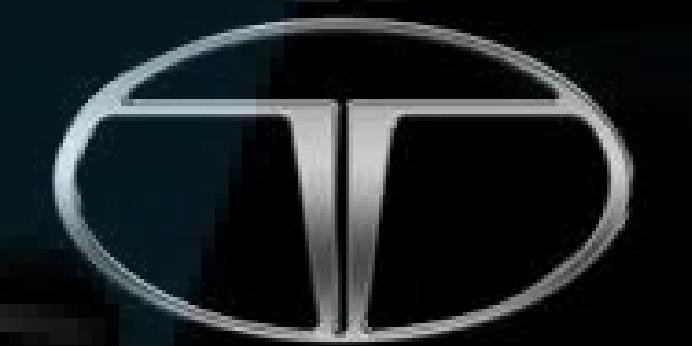




TATA
MOTORS



TATA

- smart internz

We are presenting a project on TATA MOTORS

TEAM LEAD- G. NIHARIKA

TEAM MEMBERS - G.GUNASEKHAR

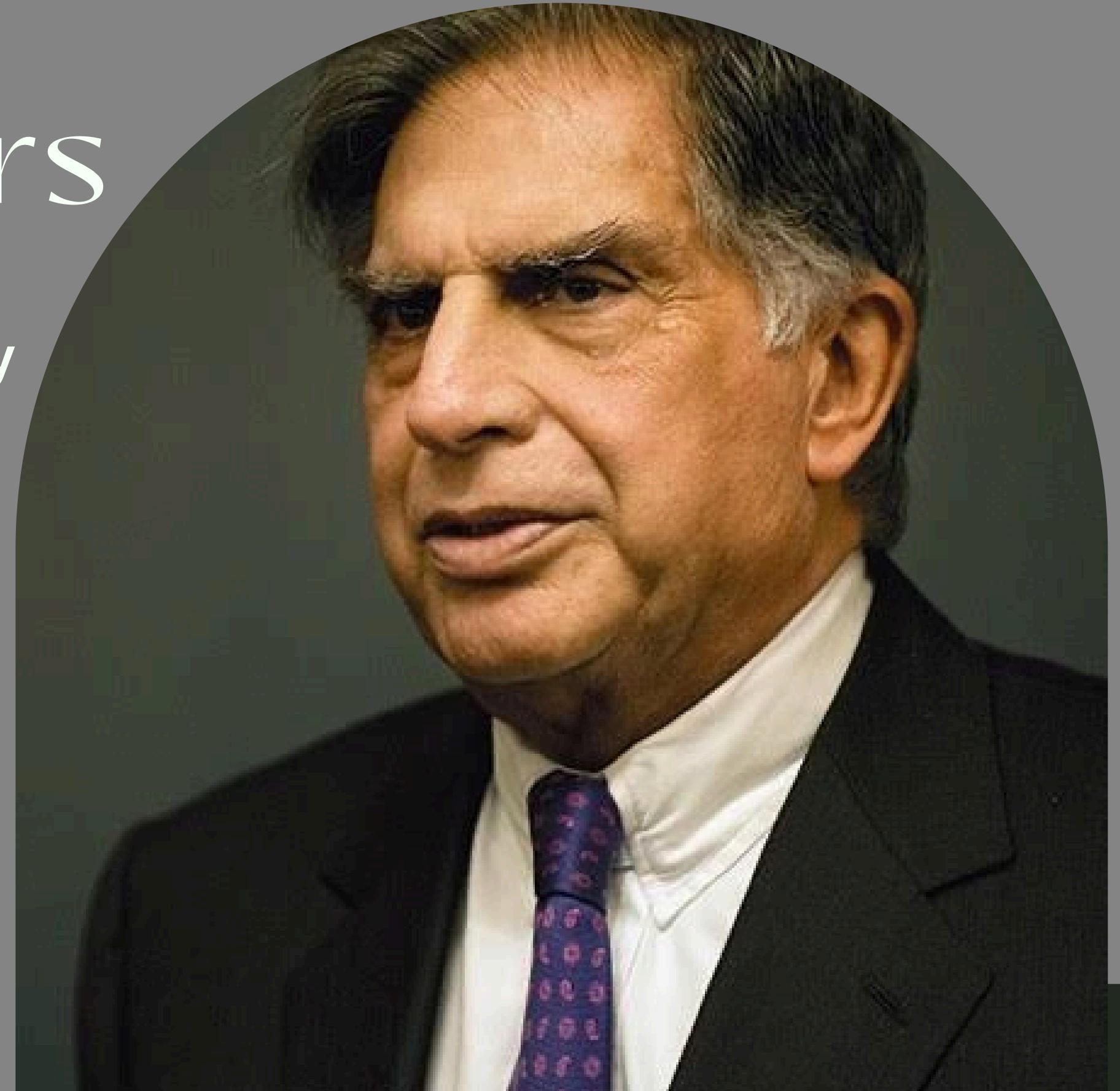
K. BHARATHI

K.VISHAL

TATA motors

- 01 Research Brand identity
- 02 Competitor Analysis
- 03 Buyer's Persona
- 04 SEO Audit
- 05 Keyword research
- 06 On page optimization
- 07 Content idea strategy
- 08 Marketing strategies
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- social media ads
& designs



BRAND IDENTITY

Tata Motors is one of India's largest and most renowned automobile manufacturers, and a significant player in the global automotive industry. Founded in 1945, the company is a part of the Tata Group, one of India's oldest and largest conglomerates. Tata Motors is known for producing a wide range of vehicles, including cars, utility vehicles, buses, trucks, and defense vehicles.



Competitor analysis

Analysis of Tata Motors involves analyzing the strengths, weaknesses, opportunities, and threats of its competitors in the automotive industry. Here's a brief analysis of some of Tata Motors' main competitors:

Maruti suzuki

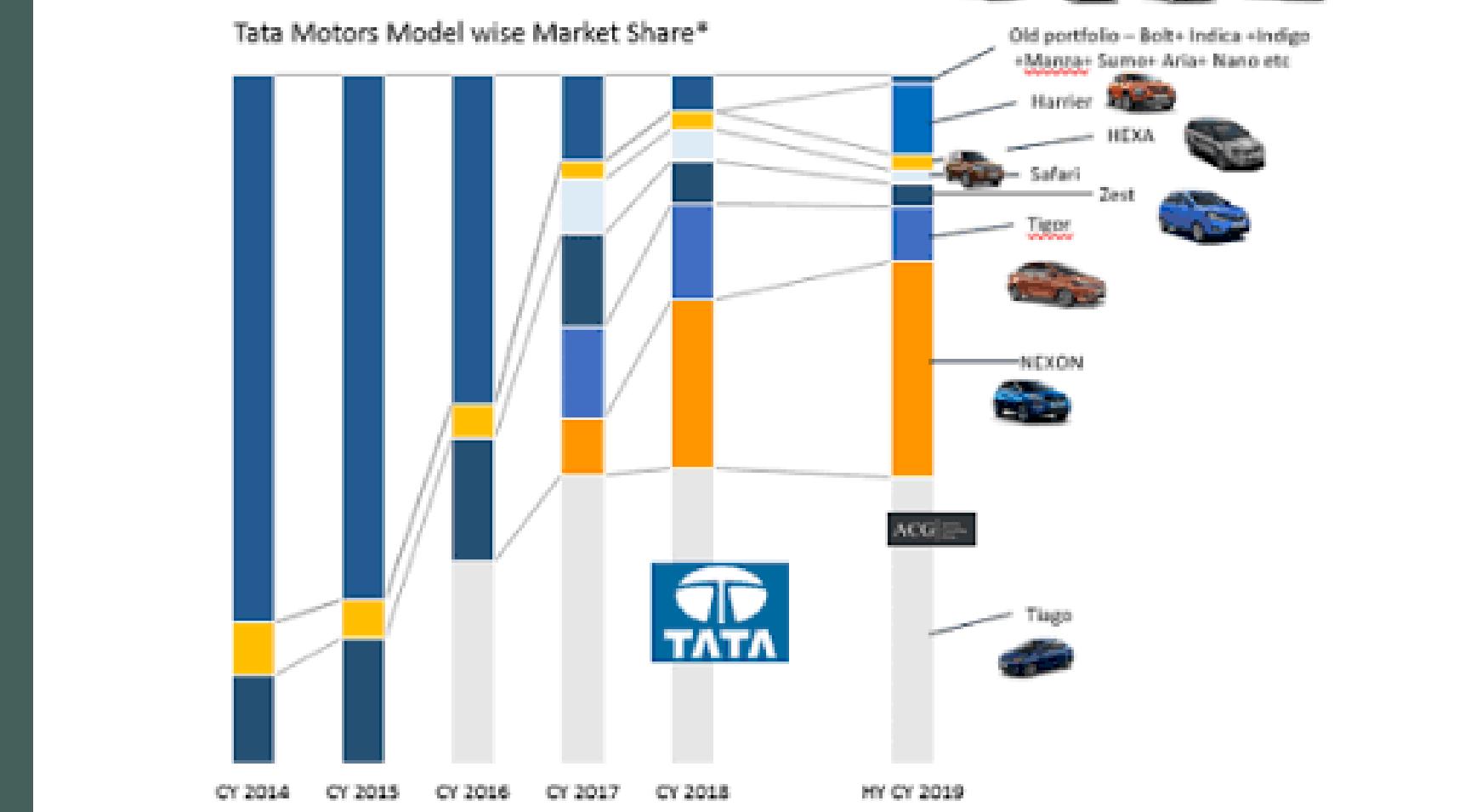
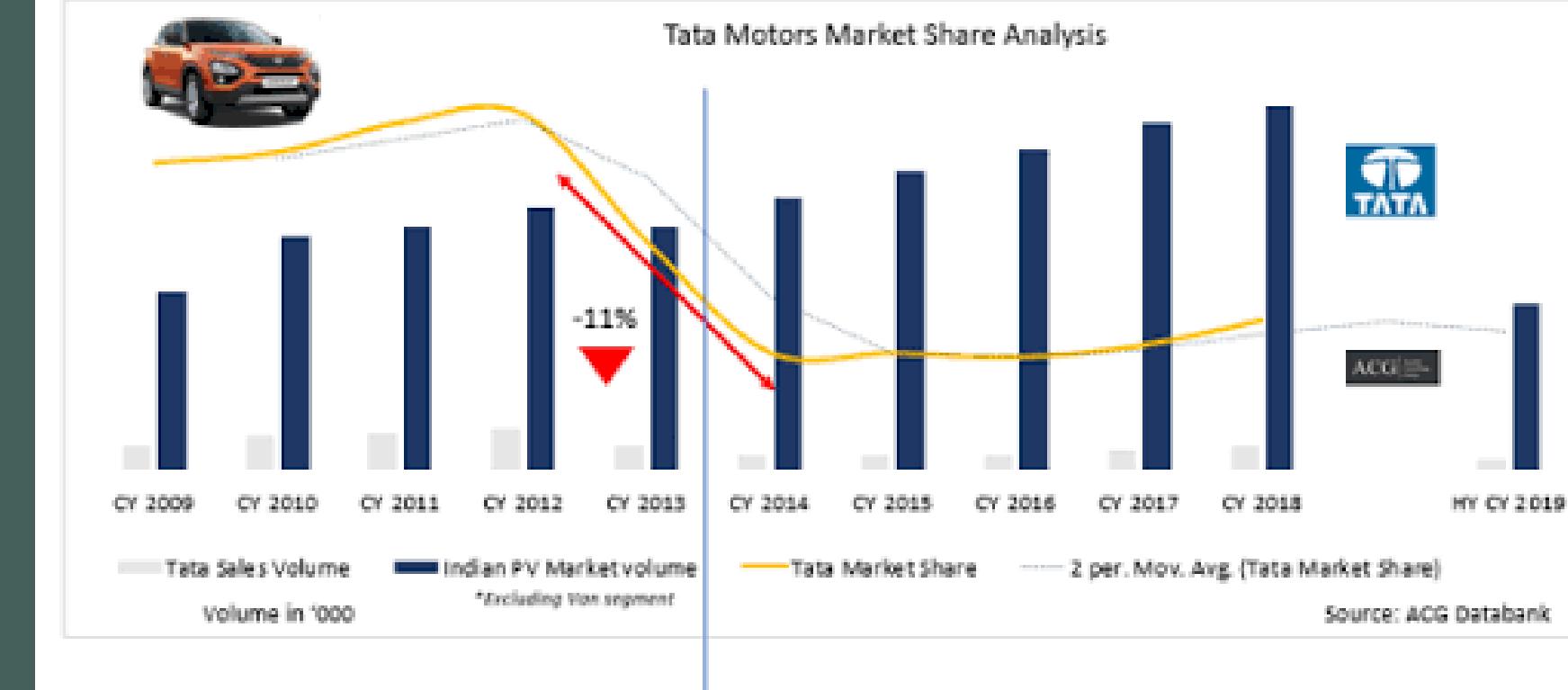
- Strengths: Market leader in India, wide distribution network, strong brand recognition
- Weaknesses: Limited presence in premium segments, dependent on Indian market
- Opportunities: Expansion into new segments, increasing exports
- Threats: Intense competition, changing market trends

Hyundai motors india

- Strengths: Strong brand recognition, wide product portfolio, modern manufacturing facilities
- Weaknesses: Dependent on Indian market, limited presence in commercial vehicles
- Opportunities: Expansion into new segments, increasing exports
- Threats: Intense competition, changing market trends

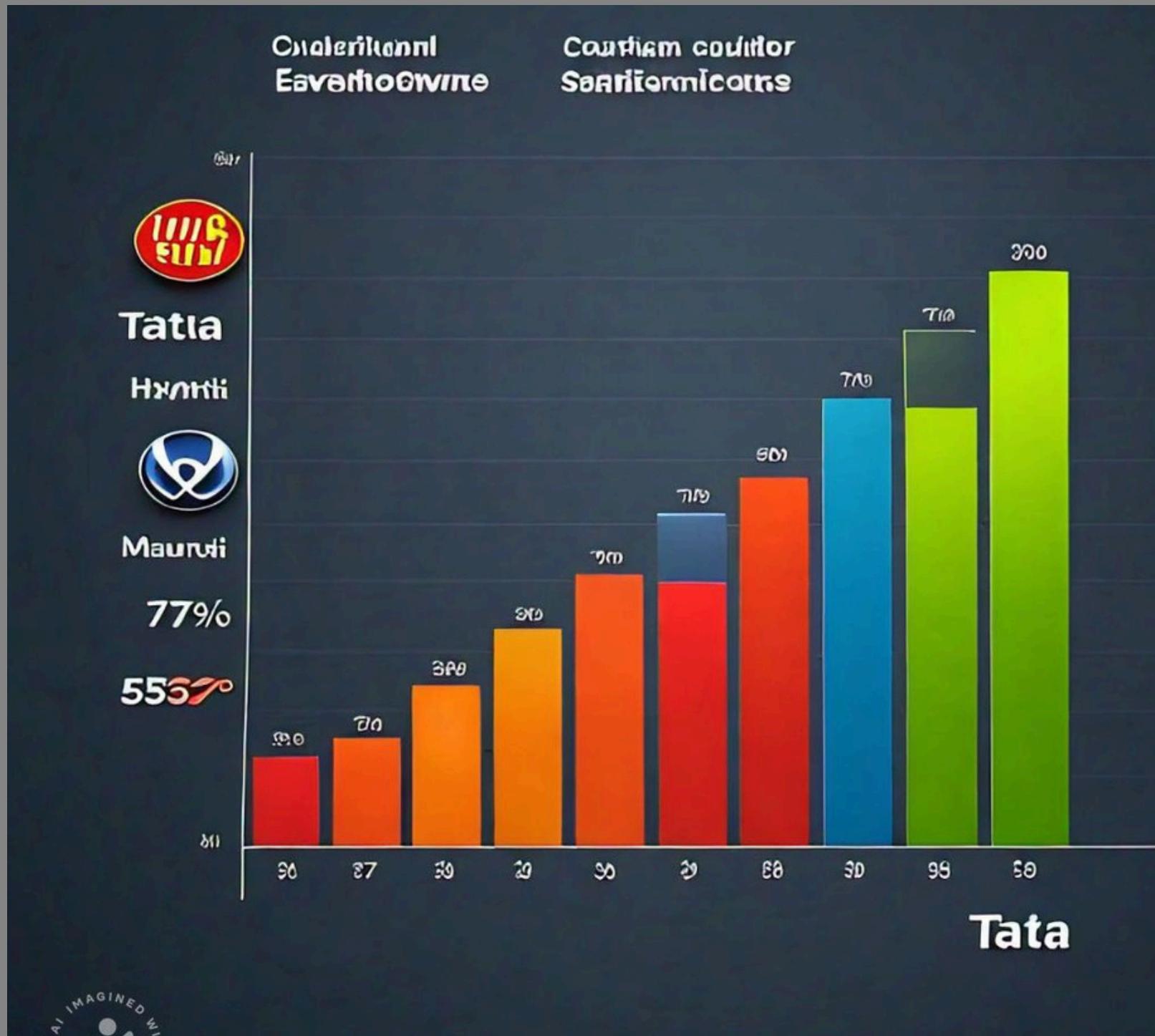
Mahindra

- Strengths: Strong presence in SUV and commercial vehicle segments, diversified portfolio
- Weaknesses: Limited presence in passenger car segment, dependent on Indian market
- Opportunities: Expansion into new segments, increasing exports
- Threats: Intense competition, changing market trends



Analytical graph of TATA MOTORS

Tata is an Indian company whereas Hyundai is a Korean company and has a more comprehensive portfolio of electric vehicles, including the Nexon EV and Tigor EV. Tata has a reputation for building safe cars, with many of its models receiving 5-star safety ratings. It also has a more extensive range of premium vehicles, including the harrier and safari. Tata is known for its robust build quality, whereas Maruthi has faced issues with build quality in the past. Tata has a reputation for innovation with a focus on electric vehicles, autonomous driving, and connected car technology.



Buyers persona

A buyer persona for Tata Motors helps in understanding the characteristics, needs, and behaviors of their target customers. Below is a detailed outline of a potential buyer persona for Tata Motors.

1. Persona Name: Rajesh Sharma

Demographics:

Age: 35–45 years
Gender: Male
Marital Status: Married, with 2 children
Location: Urban and semi-urban cities in India (e.g., Mumbai, Delhi, Bangalore, Pune)
Education: Bachelor's degree or higher
Occupation: Middle to senior-level corporate professional or small business owner
Income: ₹10–20 lakhs per annum

Goals and Motivations:

Value for Money: Seeks vehicles that offer a balance between cost, features, and reliability.
Family Safety: Prioritizes safety features due to having a family.
Comfort: Values a comfortable driving experience, especially for long commutes and family trips.
Brand Reliability: Looks for brands with a strong reputation for durability and after-sales service.

Buying Behavior:

Research Process: Heavily researches online before making a purchase, comparing features, prices, and customer reviews. Also seeks advice from friends and family.
Decision-Making Process: Takes a few months to decide, factoring in family input and budget constraints. Prefers to buy directly from authorized dealerships.
Brand Loyalty: Willing to remain loyal to a brand if past experiences have been positive.
Technology Adoption: Appreciates modern features like infotainment systems, connectivity options, and driver-assistance technologies.

SEO Audit



- 1.website structure and crawlability.
- 2.On page SEO.
- 3.Technical SEO.
- 4.Off page SEO.
- 5.Content strategy.
- 6.Competitor analysis.
- 7.Analytics and reporting.
- 8.Recommendations.

Key word research

*Brand-Specific keywords

Tata Motors

Tata Motors India

Tata Motors stock

Tata Motors news

Tata Motors share price

*Product-Specific

keywords-

Tata Nexon

Tata Tiago

Tata Altroz

Tata Harrier

Tata Safari

On page optimization

1. Keyword Research and Placement

Keyword Identification:
Identify relevant keywords that potential customers use when searching for Tata Motors' products or services. Examples could include "Tata cars," "Tata electric vehicles," "Tata Motors dealership," etc.

Title Tags: Ensure that each page's title tag contains the primary keyword and is compelling to encourage clicks

Meta Descriptions: Write unique meta descriptions for each page, incorporating the target keywords. These should be concise and compelling to improve click-through rates.

2. Content Optimization

Quality Content:

Develop high-quality, informative, and engaging content relevant to Tata Motors' audience. This could include blog posts, product descriptions, and case studies.

Keyword Density: Ensure that keywords are used naturally throughout the content without overstuffing, which can be penalized by search engines.

Internal Linking: Implement a robust internal linking strategy to guide users through the website and improve page authority distribution.

Tata Group Business Empire



This is not an exhaustive list, only selected brands are included.



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Ideas strategy of TATA

01

1. Diversification and Global ExpansionProduct Range: Tata Motors has diversified its product portfolio, offering passenger vehicles, commercial vehicles, and electric vehicles (EVs). This range caters to different market segments, from budget-conscious consumers to premium buyers.Global Footprint: The company has expanded its presence in international markets, including Europe, Africa, the Middle East, and Southeast Asia, through acquisitions (e.g., Jaguar Land Rover) and partnerships.

02

2. Focus on Electric Vehicles (EVs)Electrification: With the growing demand for sustainable mobility, Tata Motors has been investing heavily in electric vehicles. The company launched the Tata Nexon EV, which has become one of India's best-selling electric cars.Ecosystem Development: Tata Motors is working on creating a robust EV ecosystem, including charging infrastructure, battery manufacturing, and after-sales service, to support the adoption of electric vehicles.

03

3. Innovation and TechnologyConnected Cars: Tata Motors is incorporating advanced technologies like Internet of Things (IoT), Artificial Intelligence (AI), and Machine Learning (ML) into its vehicles to offer connected car features such as remote diagnostics, vehicle tracking, and over-the-air updates.Sustainability: The company is investing in research and development (R&D) for sustainable technologies, such as alternative fuels, lightweight materials, and emission reduction technologies, to meet future regulatory requirements.

Marketing strategy

1. Brand Positioning and Identity
Diverse Product Portfolio:
Tata Motors positions itself as a brand that caters to a broad customer base, from affordable passenger vehicles to luxury cars under the Jaguar Land Rover (JLR) umbrella, and commercial vehicles. Emphasis on 'Made in India': Tata Motors leverages its Indian heritage and emphasizes local manufacturing, aligning with national sentiments of self-reliance and pride.

2. Product Innovation and Technology
EV Push: With growing environmental concerns, Tata Motors has significantly invested in electric vehicles (EVs), launching models like the Tata Nexon EV and Tigor EV. They are positioning themselves as pioneers in India's EV market.

Advanced Features: The company integrates cutting-edge technology, such as connected car features, safety enhancements, and more in their vehicles to appeal to tech-savvy customers.



Advertisement of TATA MOTORS

TATA MOTORS

AMAZING CARS. INCREDIBLE PRICES.

AVAIL **BEST-IN-INDUSTRY** GST BENEFITS ON ALL TATA CARS.[#]

	TIGOR	HEXA	TIAGO	STORME	ZEST
Post-GST Price starts at	₹ 4.59 lakh [*]	₹ 10.95 lakh [*]	₹ 3.21 lakh [*]	₹ 9.79 lakh [*]	₹ 5.16 lakh [*]
GST benefits up to	₹ 21500 [*]	₹ 144000 [*]	₹ 20000 [*]	₹ 140000 [*]	₹ 45000 [*]

Call / Visit your nearest Tata Motors Showrooms, now.

Avail similar benefits on other Tata cars.

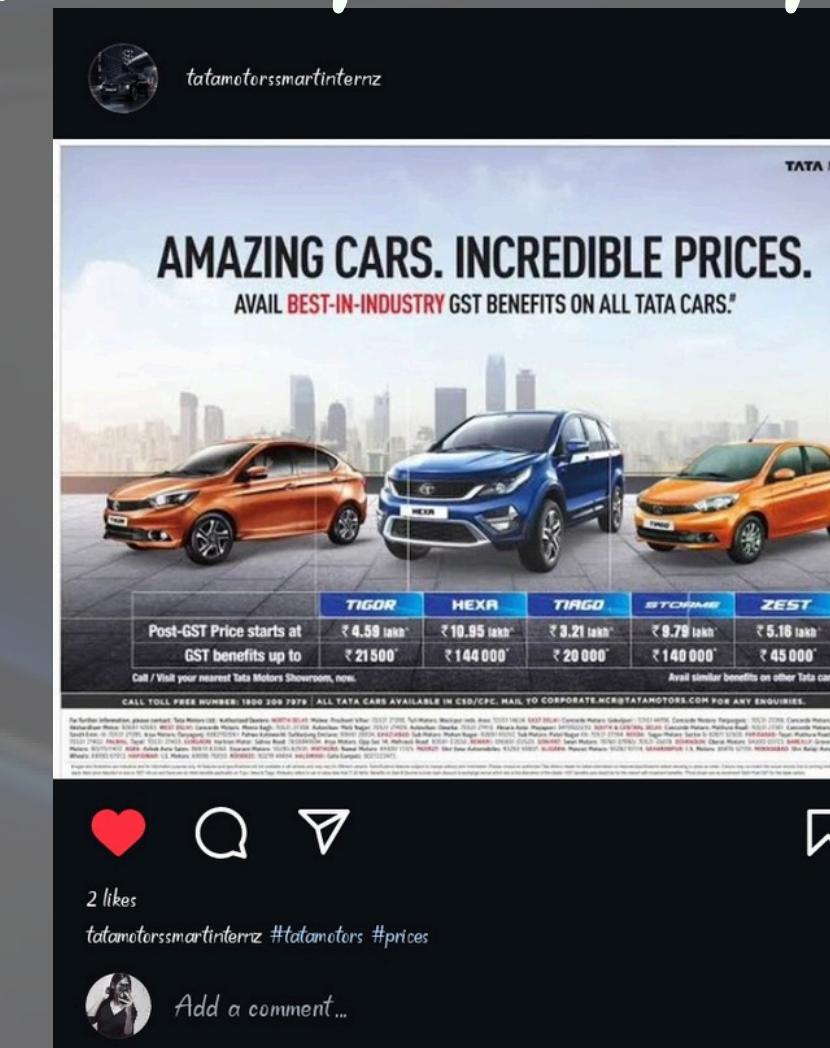
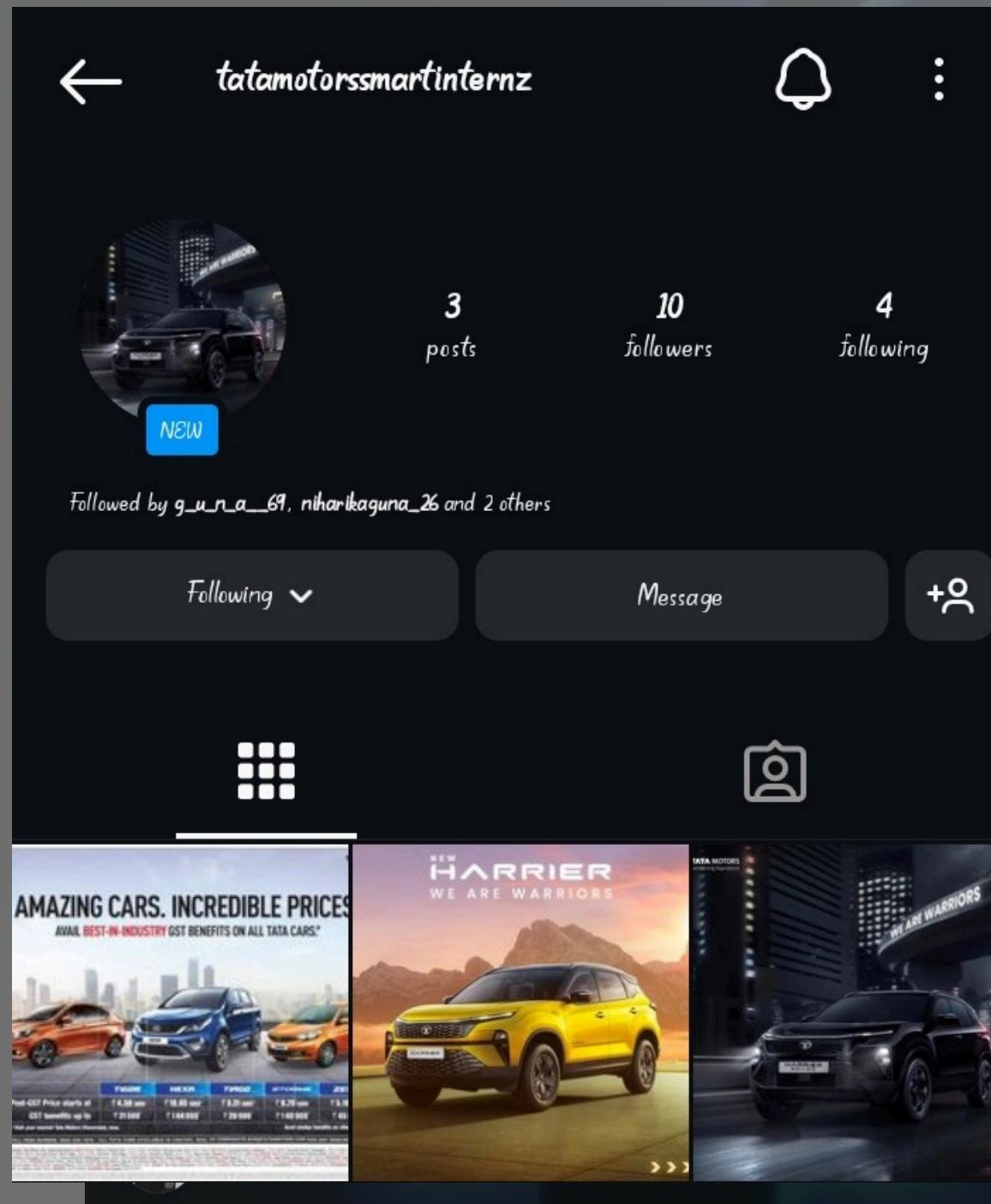
CALL TOLL FREE NUMBER: 1800 209 7979 | ALL TATA CARS AVAILABLE IN CSD/CPC. MAIL TO CORPORATE.NCR@TATAMOTORS.COM FOR ANY ENQUIRIES.

For further information, please contact: Tata Motors Ltd.: Authorised Dealers: **NORTH DELHI**: Malviya: Prachant Vihar; 70531 27395; Tuli Motors: Wazirpur Indl. Area; 73101 14624. **EAST DELHI**: Concorde Motors: Gokulpuri; 73101 44776; Concorde Motors: Parimpuram; 70530 77295; Concorde Motors: Noida; 80561 42692. **WEST DELHI**: Concord Motors: Meena Bagh; 70531 27298; Autovikas: Moti Nagar; 70531 27405; Autovikas: Okhla; 70531 27415; Akash Avtar: Mayapuri; 9410202233. **SOUTH & CENTRAL INDIA**: Concord Motors: Mahindra Road; 70530 37101; Concord Motors: Seawood; 70531 27395; Arya Motors: Daryaganj; 8582592581. **RAJASTHAN**: Sah Motors: Mohan Nagar; 9369145012; Sah Motors: Patel Nagar Rd; 70590 27194. **MORBI**: Sugar Motors: Sector 5; 82727 52505. **FARIDABAD**: Tatyai: Mathura Road; 70531 27402. **PALIMPAL**: Tagore; 70531 27403. **GANGAON**: Hartman Motors: Sohna Road; 93691 02550. **REWA**: Rewa Motors; 70550 37990; 70550 25478. **DEHRADUN**: Oberoi Motors: 84300 03723. **SHIMLA**: Green Motors; 9027150417. **AGRA**: Agra Auto Sales: 80870 43386; Saptami Motors: 93783 82935. **MATHURA**: Namit Motors: 841830 11125. **MERAJPUR**: Shri Veer Automobiles: 93203 51803. **ALLAHABAD**: Hanuman Motors: 91282 91174. **GHARWARAIPUR**: L.S. Motors: 80870 57008. **MORADABAD**: Max Bajaj Auto: 91955 67912. **HARIDWAR**: L.S. Motors: 80870 57035. **ROORKEE**: 90249 44919. **HALDIBARI**: Cello Computer: 90273 22347.

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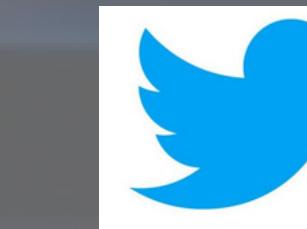
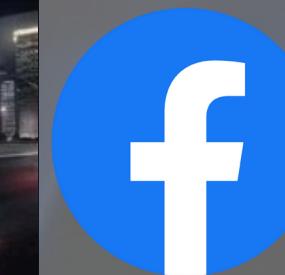
The image is a digital newspaper front page for Tata Motors. At the top left is the Tata Motors logo with the tagline 'Connecting Aspirations'. The top right features the Tata logo. The main title 'TATA MOTORS' is in large, bold, black letters. To the left of the title is a graphic with the text '#We love you 4MILLION' and small car icons. To the right is a smaller text block: 'Delighting car enthusiasts since 1990!'. Below the title is the date 'SATURDAY, OCTOBER 24, 2020' and the website 'cars.tatamotors.com'. The central feature is a large image with the text '#4 WELOVEYOU MILLION' overlaid on a background of several Tata cars (Sierra, Altroz, etc.) and people. A collage of smaller images shows various Tata vehicles and people interacting with them.

Post creation



We have created
a account on
social media
to conduct the
advertisements
on TATA MOTORS

@tatamororsmartinternz



[https://drive.google.com/file/d/1c4wL_LwaJQ9aZM4etKGem_ufZfikG4OY/view?
usp=drivesdk](https://drive.google.com/file/d/1c4wL_LwaJQ9aZM4etKGem_ufZfikG4OY/view?usp=drivesdk)



A man in a dark suit and light-colored shirt stands next to a silver Toyota Camry. He has short, light-colored hair and is looking towards the camera with a slight smile. The car is positioned on the right side of the frame, with its front facing the viewer. The background is a plain, light-colored wall.

Thank you