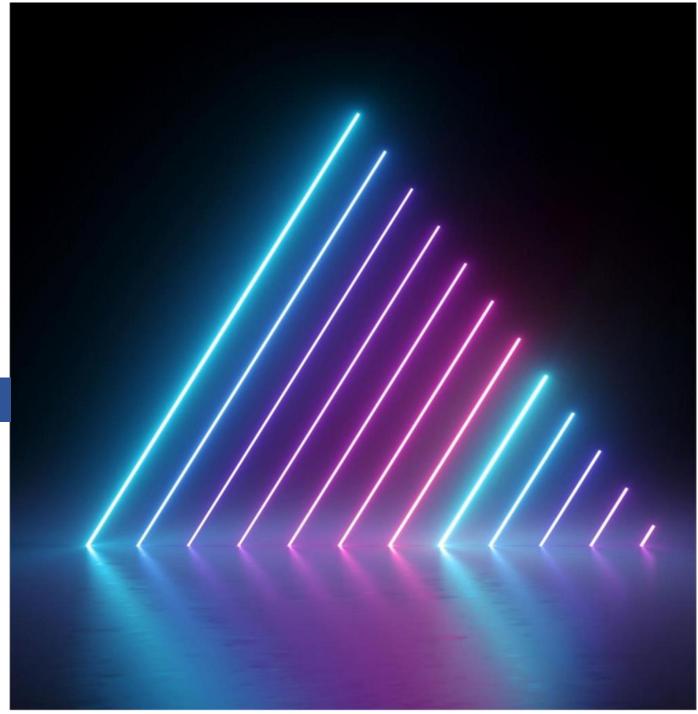
MARUTI SUZUKI

THE WAY OF LIFE





PRESENTED BY

- > TEAM LEADER: YELLANURU LAKSHIMI PRASANNA
- > TEAM MEMBER: V.JYOTHISH KUMAR
- > TEAM MEMBER:DAMU.S
- > TEAM MEMBER: KESHAVA.M
- > TEAM MEMBER: C.SATHISH KUMAR

CONTENTS



- >INTRODUCTION
- >VISION&MISSION
- >UNIQUE SELLING POINT[USP]
- >BRAND TONE
- >SM&ET GO&LS
- **COMPITETORS**
- >SEO
- >MARKETING STRATEGIES
- >SALES AND PROFIT GRAPH
- >CONTENT MARKETING PLATFORM
- >INSTGRAM STORIES

INTRODUCTION

- Maruti Suzuki India Limited is a leading four-wheelerautomobile manufacturer in South Asia.
- It is largelycredited for having brought in an automobile revolution to India.
- > It was a joint venture between the Indian government, and Suzuki of Japan.
- As of May 10 2007, Govt. of Indiasold its complete share to Indian financial institutions.
- ➤ With this, Govt. of India no longer has stake in MarutiUdyog The company annually exports more than 50,000 carsand has an extremely large domestic market in Indiaselling over 730,000 cars annually.
- Maruti Suzuki offers 13 models, Maruti 800, Omni, Alto, Versa Ritz, Gypsy, A Star, Wagon R, Zen Estilo, Swift, Swift Dzire, SX4, and Grand Vitara.
- Maruti Suzuki has manufacturing plants in Gurgaon&Manesar



VISION & MISSION OF MARUTI SUZUKI

MISSION

-To provide a wide range of modern, high quality fuel efficient vehicles in order tomeet the need of different customers, both indomestic and export markets.



We must be an internationallycompetitive company in terms of our products and services. We must retain our leadership in India and should also aspire to be among the global



BRAND TONE OF MARUTI SUZUKI

- The Maruti brand tone is typically associated with qualities such as reliability, affordability, and a focus on the practical needs of the average consumer.
- ☐ Maruti Suzuki is known for producing budget-friendly and fuel-efficient cars, making their brand tone resonate with a sense of practicality and value for money.

SMART GOALS FOR MARUTI SUZUKI

1. Make more electric cars in India in the next two years.

2. Use cleaner manufacturing to reduce pollution by 20% by 2025.

- 3. Create new hybrid or electric car models in the next 1.5 years.
- 4. Make customers happier by improving service within a year.
- 5. Build cars faster by reducing assembly time by 15% in the nextyear.SS



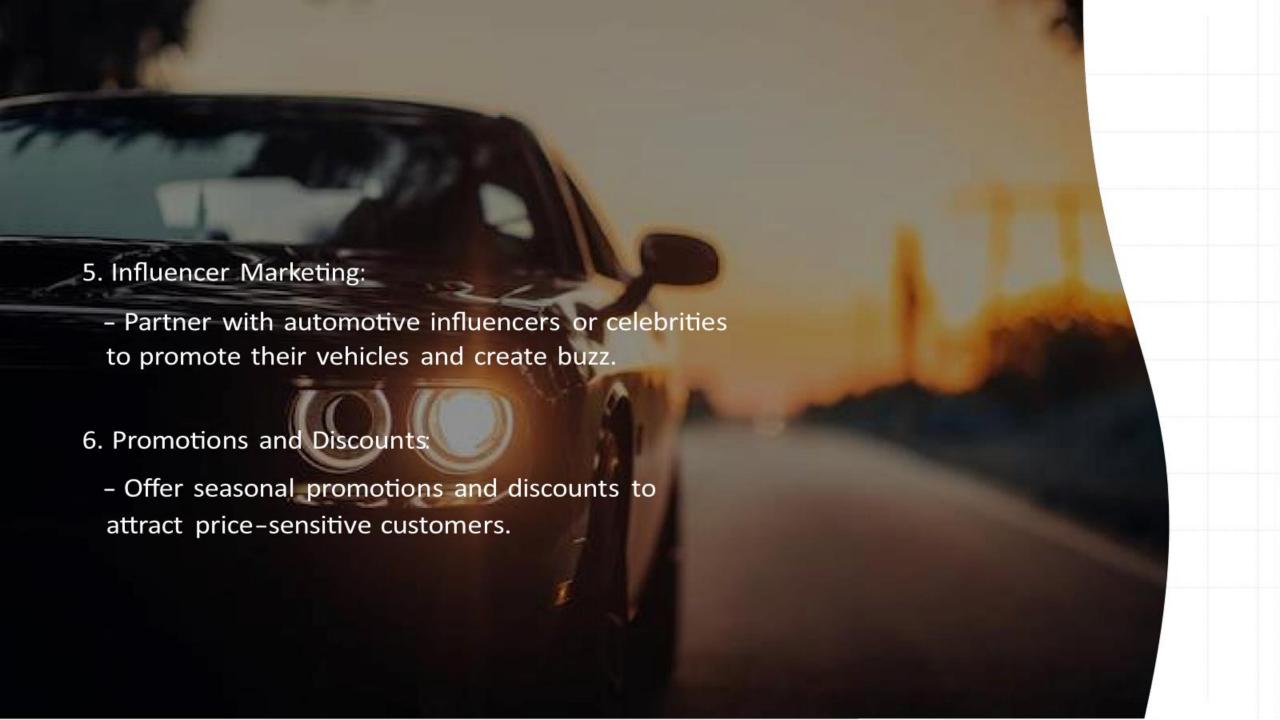


MARKETING STRATEGIES

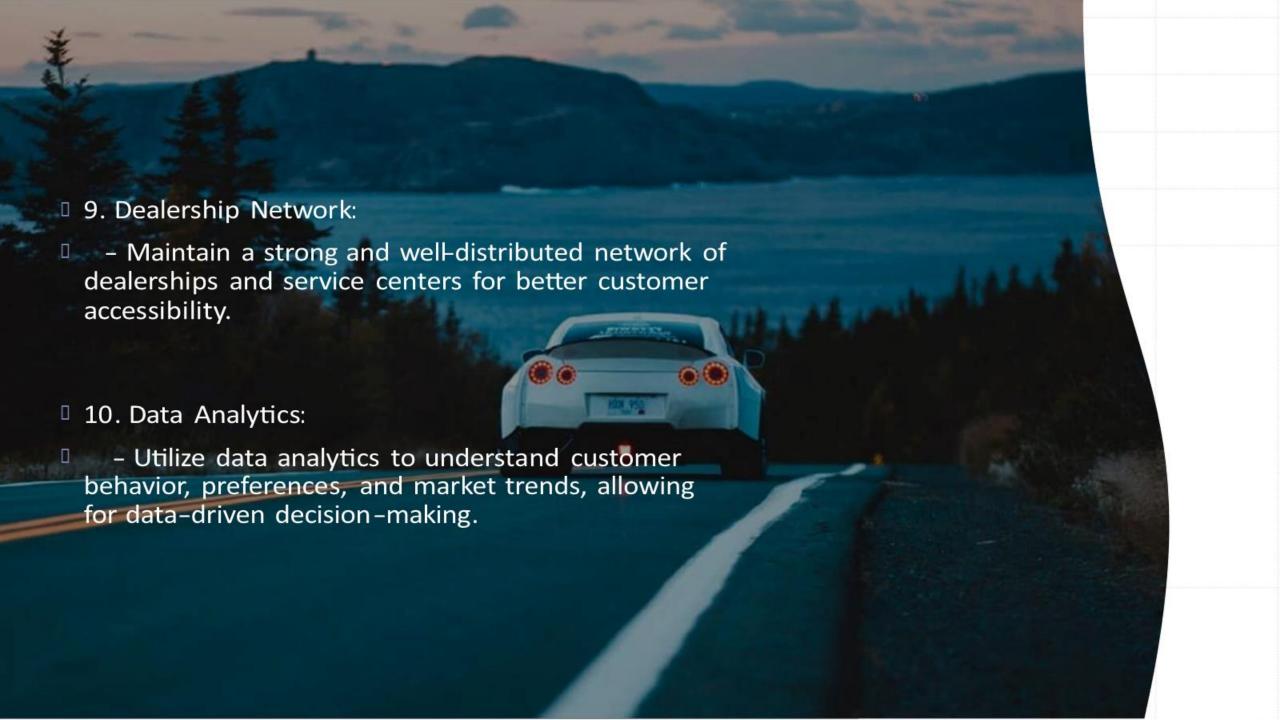
- ☐ 1. Product Development:
- Continuously improve and innovate their vehicle lineup to meet changing customer preferences and technological advancements.

- 2. Customer Segmentation:
- Identify and target specific customer segments based on factors like demographics, lifestyle, and needs.

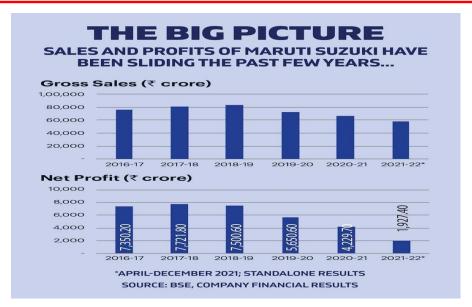




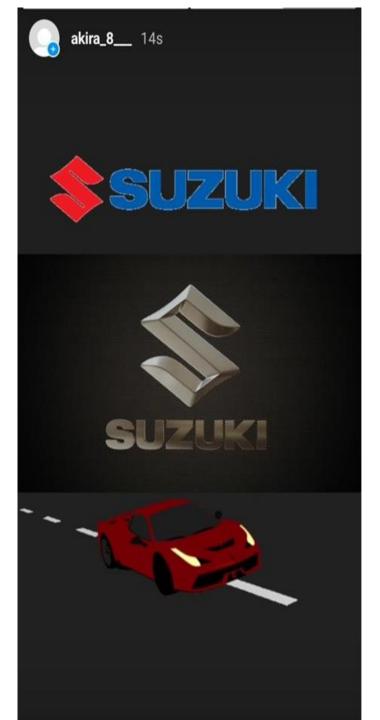




SALES & PROFITS OF MARUTI SUZUKI



- 1. **Social Media:** Maruti Suzuki uses social media platforms like Facebook, Twitter, and Instagram to engage with customers, share updates, and run marketing campaigns.
- 2. **YouTube:** They often have an official YouTube channel where they upload promotional videos, car reviews, and tutorials.
- 3. **Print Advertisements:** Traditional print media, like newspapers and magazines, are used for advertisements and product features.
- 4. **Television Commercials:** Maruti Suzuki advertises on TV to reach a broad audience.







CONTRIBUTATION





Sathish Kumar

~team member



Damu

~team member

Lakshmi Prasanna

My self Lakshmi Prasanna, the team

to my team members based on their

skills and intrest. And i supervised and

helped in all their works. And i collected

some information. And i edited this ppt.

leader of this team. I assigned the works

~ team leader

My self Sathish, i am the team member of this project. I put my efforts in GRAPH, INSTAGRAM STORIES, IMAGES.

My name is Damu, I am the team member of this team. So I collected some information about maruti Suzuki like USP & MARKETING STRATEGIES



Keshava

~team member



Jyothish kumar

~team member

My self keshava, i am the team member of this project.i helped in choosing template and images for preparing ppt

My self jyothish, I am the the team member. I act as a content creator for this project like BRAND TONE, SEO, SMART GOALS

