



LONG TERM

VIRTUAL INTERNSHIP PROGRAM



PROJECT REPORT ON

COMPREHENSIVE DIGITAL MARKETING FOR
TATA MOTORS

Presented by

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AUTOMOBILE INDUSTRY



TATA MOTORS LIMITED



OVERVIEW



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INTRODUCTION

- Tata motors limited is an indian multi national automotive manufacturing company headquarters 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 charging 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

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

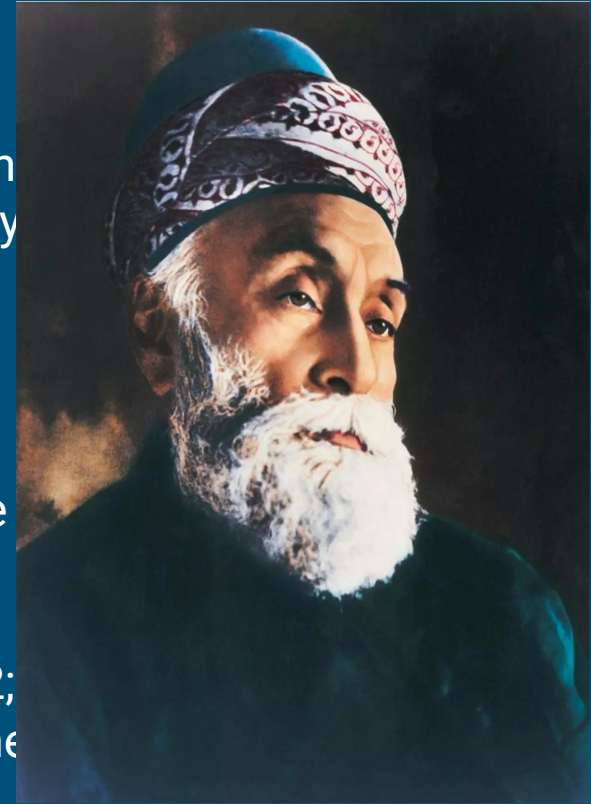
VALUE

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

VALUES

ABOUT THE TATA MOTORS

Tata Motors was founded in 1945, as a locomotive manufacturer. Tata Group entered the commercial vehicle sector in 1954 after forming a joint venture with Daimler-Benz of Germany in which Tata developed a manufacturing facility in Jamshedpur for Daimler lorries.[10] By November 1954 Tata and Daimler manufactured their first goods carrier chassis at their Jamshedpur plant with 90-100 hp and capacity of 3-5 tons.[11] After years of dominating the commercial vehicle market in India, Tata Motors entered the passenger vehicle market in 1991 by launching the Tata Sierra, a sport utility vehicle based on the Tata Mobile platform. Tata subsequently launched the Tata Estate (1992; a station wagon design based on the earlier Tata Mobile), the Tata Sumo (1994, a 5-door SUV) and the Tata Safari (1998).[citation



CONCEPT OF TATA MOTORS LOGO

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.



BOARD OF DIRECTORS

- Natarajan chandra sekaran
- Mr. O. P. Bhatt
- Mr. Saurabh Agrawal
- Mr. Deepak kapoor
- Mr. Kovishik chatter
- Usha sangwan
- Al-noor Ramji
-



HISTORY OF TATA MOTORS PRODUCTS OFFERED



Manufacturing of locomotives and other engineering products - 1945



Steam Road Roller - 1948



Commercial Vehicle - 1954



1210 Series of vehicles - 1964

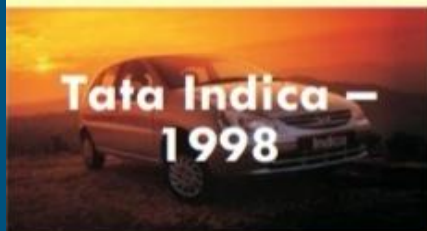


Telco - 1969



Tata 1210 Semi Forward Model - 1975







TATA PRODUCTS

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 Ace gold
 - Yodha pickup
 - Tata T10 ultra
-
- ❖ Tata mahindra supro
 - ❖ Tata intro v30
 - ❖ Tata magic express
 - ❖ Tata 207 delivery



TATA MOTORS DIGITAL MARKETING STRATEGIES

The marketing plan is a whole plan of a business to draw attention to consumers and convert them into customers of their products or service.

Marketing goes beyond marketing and advertising. The marketing plan is the strategy to promote products and services.

MARKETING
STRATEGY OF
TATA MOTORS



SOCIAL MEDIA MARKETING STRATEGIES

The company uses social media to promote its brand values and share glimpses of how they contribute to the local community. They also discuss important issues and discuss the issue including gender equality, malnutrition, sanitation, and clean water, as well as other topics.

Platform	Followers/subscribers	Engagement rate
Instagram	242k	0.401
Facebook	4,050,028	0.061
LinkedIn	2,913,026	0.000
Twitter	295.8k	0.01

TATA MOTORS INSTAGRAM MARKETING STRATEG

a) Tata Motors:- Instagram Marketing Strategies

Tata Motors has over 242k followers on Instagram. Their bio states, “Tata Punch-Proud to be the Official Partner of Tata IPL 2022, to ensure relevance. Tata Motors’ Instagram follows a rigorous grid, with 9-post patterns on festivals and special occasions. In addition, they frequently post about their employees and their accomplishments. Most of their profiles are full of photos and videos of the products – vehicles

TATA MOTORS FACEBOOK MARKETING STRATEGIES

Tata Motors' Facebook marketing strategies are a bit similar to the process of Instagram. However, you will need help finding grids with broken posts. The posts on Facebook also have captions in Hindi that get positive responses in comments. They have more than 450,000,028 followers.

Platform	Followers/Subscribers	Engagement rate
Instagram	242k	0.40%
Facebook	4,050,028	0.06%
Twitter	295.8K	0.01%
LinkedIn	2,913,026	–

TWITTER MARKETING STRATEGIES



Tata Motors' Twitter also features a significant number of posts in Hindi to appeal to the population of Hindi speakers in the nation. The company uses Twitter to announce and promote contests and other contests. Engagement (in terms of reshares and likes) is smaller on Twitter than on other platforms.



TOP 3 MARKETING CAMPAIGNS OF TATA MOTORS

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

- ❖ Excellence in internal communication at corporate communication vision
- ❖ Tata international wins Et Ascent-stars Of the industry's cfo leadership Awards
- ❖ Tivas Rustf Tip Trailer wins Apollo cv Award 2023
- ❖ Ghana team recongnised at Auto Award



SWOT ANALYSIS

SWOT ANALYSIS OF **TATA** MOTORS

S



Strengths

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

W



Weaknesses

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

O



Opportunities

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

T



Threats

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

TATA MOTORS QUALITY, SAFETY, HEALTHY , EDUCATION AND ENVIRONMENT POLICY



HEALTH AND SAFETY POLICY

We at Tata Power is committed to provide safe and healthy working environment for the prevention of work-related injuries and ill-health. Safety is one of our core values. We strive to be a leader in safety excellence in the global power and energy business. This Policy applies to all our facilities along the value chain of Generation (Thermal, Hydro, Waste Heat Recovery, Solar, Wind, and Hybrid), Transmission, Distribution, and Energy-based solutions to customers, as well as to all our subsidiaries, corporate offices, employees, and business associates (contractors and suppliers).

In pursuit of this, Tata Power is committed to the following:

- Maintain and continually improve our management systems to eliminate hazards and reduce health & safety risks to all our stakeholders.
- Incorporate appropriate health & safety criteria into business decisions for selection of plant and technology, performance appraisal of individuals and appointments in key positions.
- Comply and endeavour to exceed all applicable health & safety legal and other requirements.
- Integrate health & safety procedures and best practices into every operational activity with assigned line-functional responsibilities at all levels.
- Involve our employees and business associates in maintaining a safe and healthy work environment through consultation and participation.
- Incubate safety culture by visible leadership and empowerment.
- Ensure required competency to enable our employees and business associates for working safely.
- Promptly report incidents, investigate, share crucial learnings, and prevent recurrences.
- Influence our business associates in enhancing their health and safety standards and align with Tata Power's health & safety codes and practices.
- Continuously monitor progress and address health & safety risks by evaluating, identifying, and prioritizing actions using established metrics and targets.
- Ensure the availability of appropriate resources to fully implement this policy.
- Communicate this policy to all stakeholders by suitable means.
- Periodically review its relevance in continuously changing business environment.

Rev. 05
Date: 3rd July 2023

Dr. Praveer Sinha
CEO & Managing Director



Environmental Policy

Tata Motors reaffirms its commitment to minimise the adverse impact of its products, operations and services on the environment.

Towards this end, it shall strive to:

- Establish sound environmental objectives and targets and a process of reviewing them.
- Comply with all applicable legal/regulatory and other Environmental requirements.
- Reduce the emission levels of vehicles in full compliance of the regulatory norms and proactively work with the Industry, Government, other related industries and agencies to bring in international best practices.
- Use of environmentally sustainable technologies and practices for prevention of pollution and the continual improvement in environmental performance.
- Conserve natural resources and energy by minimizing their consumption and wastage.
- Minimise waste generation, enhance recovery and recycling of material and develop Eco-friendly waste disposal practices.
- Building awareness of our work force, customers and vendors on Environment issues.

This policy has been communicated to all our employees and shall be made available to the public/stakeholders on request.

Tata Motors ENABLEs higher education

ENABLE, an online learning model by Tata Motors, is helping deserving students ace challenging competitive exams

Deepak Sahu of Chattarpur, Madhya Pradesh and Krishnanshu Tanwar of Bharatpur district, Rajasthan have many things in common. They are both medical students, have studied in Jawahar Navodaya Vidyalaya (JNV) schools, both raised by single parent, for whom education was a luxury. Had they not been introduced to the NEET coaching under Tata Motors' ENABLE programme they could have possibly missed their calling of becoming doctors. While Deepak scored 715/720 in NEET 2020 and an all-India rank of #5, and joined AIIMS Delhi, Krishnanshu scored 705/720 in NEET 2020 with an all-India rank of #53 and is now studying at Maulana Azad Medical College, Delhi.

Started in year 2013, Tata Motors embarked on a new partnership to launch deserving students on the fast-track to life, education, and opportunity by coaching them for engineering and medical entrance. In January 2020 Engineering and NEET (National Eligibility Entrance Test) Admission Bridge Accelerated Learning Engagement initiative called ENABLE was envisaged particularly to deal with the onset of COVID-19 and the necessity of transitioning into a digitally-enabled mode of learning that extended JEE (Joint Entrance Examination)/NEET coaching to talented 11th and 12th standard students from 600 JNVs across the country.

JNVs — central schools run by the Navodaya Vidyalaya Samiti (NVS), an autonomous organisation under the Department of School Education and Literacy, Ministry of Education, Government of India — offer consistent support to talented students from rural areas, irrespective of their socio-economic background, throughout their school life and help them to prepare for higher education.

ENABLE — a crucial part of *vidyadhanam*, one of Tata Motors' core pillars of focus in its Corporate Social Responsibility mandate — is envisaged as a digitally enabled remote learning model to bridge the gap between secondary school and higher education. It offers underprivileged talented students, preparing for IIT JEE/NEET examinations, access to resources and guidance that otherwise might not be easily available to them.

Starting with just one JNV, ENABLE's remote learning model has spread to 600 JNVs across 27 states and 8 union territories. The ENABLE virtual classes involve live interactions with teachers to understand advanced concepts in physics, chemistry, maths, and biology. NVS ensures that affiliated schools have the requisite virtual infrastructure to aid the online learning process; while Avanti Fellows, a non-profit working in the field of higher education, conducts the live classes and assessments.

TATA MOTORS RISK MANAGEMENT:



Market share of tata motora 2024



STOCKS TO WATCH

**TATA MOTORS SHARE
PRICE TARGET**

**2024, 2025, 2026, 2027,
2030 PREDICTION**

WEINVESTSMART.COM

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.



CONCLUSION

The report successfully accomplished the sustainability marketing strategy on the automotive company Tata Motors.

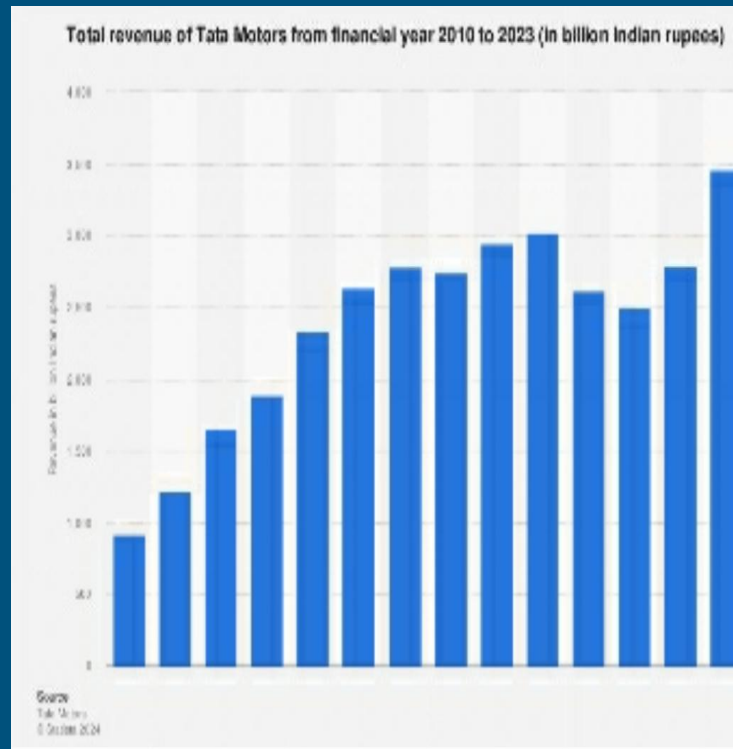
It clarifies about the conduction process of business by this company

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 compared to its competitors.

TATA MOTORS INCOME

Tata Motors announced its October-December quarter results for fiscal 2023-24 (Q3FY24), reporting a surge of 137.5 per cent in consolidated net profit at ₹7,025.11 crore, compared to ₹2,958 crore in the year-ago



Tata Motors

**Wide span
of control**

**Functional
structure**



Centralization

**Flat
Structure**

**High work
specialization**

**High
departmentalization**

**Less
formalization**

**Liberal chain
of command**

TATA MOTORS



SOCIAL MEDIA POSTS

INSTA IMAGE SCREEN SHOT

- INSTA IMAGE LINK

<https://www.instagram.com/p/C6OF59grzh7/?igsh=NzBmdWtjYTVpeG1p>



Instagram Reel Screenshot

Instagram Reel Link

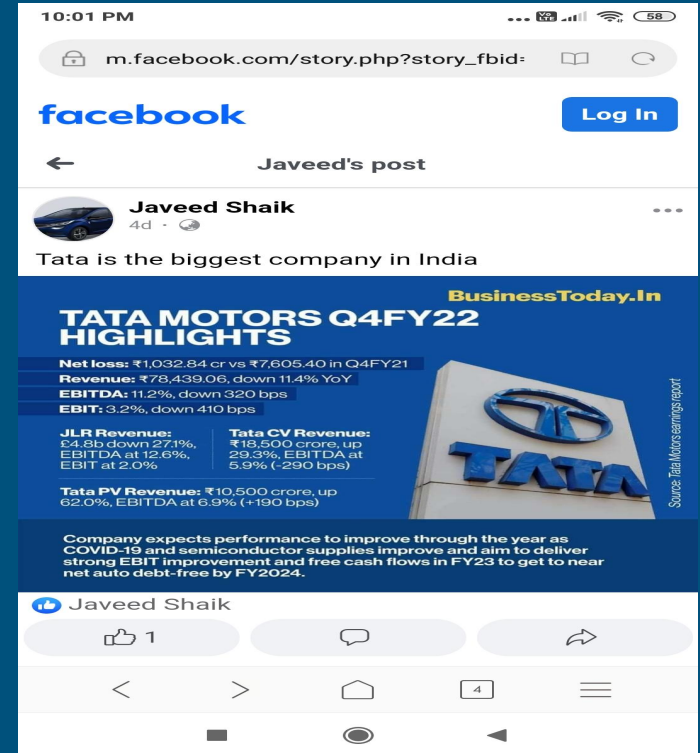
<https://www.instagram.com/reel/C6ODuBvtA9F/?igsh=MXBnanY3bHRsM3ZleQ==>



Face book image screenshot

Facebook image link

<https://www.facebook.com/share/p/EBr8SMthELwh7TQ1/?mibextid=qi2Omg>



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S. SUMIYA ANJUM SOCIAL MEDIA POSTS



