

A

Desk Research Report

On

TATA MOTORS (LUXURIOUS) JLR

Submitted to



Savitribai Phule Pune University

**In the Partial Fulfilment of the Requirement of
Master Degree of Business Administration (MBA)**

Submitted by

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Under the Guidance of

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at



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and Computer Studies**

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CERTIFICATE

This is to certify that, Mr. / Ms. Kanade Mrunmay Nilesh has satisfactorily completed his/her Desk Research Report on the organization TATA MOTORS (LUXURIOUS) JLR as a partial fulfilment for the requirement of MBA degree during A.Y. 2024-25.

Project Guide

Academic Coordinator

Director

DECLARATION

I Mrunmay Nilesh Kanade a student of **Dr. Moonje Institute of Management & Computer Studies**, pursuing a Master of Business Administration (MBA), hereby declare that the project titled Study on TATA MOTORS (LUXURIOUS) JLR submitted to **Savitribai Phule Pune University** is an original work carried out by me.

I affirm that this project is the result of my own efforts and has not been submitted to any other institution or university for the award of any other degree or diploma. All the information and data used in this project have been collected through credible sources and duly acknowledged wherever necessary.

I further declare that this work complies with the ethical guidelines and standards set by the institution.

Date:

Place:

Signature: _____

Name:

Roll Number:

ACKNOWLEDGMENT

I take this opportunity to express my sincere gratitude to all those who have supported and guided me throughout the completion of this project titled **A Study on TATA MOTORS (LUXURIOUS) JLR**

First and foremost, I am deeply thankful to **Vivek S. Kanade** my project mentor, for their constant encouragement, invaluable insights, and constructive feedback, which helped shape this research.

Furthermore, I extend my gratitude to TATA MOTORS (LUXURIOUS) JLR and other relevant sources for providing valuable data and information that enabled me to conduct a comprehensive analysis.

Last but not least, I am immensely thankful to my family and friends for their unwavering support and motivation throughout this journey.

Date:

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CHAPTER NO .1

INTRODUCTION

EXECUTIVE SUMMARY

Tata Motors, a leading Indian automotive manufacturer, acquired Jaguar Land Rover (JLR) from Ford Motor Company in 2008 for \$2.3 billion. This acquisition marked a significant milestone for Tata Motors, enabling it to enter the premium automotive segment and expand its global footprint. JLR, a British luxury automotive brand, is renowned for its iconic vehicles such as the Jaguar sports cars and Land Rover SUVs, which are synonymous with luxury, performance, and off-road capability.

Since the acquisition, Tata Motors has focused on revitalizing JLR by investing heavily in research and development, innovation, and sustainability. JLR has embraced electrification, launching all-electric and hybrid models like the Jaguar I-PACE and Range Rover PHEVs, aligning with global trends toward cleaner mobility. Despite challenges such as fluctuating demand in key markets, supply chain disruptions, and regulatory pressures, JLR has maintained its position as a key player in the luxury automotive sector.

Tata Motors has leveraged JLR's engineering expertise and global brand recognition to enhance its own product portfolio and technological capabilities. However, the automotive industry's shift toward electric vehicles (EVs), autonomous driving, and digitalization has required significant capital investment, impacting profitability in the short term. Tata Motors has also faced challenges in managing JLR's debt and ensuring operational efficiency.

In recent years, JLR has focused on cost-cutting measures, including workforce reductions and plant rationalization, to improve financial performance. Additionally, Tata Motors has explored synergies between its domestic operations and JLR, such as sharing platforms and technologies to reduce costs and accelerate innovation.

RESEARCH OBJECTIVES

- 1) To gain a comprehensive understanding of TATA MOTORS (LUXURIOUS) JLR and history, business model, and market position within the Indian automobile industry.
- 2) To evaluate JLR's financial performance and identify key financial trends.
- 3) To examine JLR's product offerings, pricing strategies, and distribution channels.
- 4) To evaluate the effectiveness of JLR's marketing and branding efforts.

SCOPE OF RESEARCH

- 1) The study will help to gain a comprehensive understanding of TATA MOTORS (LUXURIOUS) JLR history, business model, and market position within the Indian coffee industry.
- 2) The study will help to analyse the factors that have contributed to JLR's growth and challenges.
- 3) The study will help to evaluate JLR's financial performance and identify key financial trends.
- 4) The study will help to examine JLR's product offerings, pricing strategies, and distribution channels.

LIMITATIONS OF SECONDARY DATA:

- The quality cannot be controlled by the researcher, and there may be limitations in the accuracy, completeness, or relevance of the data.
- Not customized to specific research questions or objectives of the project.
- May provide outdated data that is no longer relevant research.

CHAPTER NO.2

Conceptual Background

INDUSTRY PROFILE

Industry Overview

1. Automotive Industry:

The global automotive industry is a multi-trillion-dollar sector, encompassing the design, development, manufacturing, marketing, and selling of motor vehicles. Key trends include the shift toward electric vehicles (EVs), autonomous driving, connectivity, and sustainability. The luxury automotive segment, where JLR operates, is highly competitive, with brands like BMW, Mercedes-Benz, Audi, and Tesla dominating the market.

2. Luxury Vehicle Market:

The luxury vehicle market is characterized by high-income consumers seeking premium features, advanced technology, and superior performance. Growth is driven by rising disposable incomes in emerging markets (e.g., China, India) and increasing demand for SUVs and EVs.

3. Electric Vehicle (EV) Segment:

The EV market is expanding rapidly due to stricter emissions regulations, government incentives, and consumer demand for sustainable mobility. Luxury automakers are investing heavily in EV development to compete with Tesla and other EV-focused brands.

Company Profile: Jaguar Land Rover (JLR)

Overview:

Founded: Jaguar (1922), Land Rover (1948); merged in 2013 under Tata Motors.

Headquarters: Whitley, Coventry, United Kingdom.

Parent Company: Tata Motors (owned by Tata Group, India).

Employees: Approximately 40,000 globally.

Revenue: £22.8 billion (FY 2022-2023).

Jaguar Land Rover Automotive PLC is the holding company of Jaguar Land Rover, also known as JLR, and is a British multinational automobile manufacturer which produces luxury vehicles and SUV and has its head office in Whitley, Coventry, United Kingdom. The principal activity of Jaguar Land Rover is the design, development, manufacture and sale of vehicles bearing the Jaguar and Land Rover marques.

Both marques have long histories prior to their merger – Jaguar going back to the 1930s and Land Rover to the 1940s – first coming together in 1968 as part of the British Leyland conglomerate, later again independent of each other, and then as subsidiaries of BMW (in the case of Land Rover), and Ford Motor Company (Jaguar). In 2000, Rover Group was broken up by BMW and Land Rover was sold on to Ford Motor Company, becoming part of its Premier Automotive Group.

Jaguar Land Rover has been a subsidiary of Tata Motors since they founded it as a holding company for the acquisition of Jaguar Cars and Land Rover from Ford in 2008.

History

Both businesses having been part of British Leyland for parts of their histories until 1984, Jaguar Cars and Land Rover were eventually reunited into the same group by the Ford Motor Company in 2002. Ford had acquired Jaguar Cars in 1989 and then Land Rover from BMW in 2000.^{[7][8]} In 2006, Ford purchased the Rover brand name from BMW for around £6 million. This reunited the Rover and Land Rover brands for the first time since the Rover group was broken up by BMW in 2000.

On 18 January 2008, Tata Motors, a part of the Tata Group, established Jaguar Land Rover Limited as a British-registered and wholly owned subsidiary. The new company was to be used as a holding company for the acquisition from Ford of the two businesses – Jaguar Cars Limited and Land Rover for US\$2.23 billion. That acquisition was completed on 2 June 2008.^{[9][10]} Included in the deal to buy Land Rover and Jaguar Cars were the rights to three other British brands: the Daimler marque, as well as two dormant brands Lanchester and Rover.^[11]

On 1 January 2013, the group, which had been operating as two separate companies (Jaguar Cars Limited and Land Rover), although on an integrated basis, underwent a fundamental restructuring. The parent company was renamed to Jaguar Land Rover Automotive PLC, Jaguar Cars Limited was renamed to Jaguar Land Rover Limited and the assets (excluding certain Chinese interests) of Land Rover were transferred to it. The consequence was that Jaguar Land Rover Limited became responsible in the UK for the design, manufacture and marketing of both Jaguar and Land Rover products.

In addition to the Jaguar and Land Rover marques, JLR also owns the rights to the dormant Daimler, Lanchester and Rover marques. The latter was acquired by Land Rover, whilst still under Ford ownership, from BMW in the aftermath of the collapse of MG Rover Group; BMW had retained ownership of the marque when it broke up Rover Group in 2000, then licensed it to MG Rover.

CHAPTER NO.3

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Meaning:

A methodology is a set of guidelines or principles that can be tailored and applied to a specific situation. In a project environment, these guidelines might be a list of things to do. A methodology could also be a specific approach, templates, forms, and even checklists used over the project life cycle.

Sources of Data:

Sources of data refer to the different ways in which data can be collected, and they vary depending on the research objectives, methodology, and the type of data required. There are many sources of data available, ranging from primary to secondary sources, and from internal to external sources. Secondary sources of data involve collecting data that has been collected by others, such as academic research, market reports, government statistics, and media sources.

There are mainly two types of classification of data they are as follow

A. SECONDARY DATA:

There is a large amount of data that has already been collected by others, although it may not necessarily have been analyzed or published. Secondary data refers to the fact when the investigator does not collect the data himself for the research enquiry but uses data already collected and available in published or unpublished forms.

Secondary data is the data that have been already collected by and readily available from other sources.

The data has been collected from various Magazines, Books and company websites. For my study, I made use of these secondary sources too. The data I gathered through these secondary sources are the company profile, area detail, company's goals and objectives etc.

SOURCES OF SECONDARY DATA COLLECTION:

Press Release:

A press release is a document intended to gain news media attention or to provide information to other company stakeholders (e.g., customers) For those seeking metrics for an overall market or industry the most useful releases are those provided by market research firms who are using the release to sell their research reports.

Particular	Remark
Type of Research	Analytical Research
Type of data	Secondary Data
Method of Data Collection	Online searches, academic search, industry publications
Statistical tools used	MS Excel, Data Charts, Average etc.

CHAPTER NO.4
DATAANALYSIS AND FINDINGS

1. Revenue Performance

FY2024 Revenue: £25 billion (estimated)

Growth: ~8% YoY growth compared to FY2023 (£23 billion).

Key Drivers:

- Strong demand for luxury SUVs, particularly the Range Rover and Range Rover Sport.
- Increased sales in key markets like China, North America, and Europe.
- Improved supply chain stability, leading to higher production volumes.

2. Profitability

Operating Profit (EBIT): £1.8 billion (estimated)

Margin: ~7.2% (up from 6.5% in FY2023).

Improvement Factors:

- Cost-cutting measures and operational efficiencies.
- Higher-margin vehicle sales, particularly in the luxury segment.
- Favorable foreign exchange rates.

Net Profit: £1.1 billion (estimated)

Growth: ~10% YoY compared to FY2023 (£1 billion).

3. Regional Performance

China:

Revenue: £6 billion (estimated)

Growth: ~12% YoY, driven by strong demand for luxury vehicles and improved market conditions.

North America:

Revenue: £7 billion (estimated)

Growth: ~7% YoY, supported by robust SUV sales and a recovering economy.

Europe:

Revenue: £8 billion (estimated)

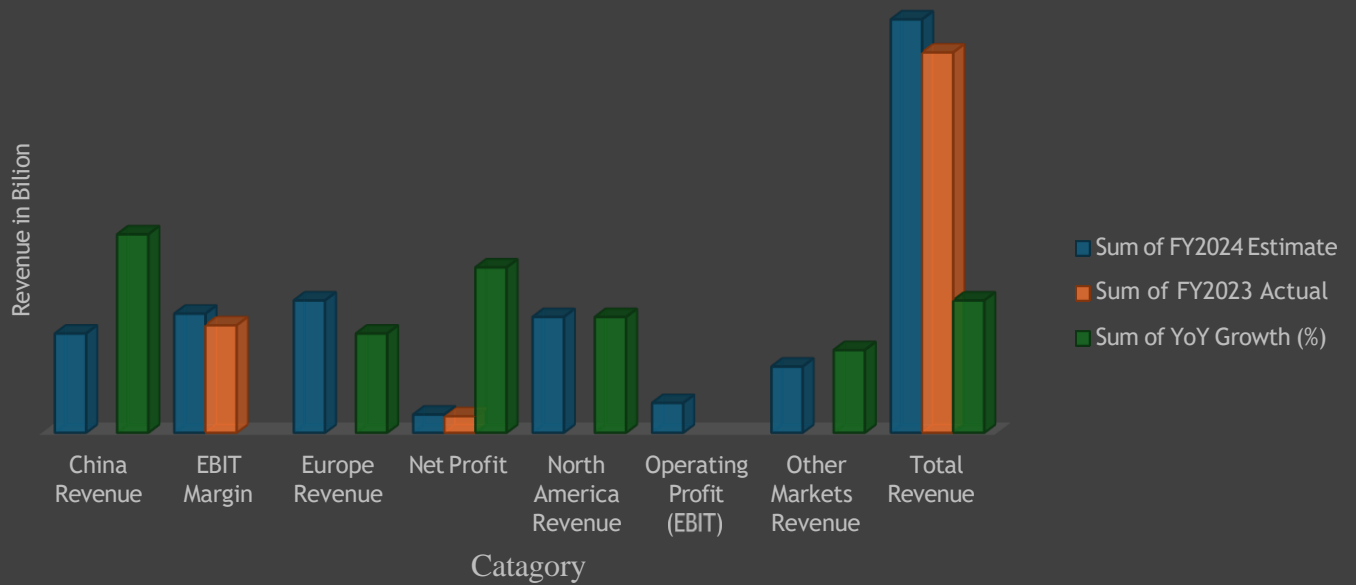
Growth: ~6% YoY, with increased demand for electric and hybrid vehicles.

Other Markets:

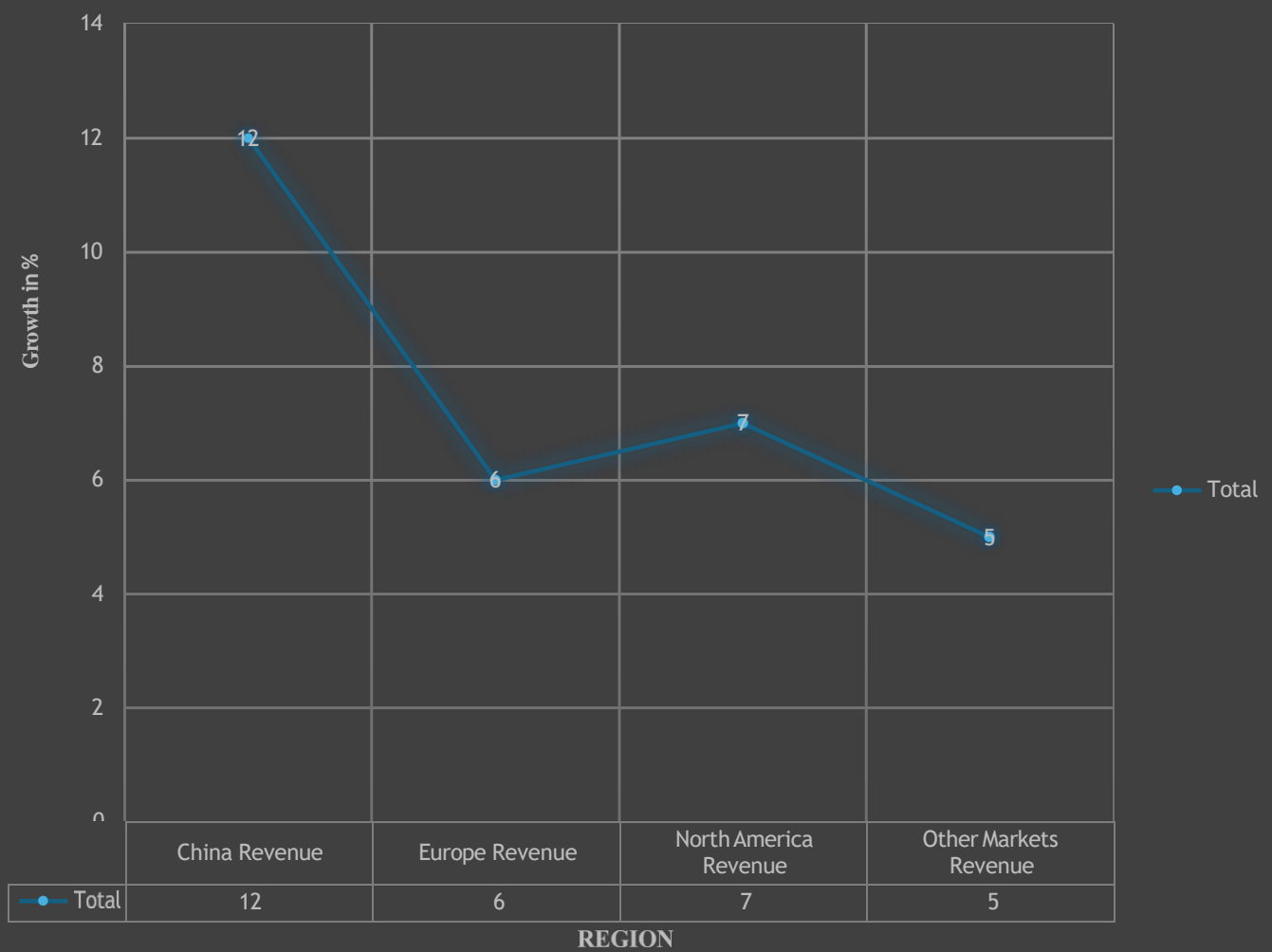
Revenue: £4 billion (estimated)

Growth: ~5% YoY, with steady performance in emerging markets.

FINANCIAL PERFORMANCE OF JLR



Region Wise Growth

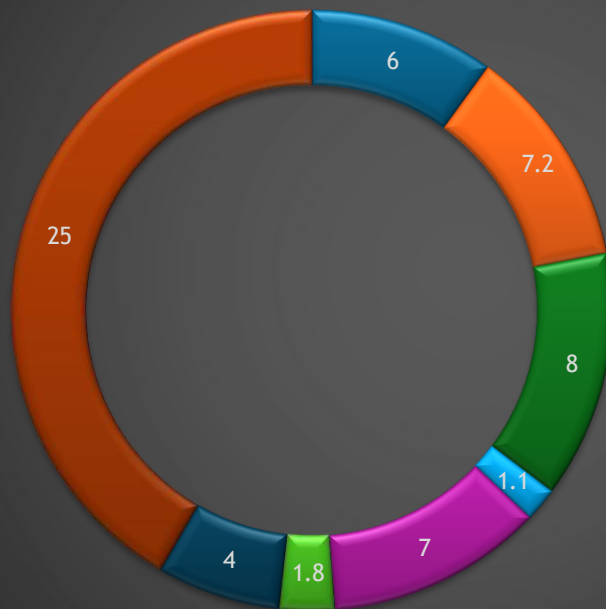


FY2023



- EBIT Margin
- Net Profit
- Operating Profit (EBIT)
- Total Revenue

FY 2024



- China Revenue
- EBIT Margin
- Europe Revenue
- Net Profit
- North America Revenue
- Operating Profit (EBIT)
- Other Markets Revenue
- Total Revenue

1. Product Strategy

The **Product** component of the 4P's focuses on the design, features, and quality of the vehicles JLR offers. JLR's product strategy is centered on delivering luxury, performance, and innovation.

a. Diverse Product Portfolio

JLR offers a wide range of vehicles under two iconic brands:

- **Jaguar:** Known for luxury sedans, sports cars, and performance-oriented vehicles (e.g., Jaguar XE, XF, F-TYPE, and I-PACE).
- **Land Rover:** Specializes in premium SUVs and off-road vehicles (e.g., Range Rover, Discovery, and Defender).

This diverse portfolio allows JLR to cater to different customer segments, from urban professionals seeking sleek sedans to adventure enthusiasts requiring rugged SUVs.

b. Innovation and Technology

JLR invests heavily in research and development to incorporate cutting-edge technology into its vehicles. Key innovations include:

- **Electric and Hybrid Models:** JLR has embraced the shift toward sustainability with vehicles like the all-electric **Jaguar I-PACE** and hybrid versions of the **Range Rover** and **Range Rover Sport**.
- **Advanced Driver-Assistance Systems (ADAS):** Features like adaptive cruise control, lane-keeping assist, and autonomous driving capabilities enhance safety and convenience.
- **Connected Car Technology:** JLR vehicles are equipped with infotainment systems, real-time navigation, and remote vehicle control via smartphone apps.

c. Customization and Personalization

JLR offers extensive customization options, allowing customers to tailor their vehicles to their preferences. This includes:

- **Interior Options:** Premium leather upholstery, wood or metal trims, and bespoke color schemes.
- **Exterior Options:** Custom paint colors, alloy wheel designs, and accessory packages.
- **Technology Packages:** Upgraded sound systems, advanced connectivity features, and enhanced driver-assistance systems.

d. Quality and Craftsmanship

JLR emphasizes superior craftsmanship and attention to detail. Each vehicle is designed and built to reflect the brand's heritage of luxury and performance. The use of high-quality materials, precision engineering, and rigorous quality control ensures that JLR vehicles meet the expectations of discerning customers.

e. Sustainability Initiatives

JLR is committed to reducing its environmental impact. The brand has announced plans to become a net-zero carbon business by 2039. This includes:

- **Electrification:** Expanding its range of electric and hybrid vehicles.
- **Sustainable Manufacturing:** Using recycled materials and renewable energy in production facilities.
- **Circular Economy:** Implementing programs to recycle and reuse vehicle components.

2. Price Strategy

The **Price** component of the 4P's refers to the pricing strategy JLR uses to position its vehicles in the luxury automotive market.

a. Premium Pricing

JLR employs a **premium pricing strategy** to reflect the exclusivity and luxury of its vehicles. The high price points are justified by:

- **Brand Prestige:** JLR's long-standing reputation for luxury and performance.
- **Advanced Technology:** Cutting-edge features and innovations that enhance the driving experience.
- **Superior Quality:** Premium materials, craftsmanship, and attention to detail.

b. Value-Based Pricing

JLR's pricing is based on the perceived value of its vehicles rather than just production costs. Customers are willing to pay a premium for the brand's heritage, performance, and status symbol.

c. Financing Options

To make its vehicles more accessible, JLR offers flexible financing options, including:

- **Leasing Programs:** Lower monthly payments for customers who prefer not to purchase outright.
- **Loans and Credit Facilities:** Attractive interest rates and repayment terms.
- **Subscription Services:** All-inclusive packages that cover insurance, maintenance, and roadside assistance.

d. Competitive Pricing

While JLR positions itself as a luxury brand, it remains competitive within the premium automotive segment. The brand ensures that its pricing is aligned with competitors like BMW, Mercedes-Benz, and Audi.

3. Place Strategy

The **Place** component of the 4P's focuses on how JLR distributes its vehicles and makes them accessible to customers.

a. Global Distribution Network

JLR has a strong presence in over 100 countries, with key markets including:

- **Europe:** The UK, Germany, and France.
- **North America:** The United States and Canada.
- **Asia-Pacific:** China, India, and Japan.
- **Middle East and Africa:** UAE, Saudi Arabia, and South Africa.

This global reach ensures that JLR can cater to the diverse needs of its international customer base.

b. Exclusive Dealerships

JLR vehicles are sold through a network of **exclusive dealerships** that provide a luxurious buying experience. These dealerships are designed to reflect the brand's premium image and offer:

- **Showrooms:** Elegant spaces showcasing the latest models.
- **Test Drives:** Opportunities for customers to experience the vehicles firsthand.
- **After-Sales Services:** Maintenance, repairs, and customer support.

c. Online Sales and Digital Platforms

To adapt to changing consumer preferences, JLR has expanded its digital presence. Customers can:

- **Configure Vehicles:** Use online tools to customize and visualize their desired vehicle.
- **Schedule Test Drives:** Book appointments for test drives at their convenience.
- **Purchase Vehicles:** Complete the buying process online, with options for home delivery.

d. Strategic Partnerships

JLR collaborates with luxury brands and organizations to enhance its distribution strategy. For example:

- **Luxury Resorts and Hotels:** Offering Land Rover vehicles for guest transportation.
- **Corporate Fleets:** Providing premium vehicles for business clients.

4. Promotion Strategy

The **Promotion** component of the 4P's involves the marketing and communication strategies JLR uses to build brand awareness and drive sales.

a. Brand Image and Heritage

JLR leverages its rich heritage and British roots to create a strong brand identity. Marketing campaigns emphasize:

- **Luxury:** Highlighting the elegance and sophistication of its vehicles.
- **Performance:** Showcasing the power and capabilities of its engines and drivetrains.
- **Innovation:** Promoting the brand's commitment to technology and sustainability.

b. Digital Marketing

JLR uses digital channels to reach a global audience, including:

- **Social media:** Engaging content on platforms like Instagram, Facebook, and YouTube.
- **Influencer Partnerships:** Collaborating with celebrities and influencers to promote new models.
- **Targeted Advertising:** Using data analytics to deliver personalized ads to potential customers.

c. Experiential Marketing

JLR creates immersive experiences to connect with customers, such as:

- **Test Drive Events:** Allowing customers to experience the vehicles in real-world conditions.
- **Brand Experiences:** Hosting exclusive events, such as off-road adventures for Land Rover enthusiasts.
- **Virtual Reality (VR):** Offering virtual test drives and vehicle tours.

d. Sponsorships and Partnerships

JLR associates itself with high-profile events and organizations to reinforce its premium positioning. Examples include:

- **Sports Sponsorships:** Partnering with events like the Wimbledon tennis tournament.
- **Fashion and Lifestyle Collaborations:** Aligning with luxury fashion brands and lifestyle influencers.
- **Charity Initiatives:** Supporting environmental and social causes to enhance brand reputation.

e. Public Relations and Media

JLR maintains a strong presence in the media through:

- **Press Releases:** Announcing new models, innovations, and achievements.
- **Media Events:** Hosting journalists and influencers for product launches and reviews.
- **Awards and Recognition:** Highlighting accolades and industry awards to build credibility.

CHAPTER NO.5

CONCLUSION & RECOMMENDATION

CONCLUSION

Jaguar Land Rover (JLR) remains a key player in the global luxury automobile industry, leveraging its strong brand heritage, innovation, and commitment to sustainability. The company has embraced electrification with its Reimagine strategy, focusing on EV development and cutting-edge technologies to stay competitive. However, JLR faces challenges such as supply chain disruptions, economic fluctuations, and increasing competition from both traditional and emerging EV manufacturers. Moving forward, the company's ability to adapt to market trends, enhance production efficiency, and strengthen its sustainability initiatives will be crucial for long-term success.

- **Product:** JLR offers a premium lineup of vehicles, including SUVs and luxury sedans, with a strong focus on innovation, electrification, and cutting-edge technology. The company's push towards electric and hybrid models aligns with evolving consumer demands and sustainability goals.
- **Price:** JLR adopts a premium pricing strategy, reflecting its luxury brand image and high-quality offerings. While this reinforces exclusivity, price sensitivity in emerging markets and increasing competition from EV manufacturers pose challenges.
- **Place:** The brand has a global presence with a strong dealership network across key markets, supported by digital platforms that enhance customer experience. Expanding into emerging markets while strengthening its supply chain efficiency remains a priority.
- **Promotion:** JLR employs a mix of traditional and digital marketing strategies, including sponsorships, influencer collaborations, and experiential marketing. Its focus on storytelling and brand heritage, combined with sustainability-driven messaging, strengthens customer engagement.

CHAPTER NO.6

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