



THE ERA OF BIG DADDY
MAHINDRA
SCORPIO

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About

The Scorpio was conceptualized and designed by the in-house integrated design and manufacturing team of Mahindra & Mahindra. The car has been the recipient of three Indian awards, including the "Car of the Year" award from Business Standard Motoring as well as the "Best SUV of the Year" and the "Best Car of the Year"..



COMPANY OVERVIEW

- **Company:** Mahindra & Mahindra Limited
 - **Product:** Mahindra Scorpio
 - **Launch Year:** 2002
 - **Segment:** Sports Utility Vehicle (SUV)
 - **Origin:** India
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- Mahindra & Mahindra Limited is a renowned Indian automobile manufacturer.
 - The Mahindra Scorpio, launched in 2002, is one of Mahindra's flagship SUVs.
 - It has gained popularity for its rugged design, off-road capabilities, and affordability.
 - Scorpio is known for its robust performance, spacious interior, and innovative features.
 - It caters to a diverse audience, including urban and rural customers.
 - Mahindra Scorpio has a strong presence in both the domestic and international markets.



MARKET ANALYSIS

- Segment: Mid-sized Sports Utility Vehicle (SUV)
- Competitors: Competes with other mid-sized SUVs from both domestic and international manufacturers.
- Indian SUV Market: The Indian SUV market is highly competitive and diversified, with increasing demand from urban and rural consumers.
- Strengths: Scorpio is known for its rugged build, off-road capabilities, and competitive pricing.
- Challenges: Faces stiff competition from domestic and foreign brands in the mid-sized SUV segment.
- Customer Base: Appeals to families, adventure enthusiasts, and those seeking a reliable and versatile SUV.
- Global Presence: Exported to various international markets, expanding its global reach.



TARGET AUDIENCE

- **Demographic:** Urban and rural customers, age 25-55, both male and female.
- **Lifestyle:** Families, adventure enthusiasts, and those in need of a versatile SUV.
- **Income:** Middle to upper-middle-class consumers.
- **Needs:** Reliable and rugged vehicle for daily commuting, family trips, and off-road adventures.
- **Preference:** Affordability, strong performance, and spacious interior.
- **Geographic:** Initially focused on the Indian market, with an increasing presence in international markets.



ADVERTISING AND PROMOTION

- Campaigns: Mahindra has run extensive advertising campaigns highlighting Scorpio's ruggedness, reliability, and versatility.
- Media: Utilized a mix of TV, print, online, and social media for promotion.
- Visuals: Visuals often feature the Scorpio in challenging terrains and showcase its off-road capabilities.
- Messaging: Emphasizes strength, power, and adventure.
- Engagement: Engaged with customers through contests, events, and social media to build a community of Scorpio owners.



CHALLENGES

- **Intense Competition:**
Continues to face fierce competition in the mid-sized SUV segment from both domestic and international manufacturers.
- **Evolving Customer Preferences:** Adapting to changing customer preferences for technology, safety, and environmental concerns.
- **Global Expansion:**
Navigating challenges in entering and sustaining international markets effectively.



CONCLUSION



MAHINDRA SCORPIO HAS CARVED ITS NICHE IN THE MID-SIZED SUV MARKET WITH A WINNING COMBINATION OF RUGGED DESIGN, AFFORDABILITY, AND RELIABILITY. OVERCOMING FIERCE COMPETITION, IT HAS ATTRACTED A DIVERSE CUSTOMER BASE, FROM ADVENTURE ENTHUSIASTS TO FAMILIES. TO SUSTAIN AND GROW IN THE EVER-EVOLVING AUTOMOTIVE LANDSCAPE, THE SCORPIO MUST ADAPT TO CHANGING CUSTOMER PREFERENCES, INNOVATE WITH TECHNOLOGY AND SAFETY FEATURES, AND EXPAND ITS GLOBAL REACH WHILE MAINTAINING ITS REPUTATION AS A DEPENDABLE AND VERSATILE SUV.

THANK YOU

