

**MARUTI
SUZUKI**

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*REFERENCES: <https://marutisuzuki.com/>
facebook, instagram, Twitter, linkedIn.*



1. INTRODUCTION & HISTORY

MARUTI SUZUKI INDIA LTD



Maruti Suzuki India Limited (MSIL), a subsidiary of Suzuki Motor Corporation, Japan, is India's largest passenger car maker. Maruti Suzuki is credited with having ushered in the automobile revolution in the country. The Company is engaged in the business of manufacturing and sale of passenger vehicles in India. Making a small beginning with the iconic Maruti 800 car, Maruti Suzuki today has a vast portfolio of 16 car models with over 150 variants. Maruti Suzuki's product range extends from entry level small cars like Alto 800, Alto K10 to the luxury sedan Ciaz. Other activities include facilitation of pre-owned car sales fleet management, car financing. The Company has manufacturing facilities in Gurgaon and Manesar in Haryana and a state of the art R&D centre in Rohtak, Haryana. The Company, formerly known as Maruti Udyog Limited, was incorporated as a joint venture between the Government of India and Suzuki Motor Corporation, Japan in February, 1981. Presently, Suzuki Motor Corporation owns equity of 56.2%. The Company's shares are traded on the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE).

1980s:

- *The foundation stone of Maruti Udyog Limited was laid in 1981, a vision primarily driven by the Government of India.*
- *1982 saw the key joint venture between the Government of India and Suzuki Motor Corporation, Japan.*
- *The iconic M800 was introduced in 1983, followed by Omni and Gypsy.*
- *An emphasis on local manufacturing led to the establishment of a component ecosystem.*
- *The M1000 sedan marked the decade's end.*

1990s:

- *Maruti Suzuki accelerated the local component manufacturing ecosystem.*
- *Suzuki Motor Corporation increased its stake to 50%.*
- *New launches included the Zen, Esteem, and Wagon R.*
- *The company touched the 1 million mark, celebrating it by gifting a Gypsy ambulance to Mother Teresa.*



2. OBJECTIVE OF THE STUDY/SCOPE

The study is based on Maruti arena ltd company Kohima Nagaland. The interest of the various groups related to a firm is affected by the financial performance of the firm. So, it is much of significance to analyse the financial performance of the company. The study focus on the overall financial performance and position of the company. The study gives some information about the financial growth of the company and it also displays the firm's stability.

Maruti Suzuki Limited is a publicly listed automaker in nagaland. It is a leading fourwheeler automobile manufacturer in state. Suzuki Motor Corporation of Japan holds a majority stake in the company. It was the first company in India to mass-produce and sell more than a million cars. It is largely credited for having brought in an automobile revolution to India. It is the market leader in India and as well as on Nagaland. On 17 September 2007, Maruti Udyog was renamed Maruti Suzuki India Limited. The company headquarter is in Gurgaon, Haryana (near Delhi).

The old logo of Maruti Suzuki India Limited. Later the logo of Suzuki Motor Corp. was also added to it. Maruti Suzuki is one of India's leading automobile manufacturers and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned. Until recently, 18.28% of the company was owned by the Indian government, and 54.2% by Suzuki of Japan. The Indian government held an initial public offering of 25% of the company in June 2003. As of 10 May 2007, Govt. of India sold its complete share to Indian financial institutions. With this, Govt. of India no longer has stake in Maruti Udyog.

Maruti Udyog Limited (MUL) was established in February 1981, though the actual production commenced in 1983 with the Maruti 800, based on the Suzuki Alto kei car which at the time was the only modern car available in India, its only competitors

The company annually exports more than 50,000 cars and has an extremely large domestic market in India selling over 730,000 cars annually. Maruti 800, till 2004, was the India's largest selling compact car ever since it was launched in 1983. More than a million units of this car have been sold worldwide so far. Currently, Maruti Alto tops the sales charts and Maruti Swift is the largest selling in A2 segment. In addition to the Maruti 800, Uttarakhand Himalayas Maruti Suzuki plant in Gurgaon.

3. MARUTI SUZUKI – The digital marketing

Countless micro-moments in digital media are at present, influencing the audience and has a significant impact on the buyer's journey. Consumers have grown incredibly smart and they would not invest in a car without undertaking research online at every stage of the customer journey.

"A large number of automobile buyers tend to watch online videos before buying a car," says Tarun Garg, Executive Director, Marketing, Maruti Suzuki. A report stated that video, search and brand or dealer websites remain to be the most substantially influencing factor remodeling the automotive industry.

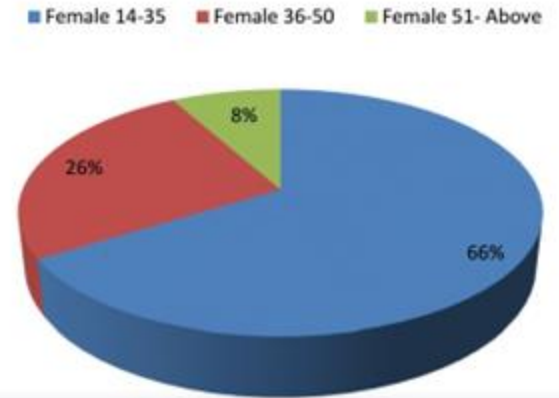
It is in this circumstance that business leader Maruti Suzuki became determined to take action and shift focus on digital marketing. With online being an indispensable source of resource for research and India hosting over 460 million smartphone users, Maruti recognized it was time to experiment and innovate content designed for the digital world.

4. BUYER'S/TARGET AUDIENCE

Maruti targets every person who searched for anything related to cars, car services, and vehicles. Demography plays a crucial role for Maruti to determine its target audience. In India, it is observed that people searching for cars are in majority among the age group of 21 to 65. It pays keen attention to the audience's seating for which car they should buy or what are the features of a particular car. Maruti makes sure to provide accurate and most description information about their cars and

Maruti Suzuki says that nearly half of its Nexa customers are under the age of 35 and its first-time buyers make up for 70 percent of its total sales. So it makes sure that anyone searching for NEXA on the internet should immediately get Maruti's official site on the top instead of any other car services providers like cardekho and cars24. Maruti has a variety of cars according to its audiences like.

Target audience



6. THE INDIA STRATEGY



While its Indian alliance entity – Maruti Suzuki India – is already a jewel in SMC's crown by being the top contributor to its revenue and profit margins, Suzuki Motor Corporation aims to maintain a market share of over 50 percent in the passenger vehicle segment in India. In the ongoing fiscal year (April 2020-January 2021), the carmaker has a 48.82% market share (10,02,876 units), down from the 50.89% (12,04,404 units) a year ago.

SMC and Maruti Suzuki aim to achieve this targeted growth by an enhanced focus on rural markets, and by increasing the number of small outlets while also creating more demand for its vehicles in these areas. Focus is also being narrowed down on digitisation to increase sales efficiency.

This content has helped educate users and show them the value that they would receive as customers of the company. In conclusion, the content marketing strategy of Maruti Suzuki has been instrumental in helping the company become a leading brand in India's automobile market.

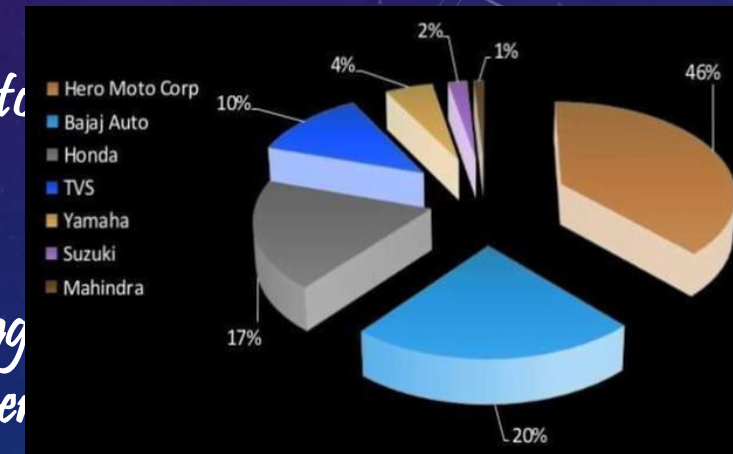
In terms of the product roadmap, the mid-term management plan targets strengthening the SUV portfolio as well as promote cleaner CNG-powered cars in the country. It is to be noted Maruti Suzuki has recorded a 31% increase in sales of CNG models in the ongoing fiscal year. Out of an expansive model portfolio that includes 14 vehicles from the entry-level Alto and S-Presso to the premium XL6 and S-Cross SUVs at the higher end, MSIL offers six cars with bi-fuel petrol-CNG option. The Alto, S-Presso, Celerio, Wagon R, Eco and Ertiga are the six cars that come equipped with its factory-fitted S-CNG technology.



6. Maruti Suzuki Financial Performance

Maruti Suzuki has delivered an excellent financial performance year on year similar to its revenues. Revenues: Grew from 16,500 crores in FY 2008 to ~70,000 crores in FY 2019 representing a CAGR of 12.3% over a decade. This sustained growth came from maximizing sales from portfolio models coupled with periodic launches to tap evolving preferences. A record in market expansion. Bottomline: Profit after tax zooming from 1000 crores to over 7500 crores during the above period. High capacity utilization, greater operating leverage. Market Share: Despite intensifying competition, the company has maintained above 50% share in the Indian passenger vehicle category since 2008 onwards. This shows customer trust in brand Maruti reflecting virtues like affordability, fuel efficiency, lower servicing needs etc.

Current market share



7. MARKETING STRATEGY OF MSIL

Marketing strategy is the combination of two words that is 'Marketing' and 'Strategy'. Marketing means "the activity, set of institutions and process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. P. Kotler defines marketing as satisfying needs and wants through an exchange process. And strategy means a plan of action designed to achieve a long term or overall aim. These two words help us to understand the meaning of marketing strategy. Marketing strategy is the plan of action designed to satisfy the needs and wants of customers, clients, partners and society. In this study, the marketing strategy of Maruti Suzuki India Limited is based on the marketing-mix, the PEST analysis, the SWOT analysis and the BCG matrix.

a) Marketing-mix of MSIL –

'A combination of factors that can be controlled by a company to influence consumers to purchase its products' – Marketing-mix. We can say that it is a foundation model and set of marketing tools that the firm uses to pursue its marketing objectives in the target market. Thus, the

marketing-mix refers to four broad levels of marketing decisions namely – product, price, place and promotion. Here is the marketing-mix of Maruti Suzuki India Limited.

● PRODUCT MIX OF MSIL –




● Product mix of MSIL – Maruti Suzuki India Limited have 53% market share in the Indian market. All the products of Maruti Suzuki India Limited are made keeping the common man in mind. Means the product quality is suited for the every segments of the population either it is urban or rural. It manufactures

different types of cars and sells them in the market –

- Omni
- Wagon R
- Swift
- Dzire
- Eeco
- Alto 80
- Alto K10



Productprofile

Model	Production	Image	Outlet
Wagon	1999-present		Arena
Alto	2000-present		Arena
Swift	2005-present		Arena
Ertiga	2012-present		Arena

Celerio	2014– present		Arena
Ciaz	2014– present		NEXA
Baleno	2015– present		NEXA
S-Cross	2015– present		NEXA
Vitara Brezza	2016– present		Arena
Dzire	2017– present		Arena

• Place mix of MSIL –

Maruti Suzuki India Limited has three manufacturing units in India and having combined production capacity of 17,62,000 Vehicles annually. It has strong dealer network across India and has largest distribution and after sales service. As far as the place mix of MSIL is concern, MSIL has 1,820 sales outlets across 1,471 cities in India but the company aims to increase it to 4,000 outlets by 2020. MSIL has 3,145 service stations across 1,506 cities throughout India and aims to touch 5,000 service stations by 2020. Maruti's dealership network is larger than Hyundai, Mahindra, Honda, Tata, Toyota and Ford combined. MSIL has 1,280 showrooms across 453 cities in India. MSIL transport cars from manufacturing plant to different dealers point across India through Car carrier (container). In August, 2016, government of India has experimented to send the cars through ships to control the pollution but the experiment was not succeeded. And then MSIL included train racks to transport the cars to decrease the pollution level.

• Promotion mix of MSIL -

The MSIL uses all types of media to promote its products. The main focus is on the road safety measures. The promotion mix consist of four major tools –

- Advertisement
- Publicity
- Personal Selling
- Sales promotion

Advertisements are telecast in the visual media and the print media such as Television, radio, newspaper, magazine, road shows, seminars and workshops. Publicity had played a vital role in the success of Maruti Suzuki India Limited. The company has used publicity tools –

- News*
- Speeches*
- Events*

b) PEST Analysis of MSIL –

In order to understand the conditions under which the MSIL products were introduced in the Indian market, it is necessary to analyze the factors that influenced its effectiveness. Here is the PEST analysis of MSIL –

● Political Factors –

- MSIL galloped in India during adoption of new economic policy by govt. of India. As a result, everyone was very open to the idea of collaboration with foreign companies.*
- The government insisted on the companies using 70% local content in the manufacture of the cars as they would have generated tremendous revenue for India.*

- Positive EXIM policies also have helped MSIL to boost its top line with export.

● Economic Factors –

The economic conditions during the launch of MSIL were very relaxed and liberal. So there were no strict norms that the company had to adhere by.

- *The resources available in India were utilized by Suzuki which generated considerable revenue for the government.*

- *A booming banking sector has made MSIL more affordable.*

● Societal Factors –

A rise in middle class has propelled a demand of B-segment cars. MSIL provides an exact choice for this demand.

● Technological Factors –

MSIL has the technology to manufacture everything from the smallest of screws to the biggest of machines in its factory. Therefore, MSIL manufactures cars under best conditions.

C) SWOT ANALYSIS OF MSIF –



Here is the SWOT analysis of MSIL:

- **Strengths**

- Brand name.
- Large distribution network.
- Wide product offering at different price points.
- Cheapest cars in respective segments.
- Encouraging export.
- Economy with technology.

● Weaknesses –

- *Lack of separate Research and Development department.*
- *New model introduction to only cosmetic changes.*
- *Dominance mainly at lower level.*

● OPPURTUNITIES –

- *Rise of Indian middle class and small cities.*
- *A booming economy.*
- *Rising export.*
- *Increased purchasing power of Indian middle class family*
- *Government subsidies.*

● Threats –

- Many players fighting for the same.
- Entry of new players.
- Cannibalism
- Foreign companies entering market, so a bigger threat from MNCs.
- Competition from second hand cars.

d) The BCG matrix of MSIL –

In concern of BCG matrix of MSIL, Celerio, Alto 800, Alto K10, Vitara Brezza, Baleno, Ignis, Ertiga and s-cross have the high market share and high growth rate and Swift, Dzire, Wagan R and Eco have high market share but low growth rate.

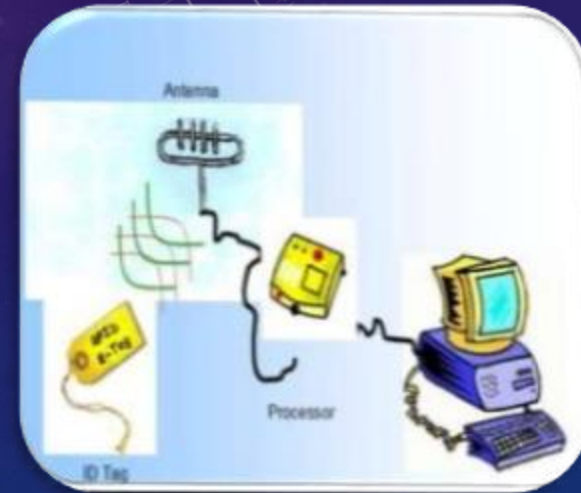
Ciaz, Gypsy, Omni and Ritz having high business growth and low market.

Share so here is a question mark to high market share. Zen Estilo, Versa, SX4, and A-star are comes under the dog category because both market share and business growth rate are low that's why should stopped. Here is the BCG matrix of MSL:

		HIGH	LOW		
		RELATIVE MARKET SHARE		BUSINESS GROWTH RATE	
HIGH	LOW	STAR	QUESTION MARK		
		<u>Celerio</u> , Alto 800, Alto K10, <u>Vitara Brezza</u> , Baleno, Ignis, <u>Ertiga</u> , S- Cross.	<u>Ciaz</u> , <u>Gypsy</u> , Omni, Ritz		
LOW	HIGH	CASH COW	DOG		
		Swift, <u>Dzire</u> , Wagon R <u>Eeco</u> .	Zen <u>Estilo</u> , Versa SX4, A - Star		

7. SEARCH ENGINE OPTIMISATION

Maruti is one of the most successful automobile companies in India has worked immensely on optimizing its platform to rank on the search engine. Whenever someone searches for Keywords like " Cars, Best Cars or anything related to Car and vehicles" the chances of results showing Maruti's article are very high. And this is all possible because Maruti has put a lot of effort into SEO. As per Ubersuggest, a keyword tool by Neil Patel, Maruti has a search volume of 135000 while 55837 people click on SEO results in India. The average web page that ranks in the top 10 has 290 backlinks and a domain score of 75. These stats are really amazing.



The graph below shows the monthly search volume of Maruti. As per the latest results in the month of August, Maruti had a total of 135000 searches, out of which 54726 were mobile searches while 80274 desktop searches.



Ubersuggest gives an overall idea of keywords for which Maruti is being searched over the internet. The graph below shows different keywords and their search volume.

KEYWORD	TREND	VOLUME	CPC	PS	ID
maruti suzuki		550,000	\$3.06	10	51
maruti share price		480,000	\$1.95	1	45
maruti s presso		165,000	\$4.58	11	46
maruti suzuki car		165,000	\$5.59	13	47
maruti		135,000	\$7.98	8	63
maruti suzuki baleno		135,000	\$5.94	46	56
maruti courier		90,000	\$4.88	1	48

8. RESEARCH METHOD

a)SOURCE OF DATA

SECONDARY DATA are used in this study, which were collected from various websites. Variable pertaining to behaviour of liquidity, leverage and profitability were collected from the balances sheet and profit and loss account of maruti Suzuki Indian limited company for a periods of year 2021 The study period of maruti Suzuki showroom in Nagaland. The study cover a period of three years (2018 to 2021)

a)Frame work of analysis

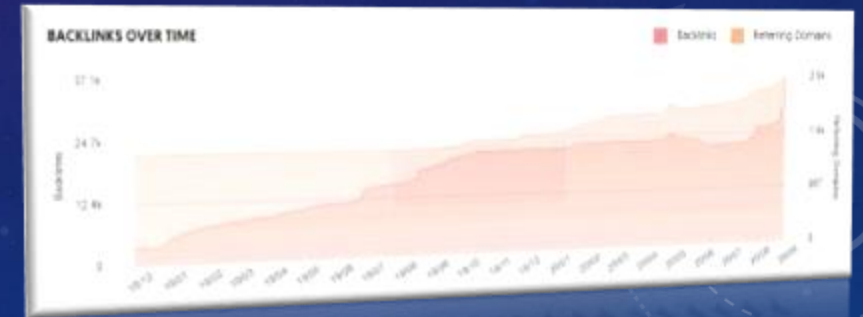
Analyzing the performances of a company can be done through a careful and critical analysis of financial statements. The two important financial statements are "balance sheet" and profit and loss account. It indicates the operating results and financial position of the concern, therefore by analyzing and interoperating the statements, performances can be appraised. In the light of the above in this study various financial performances and position have been used to examine the objectives of the study. Trend analysis is used to analyse collected data.

9. KEYWORDS IN URL (MARUTISUZUKI.COM)

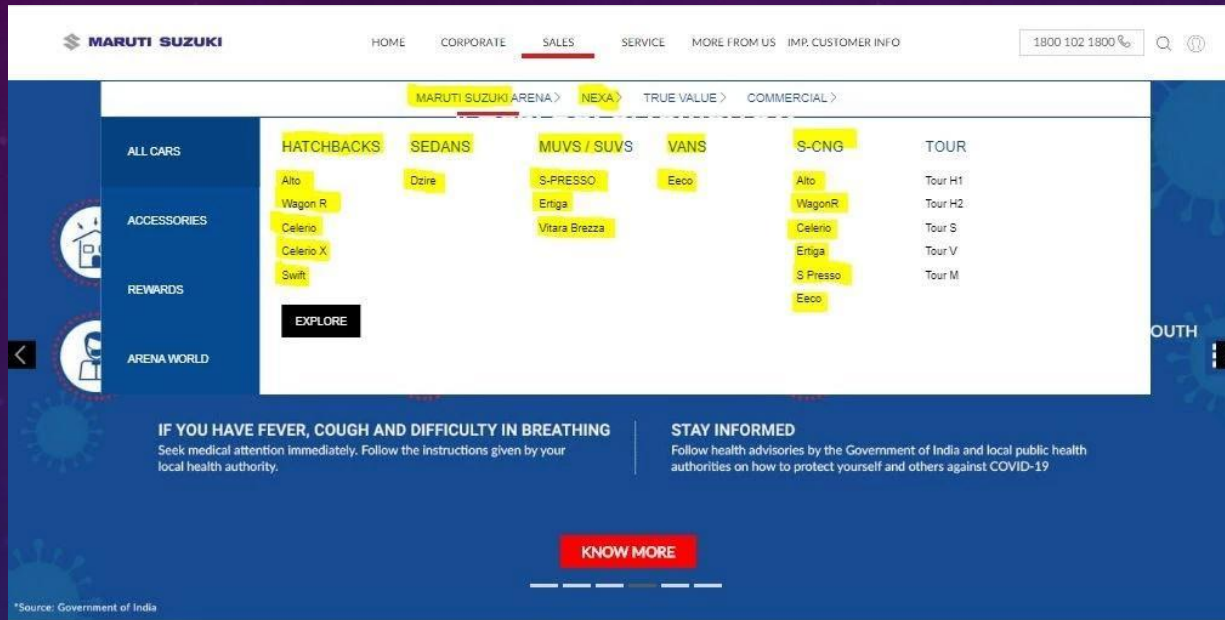
The organic keywords for which Maruti ranks are 116092, which is simply amazing. This shows how much effort Maruti has put forward for its SEO. The website gets a monthly traffic of 503722, which is again brilliant.

a) Backlinks of Maruti

Maruti gets backlinks from over 37083 unique domains, which is excellent. All these backlinks work as a backbone for Flipkart in ranking number 1 on the search engine. Backlinks for Maruti have increased rapidly over time. The graph below shows how from December 2019 to August 2020, backlinks have grown from 3453 to 37083.



Keywords on the web pages



Keywords that include cars or services provided by Maruti like 'Nexa, Wagon R, Swift, celerio' tell the search engines that these pages have the content related to these search queries.

10. SOCIAL MEDIA STRATEGIES

Maruti Suzuki is very much active on social media platforms like Facebook, Instagram & Twitter. It has around: 4,86,848 followers on Facebook, 35.4K on Instagram & around 122.4K on Twitter. Like the youth, Maruti Suzuki too has a different kind of love for Instagram, and the multiple accounts just prove that. Apart from the official Instagram accounts Suzuki has two other Instagram accounts one is Maruti Suzuki Arena which is more about the showrooms and the journey of Technology, Design and Connected Experience and the other one Nexa which solely focuses on their model Nexa. They have a follower base of 212K and 290K respectively.

A) SPECIAL DAYS

When it comes to Social Media and Occasions, the social media team of Maruti Suzuki leaves no leaf unturned. They don't miss out on occasions be it universally celebrated occasions like Mother's Day or Chocolate Day to days of national importance like Republic Day & Independence Day. The brand connects the occasion with their product very well and in a very unique style.

b) PROMOTION

When it comes to marketing, promotion of your product in the right way is very important. And to promote one of its new features – #AutoGearShift (AGS) technology, Maruti Suzuki uploaded a video where they linked changing gears of the car to a Child's Play in a very smart way. Watch it here for yourself

c) CAMPAIGNS

Sometime back Maruti Suzuki had come up with a new campaign to promote its premium hatchback Swift. The company opted for social media to run and promote this campaign by sharing some motivating stories in the form of videos.

Which involves a famous personality like Mary Kom

11. PAID MEDIA ADVERTISING GOOGLE ADWORDS



The uppermost benefit of Google AdWords is that it serves the purpose quicker than SEO. Both Google ads and SEO are search engine marketing approaches to produce more traffic and leads. However, a well-executed AdWords campaign can operate much faster for a business to get to the prime spot. Maruti Suzuki has leveraged this digital marketing strategy to attract google searchers to their websites. The brand has done extensive research on relative keywords and has strategically ranked for the same.

Few search terms for which Maruti Suzuki's website ranks in the top are:

- 1. Most fuel-efficient car in India.*
- 2. Buy the best car under 5 lakhs.*
- 3. Top selling cars in India*

a)CHATBOT



Maruti Suzuki and Isobar, a digital agency have worked out India's first Integrated Chatbot. Collectively, they have introduced an innovative video banner with an inbuilt chatbot on certain digital platforms.

The extension of this new feature will educate the customers about 'A whole new world Maruti Suzuki'. The chatbot also redirects the users to their main website, allowing bi-lateral communication with the appropriate audience.



b)YOUTUBE ADVERTISING

The brand decided to create ads and content for its digital audience targeting youtube as the platform. For its Ertiga, the company produced a series of ads titled 'Real-Time Social' to advertise the car in a fairly different space with real-life experience.

It is a tale of four friends who choose to go on a road trip away from technology and smartphones, the series of ads highlighted the friends traveling a long way exploring the offline world to create Real-Time Social experiences.

The Ertiga Real-Time Social video web series for YouTube, which was short two-three-minute videos gained over seven million views. The Ertiga launch also paved the way for the creation of mobile-first creative ads.

The latest campaign for Maruti Suzuki India's featuring its most popular vehicle Swift begins with the story of the protagonist Bhupender Sharma, an experienced marketing executive, who unfortunately lost a leg in an accident. The camera chases his journey as he expresses the definition of kamyabi (success). The ads also depict how he embraces sports as a means to regain mental and physical balance.

Made by the marketing company, Dentsu the ad film greets the undying spirit of Sharma introducing the audience to a new brand thought 'Be Limitless'. Produced as a series, the campaign also highlights the narratives of real-life heroes such as Vikas Dimri, a corporate banker, an athlete who scaled Mt Everest, and six-time world champion and Olympics bronze victor Mary Kom.

c) COVID STRATEGY



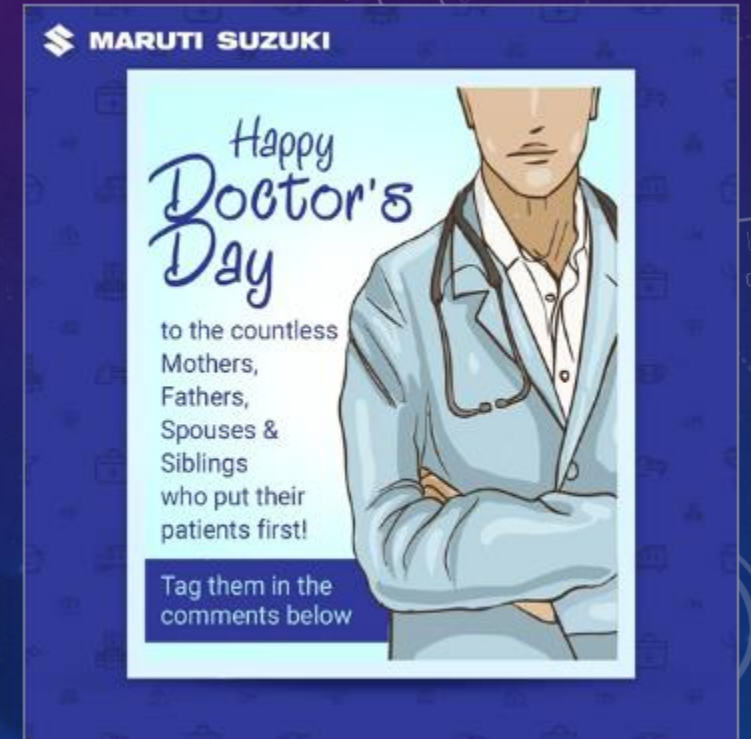
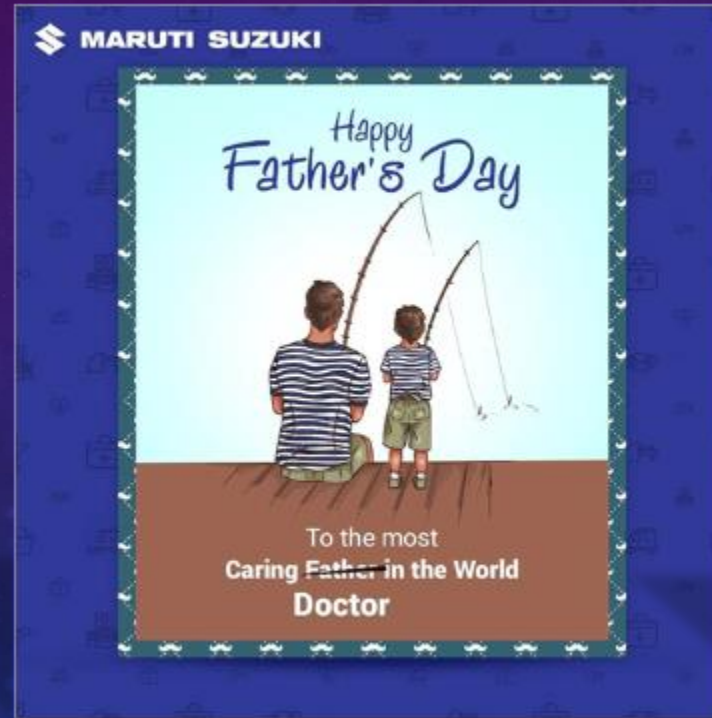
As coronavirus is fast across the world, Suzuki is working on minimizing the impact of the pandemic on sales.

The company's senior executive director CV Raman said that the company has started focusing more on digital marketing and delivery of cars from service centres directly to customers without the customer having to visit the store.

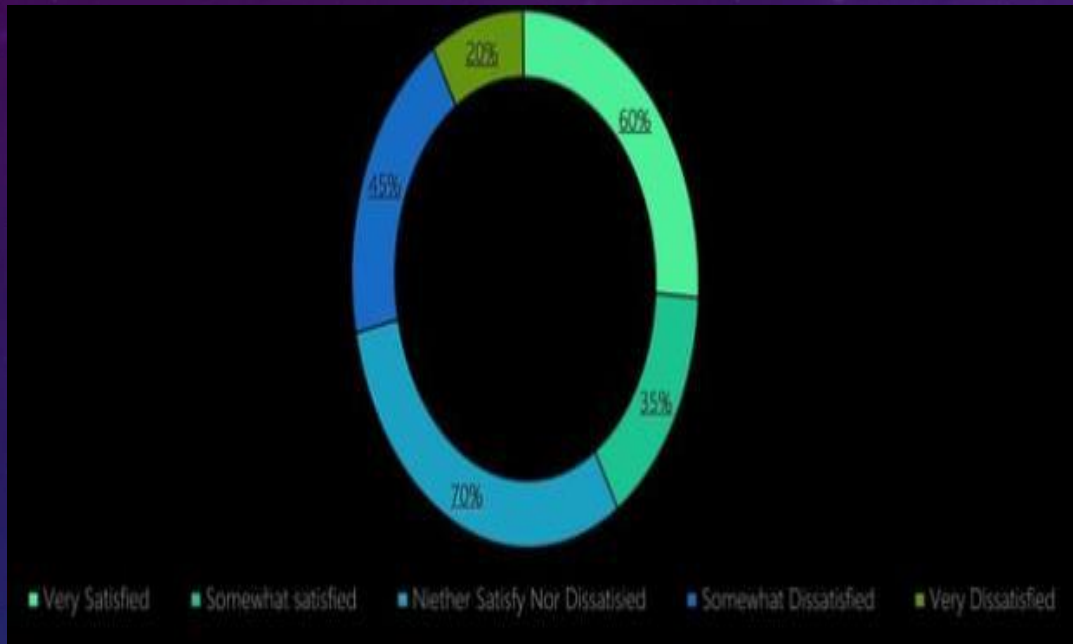
During the Covid-19 outbreak with everyone being locked inside their house, there were some Corona Warriors fighting out with the virus for the people of the country. Doctors being one of them and they have put in their heart and soul, most importantly risked their life in trying and saving as many patients possible. Maruti Suzuki conveyed the same message in one of their posts with the following message:

" While we only see one avatar, doctors are also mothers, fathers, spouses, and siblings. In their pursuit to help humankind in these trying times, they often put the care of their patients above their families. "

To salute the spirit of such noble souls and their families on the occasion of National Doctors Day, Maruti Suzuki came up with this beautiful post.



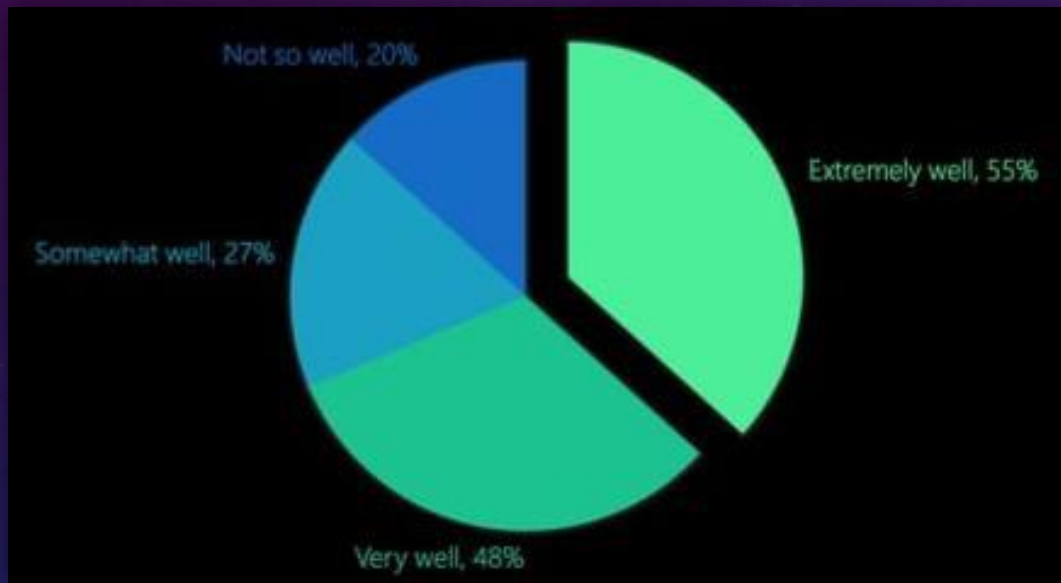
People satisfy and dissatisfy with maruti Suzuki



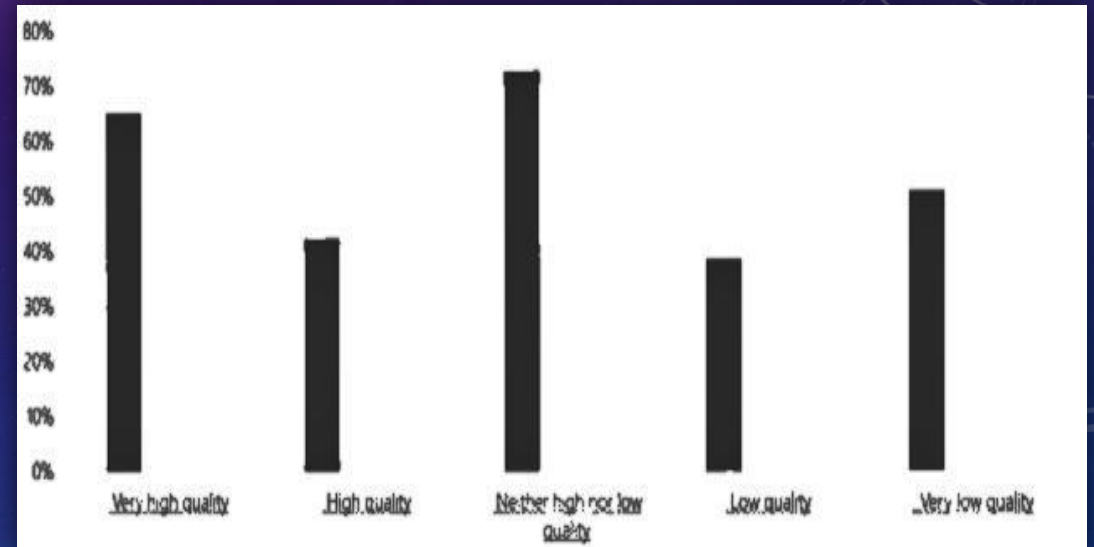
Rating for feature of Maruti Suzuki



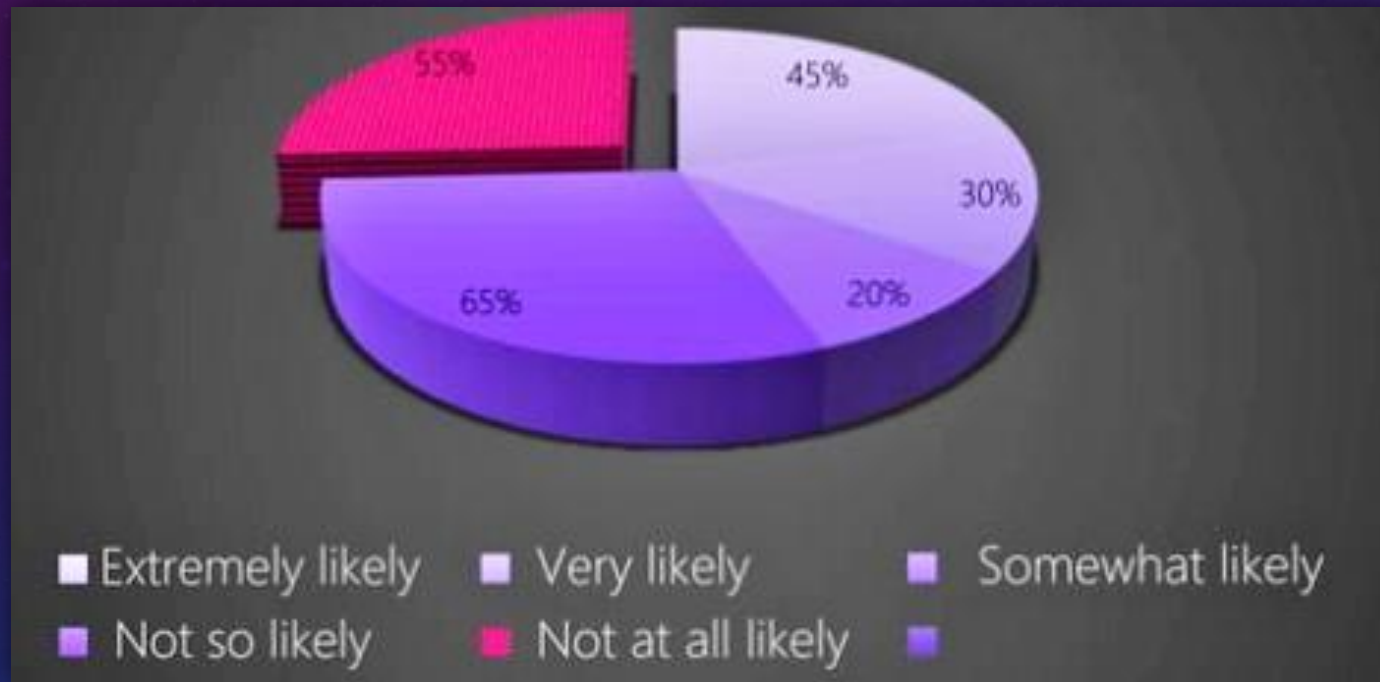
How well Maruti Suzuki do meets People needs



Rating Of The Quality Of Maruti Suzuki



People Likely To Purchase Any Of The Maruti Suzuki Cars Again



12. CONCLUSION

Automobile market today is very dynamic & competitive with a range of players and products. There are many reasons for the impressive growth of the Indian passenger car Industry. Some of these are easy availability of vehicle finance, attractive rate of interest and convenient instalments. In today's cutthroat competition it is very difficult to survive. Stiff competition has forced manufacturers to be innovative and responsive to customer demands and needs. Maruti Suzuki India Limited is a leading company in Indian.

From its humble beginnings in the 1980s to its leading position now, Maruti Suzuki represents India's drive, its constant strive for greatness, and its commitment to giving the best to its people. The journey of Maruti Suzuki India Ltd. Is a shining example of creativity, determination, and the strong connection between a company and its customers. Looking ahead, we can trust that this brand, deeply rooted in India's soul, will keep steering the country's hopes, desires, and progress.

Thank you

