

TEAM ANOMALY

INDIA AUTOMOBILE HACKATHON

 **NEC**
Mitsubishi Corporation

01

NEW DIGITAL TRANSFORMATION THROUGH AUTOMOBILES IN INDIA

SUB THEME

Increase sales & promotion of car products (especially pickups) which is famous in the world but not in India

How we can maximize effective sales & promotion by utilizing technology? and how we can increase awareness of car products in India?



*The Isuzu D-max Pick Up



Market Analysis

03



ANALYSIS 1 - TARGET AUDIENCE

- Isuzu Motors will market its D-max pick-ups primarily as owner-driven utility vehicles in rural areas.
- A majority of transport business owners drive their vehicles themselves and we would like to provide these businessmen with vehicles that offer far superior performance, safety and comfort

ANALYSIS 2 - COMPETITIVE STRATEGY

- The diminishing disparity between diesel and petrol prices will affect mostly the small car segment.
- The strategy also lists developing eco-friendly products and products meeting specific needs of the emerging market which will also facilitate new market entry followed by ruggedness and better fuel economy

The Idea

Introducing an interactive way to communicate with the users or the respective target audience involving VR technology.

According to the brief analysis, it is observed that (majorly pickups) is targeted to the semi-urban including towns and rural market.

Hence, it is important that the mode of sale, promotion is interactive and extremely user friendly.

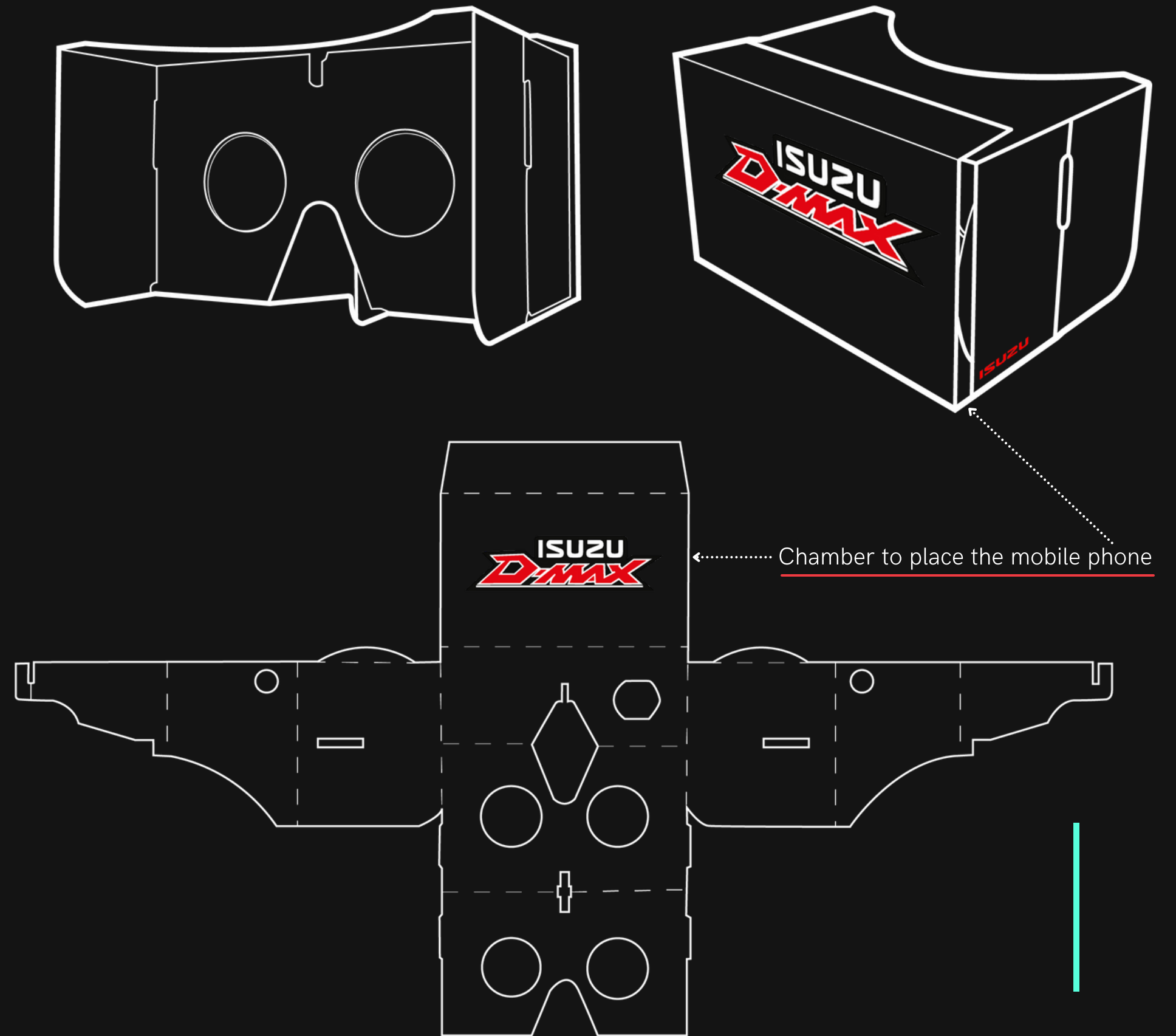


The Idea...1

A custom DIY VR module is displayed here. This could be extremely interactive and build good connect between the user and the product. This could disrupt the entire television media campaign as a VR interface would surely enhance the user experience. The features could be very well briefed and the impact could be felt.

This product shall be supported by an activation campaign, followed by promotion of the module via newspaper media. (placing the dummy inside wherein the instructions could be printed on it)

The activation can be followed by region specific kiosk installations apart from the technology to also create awareness among the target audience.



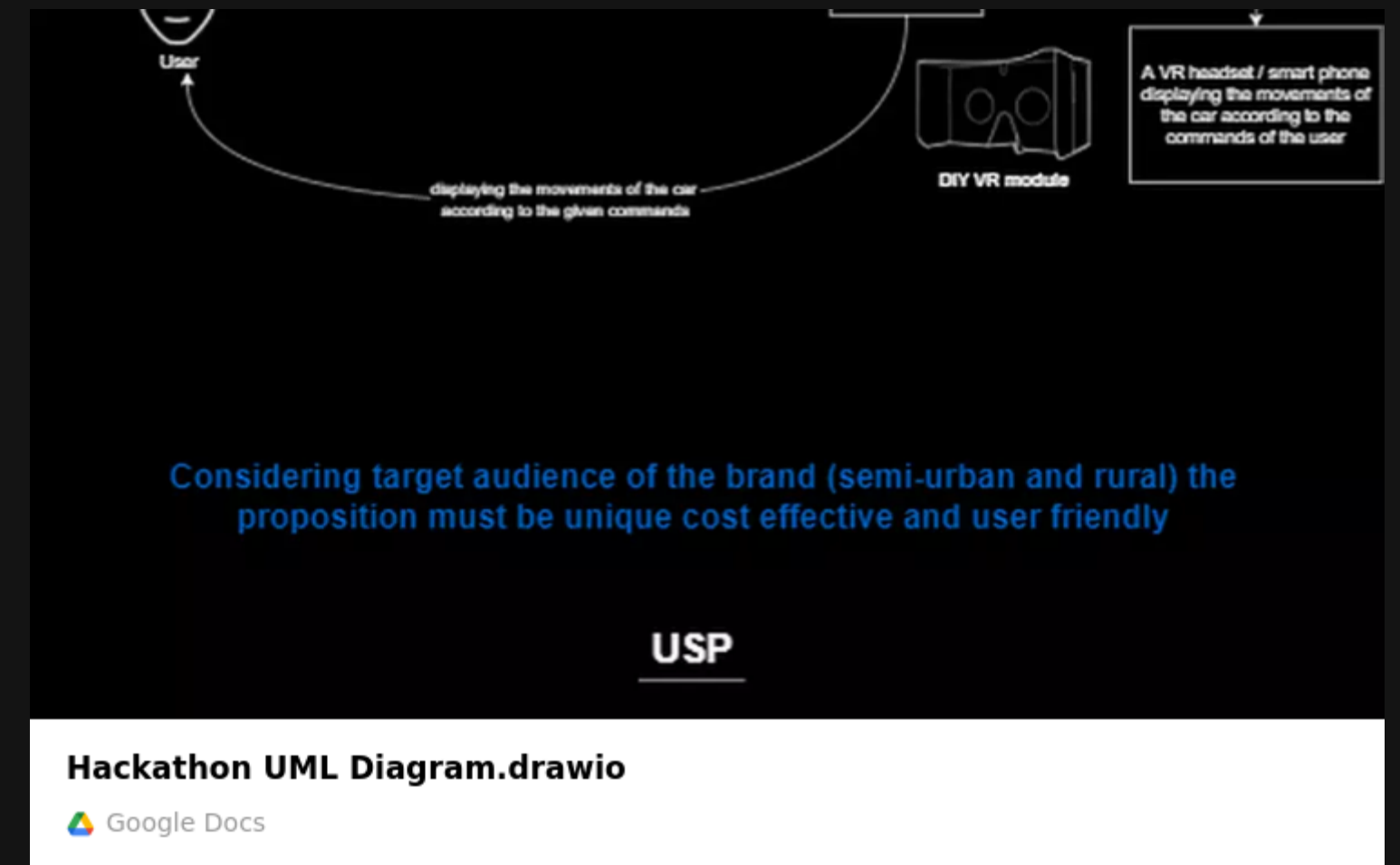
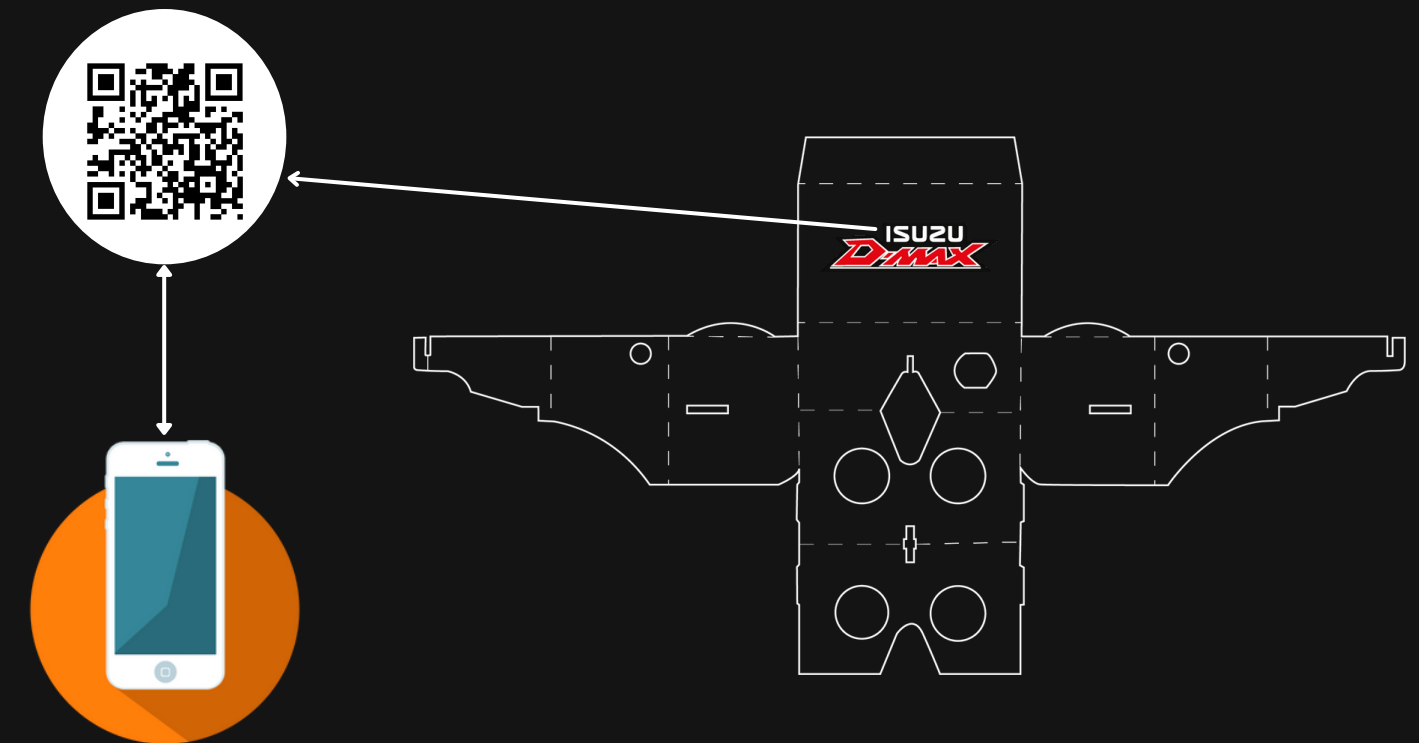
*A rough schematic of the DIY VR module + 2 plastic lenses

The Idea...2

A printed QR on the module would connect mobile device to the linked website where the entire platform will be hosted.

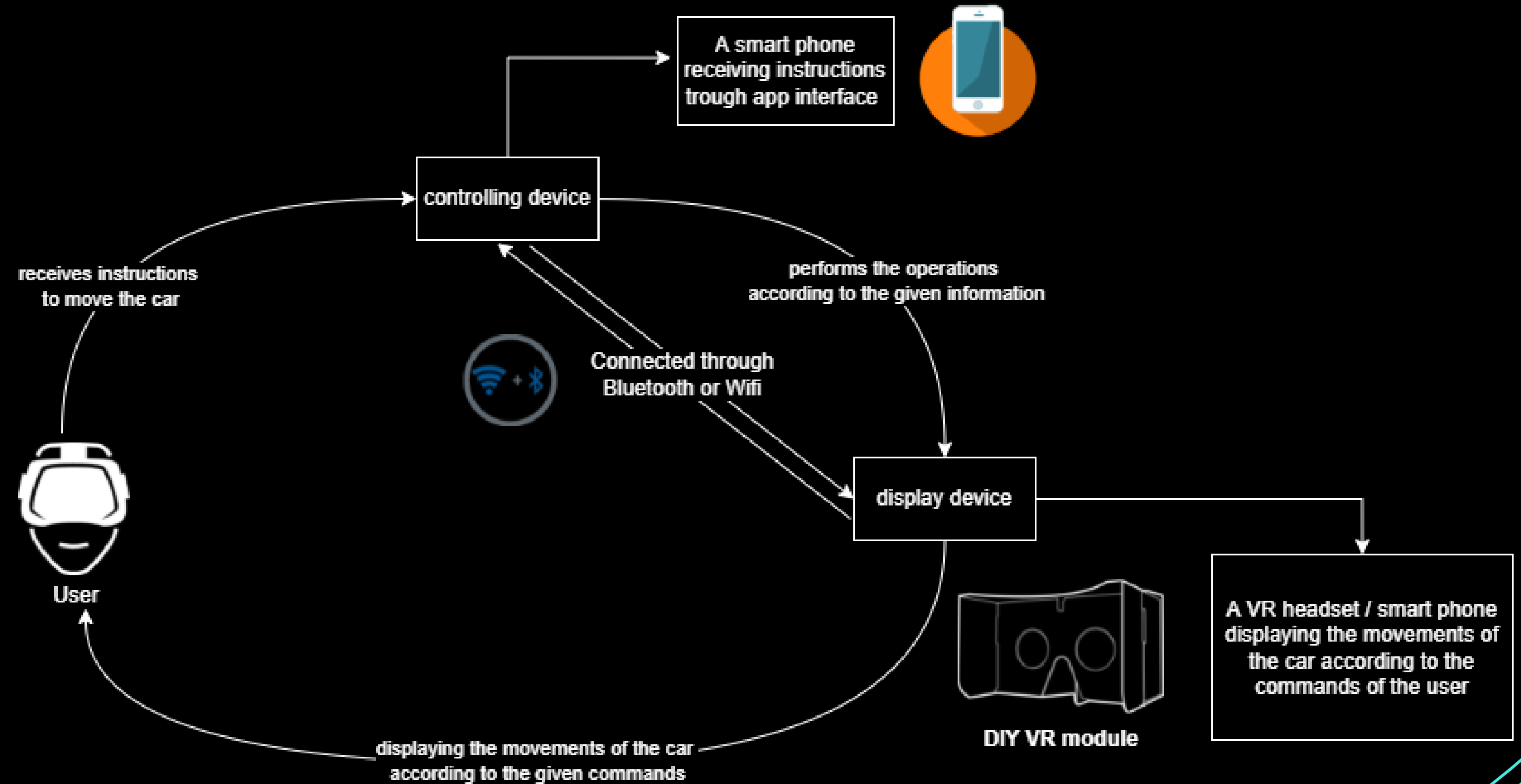
The entire simulation of the vehicle that could be instructed by voice recognition and gestures will be operational and viewed through the self assembled VR headset module

A UML Diagram link is embeded below.



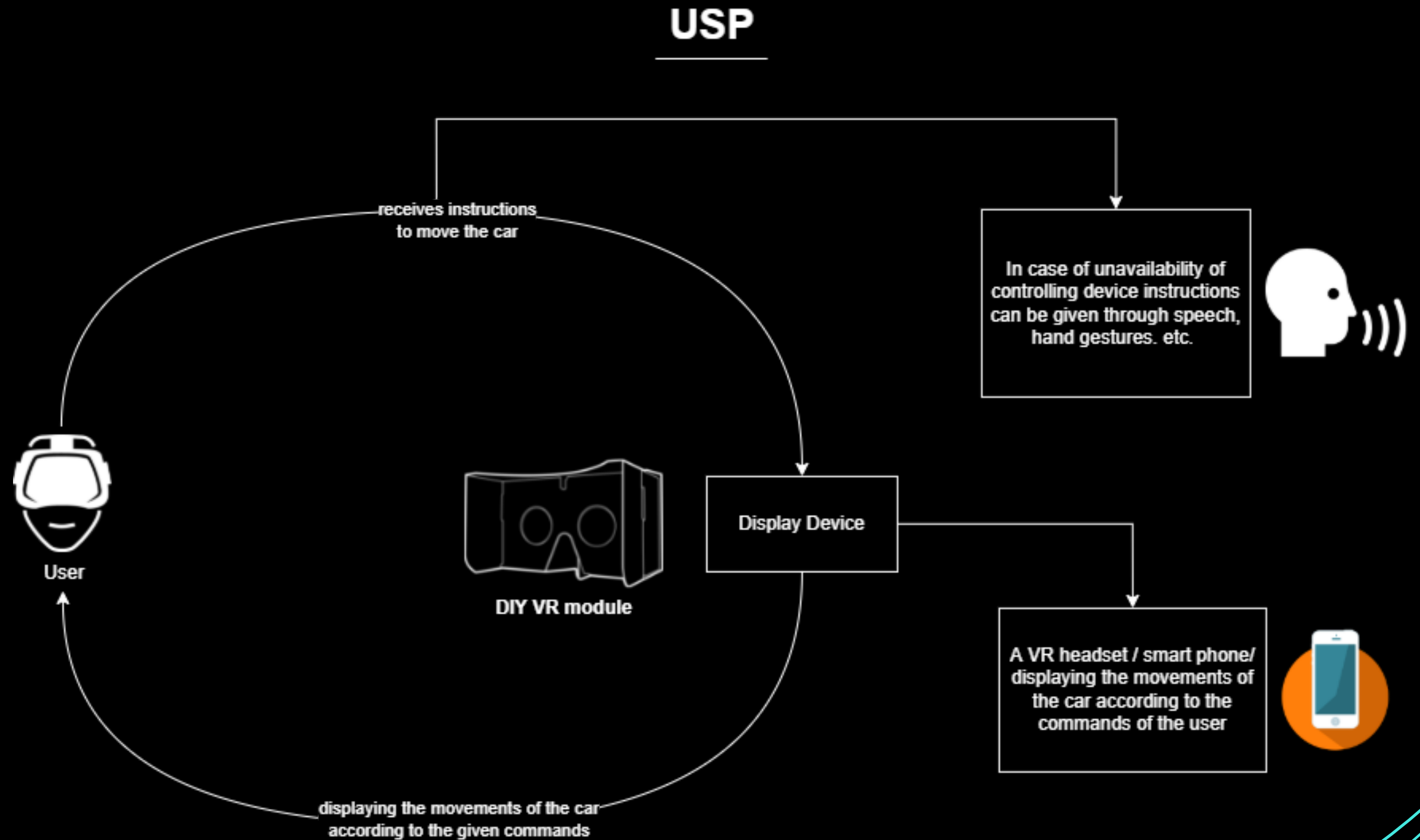
Niche Category product

UML Diagram



Considering target audience of the brand (semi-urban and rural) the proposition must be unique cost effective and user friendly

UML Diagram...1



Marketing

Kiosk and standee design for small scale setup,
rapid scaling

09



Standee depicting details of the virtual ride followed by the instructions to assemble the VR headset. This would also cater to widespread communication of the brand. (website and QR code printed)



Activation kiosk design. VR headset distribution center, the hub for small scale activation

The Model

Presenting physical model and schematic of the VR Headset

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VR Headset angle 1



VR Headset angle 2

Unique QR for model recognition of the headset. Scanned through the mobile application



Comaparing VR module with a newspaper

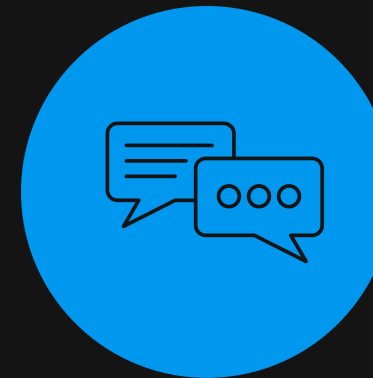
Size of the VR schematic is compared with a newspaper. This is to display distribution compatibility of the product

Thank You



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