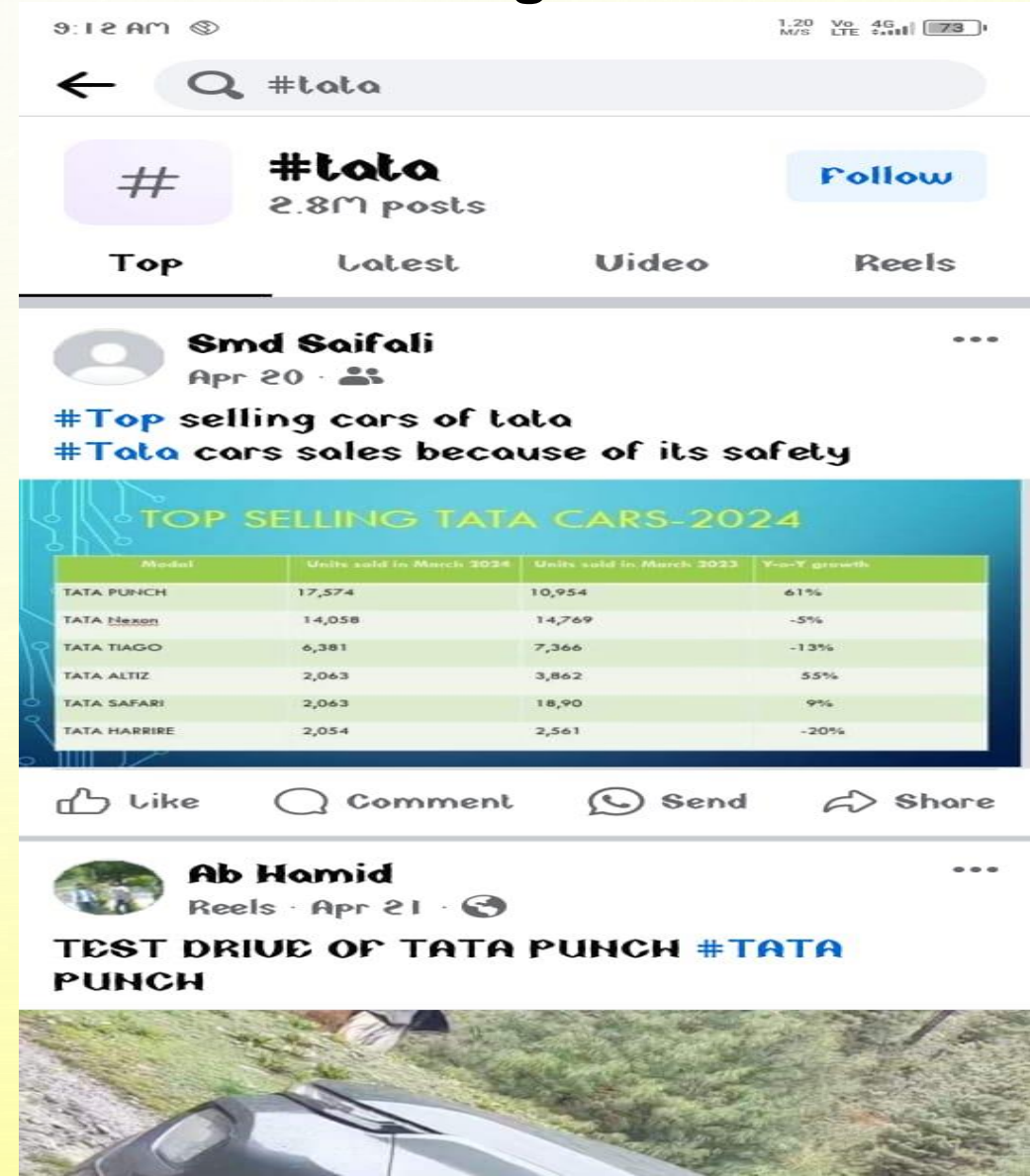
CONCLUSION

- ❖ The report successfully accomplished the sustainability marketing strategy on the automotive company tata motors
- ❖ It clarifies about the conduction process of business by this company
- ❖ with local and international strategies,it is apparent that how this venture has achieved growth internationally
- ❖ Through our analysis of tata motors, we have evaluated that tata motors has been evolving throughout the years. By being more efficient with their products, they have a possibility of increasing their market share compare to its competitors.

SOCIAL MEDIA POSTS

Facebook Image Screenshot

- Facebook Image Link
- <https://www.facebook.com/share/p/jlklh9tnhgpcpvtr/?mibextid=qi2omg>

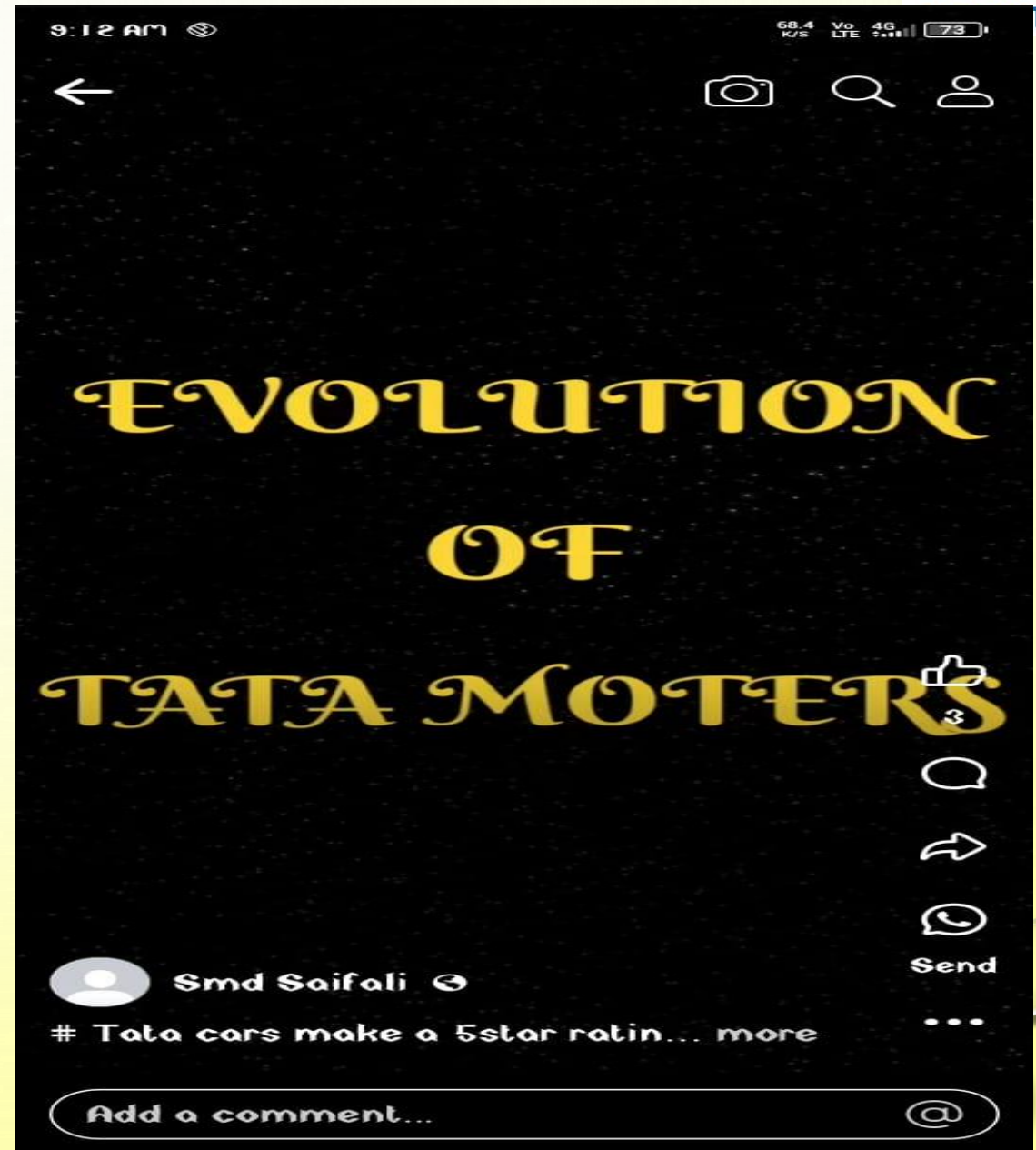


Facebook Reel Screenshot



TORS

- Facebook Reel Link
- <https://www.facebook.com/share/r/1n4lmljbtp9r1487/?mibextid=0vwfs7>



Instagram Image Screenshot



ORS

Instagram Image Link

https://www.instagram.com/p/C5_W_DKS7v4/?igsh=aGJ5enR6OWduemU5



Instagram Reel Screenshot



Instagram Reel Link

https://www.instagram.com/p/C5_W_DKS7v4/?igsh=aGJ5enR6OWduemU5

