**Name:** Soham Bhoir

**Roll No.:** 16010420117

**Batch:** B2

**Mail Id:** [soham.bhoir@somaiya.edu](mailto:soham.bhoir@somaiya.edu)

EEFM IA-1

1. **Bajaj Finserv Ltd (**Sector Finance**)**

**Logo:**

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**Address**:

6th Floor, Bajaj Finserv Corporate Office, Off Pune-Ahmednagar Road, Viman Nagar, Pune – 411014, and Akurdi, Pune-411035. Mobile Number: 91 8698010101.

**Introduction:**

Bajaj Finance Limited, the lending arm of Bajaj Finserv Limited, is one of the most diversified NBFCs in the Indian market, catering to 58 million customers across the country. Headquartered in Pune, the company's product offering includes Consumer Durable Loans, Lifestyle Finance, Digital Product Finance, Personal Loans, Loan against Property, Small Business Loans, Wallet, Co-branded Credit Cards, Two-wheeler, and Three-wheeler Loans, Commercial lending/ SME Loans, Loan against Securities and Rural Finance which includes Gold Loans and Vehicle Reñnancing Loans along with Fixed Deposits. Bajaj Finance Limited has the highest domestic credit rating of AAA/ Stable for long-term borrowing, A1+ for short-term borrowing, and CRISIL AAA/ Stable & ICRA AAA (Stable) for its FD program. It has a long-term issuer credit rating of BB+/ Positive and a short-term rating of B by S&P Global ratings.

**About the Company:**

Bajaj Finserv was formed in April 2007 as a result of its demerger from Bajaj Auto Limited to further the Group's interests in financial services. This demerger enabled Bajaj Finserv to independently run the core businesses of Lending, Protection and savings. Bajaj Finserv Limited is the holding company for the businesses dealing with financial services of the Bajaj Group. It serves millions of customers in the financial services space by providing solutions for asset acquisition through financing, asset protection through general insurance, family protection, and income protection in the form of life and health insurance and retirement and savings solutions.

Lending:

Digital and online Platform During the year under review, Bajaj Fnancial Holdings Ltd., a wholly-owned subsidiary, has tirmed up new business plans for undertaking activities on digital and online platform to augment the business of the Company's subsidiaries and has changed its name to Bajaj Finserv Direct Ltd. with effect from 27 February 2018 In addition, there are wind-farm assets in Maharashtra with an installed capacity of 65.2 MW.

Protection and savings:

These are done through () Bajaj Allianz General Insurance Company Limited (BAGIC) for general insurance including health insurance, and (i) Bajaj Allianz Life Insurance Company Limited (BALIC) for life insurance and retirement plans. BAGIC and BALIC are both unlisted joint ventures with Allianz SE, one of the world's leading composite insurers.

Digital and online Platform:

During the year under review, Bajaj Financial Holdings Ltd., a wholly-owned subsidiary, has turned up new business plans for undertaking activities on digital and online platforms to augment the business of the Company's subsidiaries and has changed its name to Bajaj Finserv Direct Ltd. with effect from 27 February 2018 In addition, there are wind-farm assets in Maharashtra with an installed capacity of 65.2 MW.

**Financial Statement of last 5 years:**

|  |
| --- |
| **Bajaj Finserv** |

|  |  |
| --- | --- |
| **Consolidated Yearly Results** | **------------------- in Rs. Cr. -------------------** |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| https://images.moneycontrol.com/images/blank.gif | | | | | | | | | | |
| https://images.moneycontrol.com/images/blank.gif | | | | | | | | | | |
|  | **Mar '22** | **Mar '21** | **Mar '20** | **Mar '19** | **Mar '18** |  |  |  |  |  |
| https://images.moneycontrol.com/images/blank.gif | | | | | | | | | | |
| Net Sales/Income from operations | 68,406.08 | 60,591.20 | 54,346.69 | 42,604.00 | 13,561.64 |  |  |  |  |  |
| Other Operating Income | -- | -- | -- | -- | 17,037.23 |  |  |  |  |  |
| Total Income From Operations | 68,406.08 | 60,591.20 | 54,346.69 | 42,604.00 | 30,598.87 |  |  |  |  |  |
| **EXPENDITURE** | |  |  |  |  |  |  |  |  |  |
| Consumption of Raw Materials | -- | -- | -- | -- | -- |  |  |  |  |  |
| Purchase of Traded Goods | -- | -- | -- | -- | -- |  |  |  |  |  |
| Increase/Decrease in Stocks | -- | -- | -- | -- | -- |  |  |  |  |  |
| Power & Fuel | -- | -- | -- | -- | -- |  |  |  |  |  |
| Employees Cost | 6,559.58 | 4,698.34 | 4,755.11 | 3,801.77 | 1,491.98 |  |  |  |  |  |
| Depreciation | 562.73 | 498.46 | 456.79 | 226.09 | 103.43 |  |  |  |  |  |
| Excise Duty | -- | -- | -- | -- | -- |  |  |  |  |  |
| Admin. And Selling Expenses | -- | -- | -- | -- | -- |  |  |  |  |  |
| R & D Expenses | -- | -- | -- | -- | -- |  |  |  |  |  |
| Provisions And Contingencies | 4,889.85 | 5,978.85 | 4,120.37 | -- | -- |  |  |  |  |  |
| Exp. Capitalised | -- | -- | -- | -- | -- |  |  |  |  |  |
| Other Expenses | 35,657.62 | 30,412.12 | 27,379.67 | 23,884.30 | 18,142.40 |  |  |  |  |  |
| P/L Before Other Inc., Int., Excpt. Items & Tax | 20,736.30 | 19,003.43 | 17,634.75 | 14,691.84 | 10,861.06 |  |  |  |  |  |
| Other Income | 32.90 | 0.37 | 4.78 | 1.57 | 0.54 |  |  |  |  |  |
| P/L Before Int., Excpt. Items & Tax | 20,769.20 | 19,003.80 | 17,639.53 | 14,693.41 | 10,861.60 |  |  |  |  |  |
| Interest | 9,498.26 | 9,141.28 | 9,338.53 | 6,540.03 | 4,551.43 |  |  |  |  |  |
| P/L Before Exceptional Items & Tax | 11,270.94 | 9,862.52 | 8,301.00 | 8,153.38 | 6,310.17 |  |  |  |  |  |
| Exceptional Items | -- | -- | -- | -- | -- |  |  |  |  |  |
| P/L Before Tax | 11,270.94 | 9,862.52 | 8,301.00 | 8,153.38 | 6,310.17 |  |  |  |  |  |
| Tax | 2,957.05 | 2,494.96 | 2,308.06 | 2,780.89 | 1,970.29 |  |  |  |  |  |
| P/L After Tax from Ordinary Activities | 8,313.89 | 7,367.56 | 5,992.94 | 5,372.49 | 4,339.88 |  |  |  |  |  |
| Prior Year Adjustments | -- | -- | -- | -- | -- |  |  |  |  |  |
| Extra Ordinary Items | -- | -- | -- | -- | -- |  |  |  |  |  |
| Net Profit/(Loss) For the Period | 8,313.89 | 7,367.56 | 5,992.94 | 5,372.49 | 4,339.88 |  |  |  |  |  |
| Minority Interest | -3,756.76 | -2,896.92 | -2,624.47 | -2,154.81 | -1,598.44 |  |  |  |  |  |
| Share Of P/L Of Associates | -0.36 | -0.18 | 0.66 | 1.36 | -- |  |  |  |  |  |
| Net P/L After M.I & Associates | 4,556.77 | 4,470.46 | 3,369.13 | 3,219.04 | 2,741.44 |  |  |  |  |  |
| Equity Share Capital | 79.57 | 79.57 | 79.57 | 79.57 | 79.57 |  |  |  |  |  |
| Reserves Excluding Revaluation Reserves | 40,167.23 | 35,750.43 | 31,221.68 | 23,660.50 | 20,403.37 |  |  |  |  |  |
| Equity Dividend Rate (%) | -- | -- | -- | -- | -- |  |  |  |  |  |
| **EPS Before Extra Ordinary** | |  |  |  |  |  |  |  |  |  |
| Basic EPS | 286.30 | 280.90 | 211.70 | 202.30 | 172.30 |  |  |  |  |  |
| Diluted EPS | 286.30 | 280.90 | 211.70 | 202.30 | 172.30 |  |  |  |  |  |
| **EPS After Extra Ordinary** | |  |  |  |  |  |  |  |  |  |
| Basic EPS | 286.30 | 280.90 | 211.70 | 202.30 | 172.30 |  |  |  |  |  |
| Diluted EPS | 286.30 | 280.90 | 211.70 | 202.30 | 172.30 |  |  |  |  |  |
| **Public Share Holding** | |  |  |  |  |  |  |  |  |  |
| No Of Shares (Crores) | -- | -- | -- | -- | -- |  |  |  |  |  |
| Share Holding (%) | -- | -- | -- | -- | -- |  |  |  |  |  |
| **Promoters and Promoter Group Shareholding** | |  |  |  |  |  |  |  |  |  |
| **a) Pledged/Encumbered** | |  |  |  |  |  |  |  |  |  |
| - Number of shares (Crores) | -- | -- | -- | -- | -- |  |  |  |  |  |
| - Per. of shares (as a % of the total sh. of prom. and promoter group) | -- | -- | -- | -- | -- |  |  |  |  |  |
| - Per. of shares (as a % of the total Share Cap. of the company) | -- | -- | -- | -- | -- |  |  |  |  |  |
| **b) Non-encumbered** | |  |  |  |  |  |  |  |  |  |
| - Number of shares (Crores) | -- | -- | -- | -- | -- |  |  |  |  |  |
| - Per. of shares (as a % of the total sh. of prom. and promoter group) | -- | -- | -- | -- | -- |  |  |  |  |  |
| - Per. of shares (as a % of the total Share Cap. of the company) | -- | -- | -- | -- | -- |  |  |  |  |  |

**SWOT Analysis of Bajaj Finserv:**

**Strengths of Bajaj Finserv**

Strengths express what an organization excels at doing and what differentiates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on. Bajaj Finserv must then decide on how to use those outcomes to attract emerging investors.

* **Large Range of Financial Products:** One of the strengths of Bajaj Finserv is its ability to offer a wide range of financial services to its massive customer base. Securities and investments were created to provide its customer base short-term or long-term financial gains.
* **High Revenue Turnover:** Bajaj Finserv has had a steady increase over the years in revenue even during and after the advent of Covid 19. Revenue is upheld by an enormous extent of good management structure, marketing strategies, solid financial product development, and cost-cutting techniques.
* **Solid Capital Structure:** Maintaining a growing capital structure is one of the base objectives of a business that Bajaj Finserv is upholding. In the course of the last five fiscal years, the gathering has raised Rs 14908 crores of value which has fundamentally expanded the net worth of the organization.
* **High Returns on Investment (ROI):** Over the past five years now, Bajaj Finserv has been giving its shareholders high returns on investments through its stocks traded on the exchange Year on Year(YoY).
* **Swift Financial Services:** Another strength of Bajaj Finserv is that its customers get quick services and this is one of the unique strengths of Bajaj Finserv which provides the customers with one-stop-shop financial offers in three minutes which has now reduced to 3 seconds.

**Weaknesses of Bajaj Finserv**

Weaknesses limit an organization from achieving its ideal level. To remain competitive they are part of the business that needs improvement: for example, a weak brand, higher average turnover, high levels of debt, an inadequate supply chain, or lack of capital.

* **Decreased Mutual Funds Holdings:** The mutual funds holding of Bajaj Finserv has dropped drastically in the past quarters. Mutual funds diminished their shareholding last quarter, a decline in net profit with falling profit margin quarter on quarter(QoQ), companies with high gearing ratio, companies with weak financials.
* **Non-Performing Assets of Bajaj Finserv:** The major setback of the financial service sector is NPAs (Non-Performing Assets). Typically, NPAs denote loans that are not recoverable. This inevitably leads to financial losses for Bajaj Finserv.
* **Lack of Coverage in Rural Areas of Financial Products:** It has been revealed that the financial service industry focuses more on urban areas in most countries, while rural regions are ignored. In the banking sector, this is a considerable weakness.

**Opportunities for Bajaj Finserv**

Opportunities refer to favourable external components that could give an organization a competitive edge. For example, if a country cuts tariffs, increasing sales and market share.

* **Global Opportunities for Bajaj Finserv:** A major opportunity for financial service players in the Indian market is the global financial service market, it is inarguably that the global market is worth billions of dollars. Bajaj Finserv is mainly focused on the Indian market, which it needs to increase its reach outside the Indian market as well making it gain more customers.
* **Rise in the Private Banking Sector Globally:** The financial service industry around the world is highly regulated by the public sector authorities and their respective central banks. With the emergence of private sector banks, this sector is experiencing structural and functional shifts, primarily due to the adaptation of new technology and intensified competition, thereby benefiting end customers.
* **Advancements in Technology in the Banking Sector:** The banking industry has always functioned based on technology. This is evident that digital services provided by banks today are based on technology. Thus, banks should continue to adopt the latest technological advances. To draw future generations, they should focus on putting out newer banking and financial service using digital marketing skills.

**Threats to Bajaj Finserv**

Threats refer to components that have the potential to damage an organization. For example, unfavourable government policies, drastic decline in revenue. Other common threats include things like rising costs for materials, increasing competition, and tight labour supply, and so on.

* **Government Policies:** Government regulations can directly affect the banking sector of a country, these government policies might be unfavourable for Bajaj Finserv.
* **Global Uncertainty in the Financial Ecosystem:** The world is going through difficult economic times at the moment. The international banking sector has all been affected by trade wars, protectionist policies, and economic downturns. If the world’s economic conditions do not change, the financial service industry will face a bleak future.
* **Lack of Proper Cyber Security Systems:** The current banking industry relies entirely on the cyber-world. Whether it is data storage, monetary transactions, or personal information, everything is stored digitally. This makes the banking sector a primary target for hackers who are seeking to benefit financially by leveraging flaws in the bank’s digital infrastructure. Banks need to take effective cybersecurity steps to safeguard their records, they will face a significant cyberspace threat.

**Future Marketing strategy and promotional plan of Company:**

## Bajaj Finserv Target Audience

The group of people who are most likely to be interested in your product or offer is referred to as your target audience. And members of this group share similar traits.

Bajaj Finserv’s target audience consists primarily of middle-class and low-income families. They have tailored their advertisements and marketing strategies specifically for them. Giving them high-interest rates on investments, quick loans, insurance policies, and so on. When you provide such offers and services, they attract more people not only through advertisements but also through word of mouth.

After a brief overview of the company and its target audience, let us now take a closer look at what made Bajaj Finserv so successful – their Marketing.

A marketing strategy is a comprehensive business plan that assists in targeting consumers and converting them into potential customers of goods or services. Let us dig deeper into the specifics of their strategy.

### – Existing Customers

Bajaj Finserv is more concerned with retaining existing customers than with acquiring new ones. They believe that the more satisfied their existing customers are, the more likely they are to tell others about their business.

Before purchasing anything, any buyer will check the company’s reviews, and satisfying existing customers will help them build a better brand name in the market.

### 

### – Quick Results

Bajaj Finserv has always provided prompt service to its customers. They were the first to provide on-the-spot approval for the long-term financing offer in three minutes, a time that has now been reduced to three seconds.

### 

### – Bajaj Finserv Digital Presence

A digital presence is simply how your company appears online and how you manage your brand across various social media platforms. It is critical to stay on-trend, and the current trend is digital, with the majority of the audience on digital/social platforms. Taking advantage of this opportunity, Bajaj Finserv greatly improved its digital presence.

**Source – Twitter of Bajaj Finserv**

According to the images above, the company profile on various social media platforms has a large presence and thus a strong market base. They post videos of various queries and offers that people may require for various reasons. They respond to all comments on their social media accounts, increasing their social presence, answering questions, and gaining people’s trust.

### – EMI Store

The Bajaj Finserv EMI Store is the next-generation online electronic store that provides simple solutions for online electronics shopping with an EMI option. When you shop at EMI Store, you won’t have to worry about your budget because it offers the best EMI shopping options.

You can choose Bajaj Finance for anything, from mobile phone loans to home theatre system loans, thanks to their hassle-free financing options. The best part is that when you finance your purchase through them, you have the benefit of no paperwork, instant approval, instant delivery, and pre-approved offers. In addition to no paperwork and no hiccups, you get zero down payment and no interest on EMIs.

### – Creating Awareness

At this point, the user has a question. He then goes out and looks for a company that can offer the customer a solution or service. In the case of Bajaj Finserv, the company has written blogs for all relevant searches and is ranked at the top of the search results, i.e. ( personal loan, company loan, home loan, EMI card, health loan, doctor loan, etc )

### Bajaj Finserv Content Marketing

Content Marketing is a type of marketing that requires the creation and distribution of online content that does not explicitly promote a brand but is intended to pique interest in its products or services.

Bajaj Finserv has been publishing SEO-optimized blogs on various topics in order to increase the visibility of its brand in all of the searches that people conduct. This is due to the fact that the more people who see the company’s name, the more trust they have in them.

Bajaj Finserv has carefully planned their content strategy, from the initial stage, which is the awareness stage, in which the customer learns about the product, to the final stage, which is the action stage, in which the customer purchases the product.

However, the best part of Bajaj Finserv’s content strategy is that they have kept their interest stage very clear for customers to simply buy their services.

Along with some of its competitors, it is a well-known brand in its field. It has a specific target audience and is one of the best marketing strategies on the market. So, let us see what companies really do compete with Bajaj Finserv.

**Conclusion:**

Bajaj Finserv has a strong presence in the market and among its customers. The fact that they focus more on their existing customers to satisfy them and provide them with more amenities is a plus in their marketing because whenever a new customer sees their ad and goes to get a review, there is a high chance that he will convert into a buying customer.

The financial service industry is one of the fastest-changing and growing industries in the world. Financial service companies are adopting new technologies to increase their business. They have also contributed in general to the world’s economic growth. But their shortcomings, such as Non-performing Assets (NPAs) and a lack of adequate rural presence, must be tackled. The exciting news is that by providing quality service and growing into untapped regions, they will work towards turning these weaknesses into strengths and threats into opportunities.

With a huge increase in the service industry. There is a very high competition where marketing plays a crucial role-taking advantage of technology not merely in this industry in which every other company is focusing on digital marketing to rise ahead of each other.

2) **Tata Consultancy Services** (Sector: Technology (IT))

**Logo:**



**Address of TCS**:

TCS House, Raveline Street, Fort, Mumbai 400001, Maharashtra, India

**About:**

1968 saw the establishment of Tata Consulting Services Ltd. by a division of Tata Sons Limited. The renowned Indian information technology (IT) services, consulting, and business solutions firm with its headquarters in Mumbai is called Tata Consultancy Services Limited (TCS). TCS has operations in 46 different nations. TCS is the largest India-based IT services corporation and the largest Indian company by market capitalization. One of the "Big 4" most valued IT services brands globally, TCS is today. TCS is the highest-ranked provider of IT services and the top Indian firm in 2013, according to Forbes' list of the world's most innovative companies. Effective Change Management, according to TCS, is a process where art, science, and craft come together.

Tata Consultancy Services (TCS) is an Indian [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) [information technology](https://en.wikipedia.org/wiki/Information_technology) (IT) services and [consulting](https://en.wikipedia.org/wiki/Consulting) company with its headquarters in [Mumbai](https://en.wikipedia.org/wiki/Mumbai). It is a part of the [Tata Group](https://en.wikipedia.org/wiki/Tata_Group) and operates in 150 locations across 46 countries. In July 2022, it was reported that TCS had over 600,000 employees worldwide.

TCS is the second largest [Indian company](https://en.wikipedia.org/wiki/List_of_companies_of_India) by market capitalisation and is among the most valuable IT service brands worldwide. In 2015, TCS was ranked 64th overall in the [Forbes](https://en.wikipedia.org/wiki/Forbes) "World's Most Innovative Companies" ranking, making it one of the highest-ranked IT services companies and a top [Indian company](https://en.wikipedia.org/wiki/List_of_companies_of_India). As of 2018, it is ranked eleventh on the [Fortune India 500](https://en.wikipedia.org/wiki/Fortune_India_500) list. In April 2018, TCS became the first Indian IT company to reach $100 billion in market capitalisation and the second [Indian company](https://en.wikipedia.org/wiki/List_of_companies_of_India) ever ([Reliance Industries](https://en.wikipedia.org/wiki/Reliance_Industries) achieved it in 2007) after its market capitalisation stood at [₹](https://en.wikipedia.org/wiki/Indian_rupee)6.793 trillion (equivalent to ₹7.7 trillion or US$97 billion in 2020) on the [Bombay Stock Exchange](https://en.wikipedia.org/wiki/Bombay_Stock_Exchange).

**Financial Statement of TCS:**

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| --- |
| **Tata Consultancy Services** |

|  |  |
| --- | --- |
| **Standalone Yearly Results** | **------------------- in Rs. Cr. -------------------** |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| https://images.moneycontrol.com/images/blank.gif | | | | | | | | | | |
| https://images.moneycontrol.com/images/blank.gif | | | | | | | | | | |
|  | **Mar '22** | **Mar '21** | **Mar '20** | **Mar '19** | **Mar '18** |  |  |  |  |  |
| https://images.moneycontrol.com/images/blank.gif | | | | | | | | | | |
| Net Sales/Income from operations | 160,341.00 | 135,963.00 | 131,306.00 | 123,170.00 | 97,356.00 |  |  |  |  |  |
| Other Operating Income | -- | -- | -- | -- | -- |  |  |  |  |  |
| Total Income From Operations | 160,341.00 | 135,963.00 | 131,306.00 | 123,170.00 | 97,356.00 |  |  |  |  |  |
| **EXPENDITURE** | |  |  |  |  |  |  |  |  |  |
| Consumption of Raw Materials | -- | -- | -- | -- | -- |  |  |  |  |  |
| Purchase of Traded Goods | -- | -- | -- | -- | -- |  |  |  |  |  |
| Increase/Decrease in Stocks | -- | -- | -- | -- | -- |  |  |  |  |  |
| Power & Fuel | -- | -- | -- | -- | -- |  |  |  |  |  |
| Employees Cost | 81,097.00 | 69,046.00 | 64,906.00 | 59,377.00 | 51,499.00 |  |  |  |  |  |
| Depreciation | 3,522.00 | 3,053.00 | 2,701.00 | 1,716.00 | 1,647.00 |  |  |  |  |  |
| Excise Duty | -- | -- | -- | -- | -- |  |  |  |  |  |
| Admin. And Selling Expenses | -- | -- | -- | -- | -- |  |  |  |  |  |
| R & D Expenses | -- | -- | -- | -- | -- |  |  |  |  |  |
| Provisions And Contingencies | -- | -- | -- | -- | -- |  |  |  |  |  |
| Exp. Capitalised | -- | -- | -- | -- | -- |  |  |  |  |  |
| Other Expenses | 32,999.00 | 26,607.00 | 29,047.00 | 28,829.00 | 18,052.00 |  |  |  |  |  |
| P/L Before Other Inc. , Int., Excpt. Items & Tax | 42,723.00 | 37,257.00 | 34,652.00 | 33,248.00 | 26,158.00 |  |  |  |  |  |
| Other Income | 7,486.00 | 5,400.00 | 8,082.00 | 7,627.00 | 5,803.00 |  |  |  |  |  |
| P/L Before Int., Excpt. Items & Tax | 50,209.00 | 42,657.00 | 42,734.00 | 40,875.00 | 31,961.00 |  |  |  |  |  |
| Interest | 486.00 | 537.00 | 743.00 | 170.00 | 30.00 |  |  |  |  |  |
| P/L Before Exceptional Items & Tax | 49,723.00 | 42,120.00 | 41,991.00 | 40,705.00 | 31,931.00 |  |  |  |  |  |
| Exceptional Items | -- | -1,218.00 | -- | -- | -- |  |  |  |  |  |
| P/L Before Tax | 49,723.00 | 40,902.00 | 41,991.00 | 40,705.00 | 31,931.00 |  |  |  |  |  |
| Tax | 11,536.00 | 9,942.00 | 8,731.00 | 10,640.00 | 6,690.00 |  |  |  |  |  |
| P/L After Tax from Ordinary Activities | 38,187.00 | 30,960.00 | 33,260.00 | 30,065.00 | 25,241.00 |  |  |  |  |  |
| Prior Year Adjustments | -- | -- | -- | -- | -- |  |  |  |  |  |
| Extra Ordinary Items | -- | -- | -- | -- | -- |  |  |  |  |  |
| Net Profit/(Loss) For the Period | 38,187.00 | 30,960.00 | 33,260.00 | 30,065.00 | 25,241.00 |  |  |  |  |  |
| Equity Share Capital | 366.00 | 370.00 | 375.00 | 375.00 | 191.00 |  |  |  |  |  |
| Reserves Excluding Revaluation Reserves | 76,807.00 | 74,424.00 | 73,993.00 | 78,523.00 | 75,675.00 |  |  |  |  |  |
| Equity Dividend Rate (%) | 4,300.00 | 3,800.00 | 7,300.00 | 3,000.00 | 5,000.00 |  |  |  |  |  |
| **EPS Before Extra Ordinary** | |  |  |  |  |  |  |  |  |  |
| Basic EPS | 103.24 | 82.78 | 88.64 | 79.34 | 131.15 |  |  |  |  |  |
| Diluted EPS | 103.24 | 82.78 | 88.64 | 79.34 | 131.15 |  |  |  |  |  |
| **EPS After Extra Ordinary** | |  |  |  |  |  |  |  |  |  |
| Basic EPS | 104.34 | 82.78 | 88.64 | 79.34 | 131.15 |  |  |  |  |  |
| Diluted EPS | 103.24 | 82.78 | 88.64 | 79.34 | 131.15 |  |  |  |  |  |
| **Public Share Holding** | |  |  |  |  |  |  |  |  |  |
| No Of Shares (Crores) | -- | -- | -- | -- | -- |  |  |  |  |  |
| Share Holding (%) | -- | -- | -- | -- | -- |  |  |  |  |  |
| **Promoters and Promoter Group Shareholding** | |  |  |  |  |  |  |  |  |  |
| **a) Pledged/Encumbered** | |  |  |  |  |  |  |  |  |  |
| - Number of shares (Crores) | -- | -- | -- | -- | -- |  |  |  |  |  |
| - Per. of shares (as a % of the total sh. of prom. and promoter group) | -- | -- | -- | -- | -- |  |  |  |  |  |
| - Per. of shares (as a % of the total Share Cap. of the company) | -- | -- | -- | -- | -- |  |  |  |  |  |
| **b) Non-encumbered** | |  |  |  |  |  |  |  |  |  |
| - Number of shares (Crores) | -- | -- | -- | -- | -- |  |  |  |  |  |
| - Per. of shares (as a % of the total sh. of prom. and promoter group) | -- | -- | -- | -- | -- |  |  |  |  |  |
| - Per. of shares (as a % of the total Share Cap. of the company) | -- | -- | -- | -- | -- |  |  |  |  |  |

**SWOT Analysis of TCS:**

1. Strengths of TCS

Strengths are an organization’s distinct skills that offer it a competitive edge in gaining greater market share, attracting more customers, and maximising profitability. TCS’s strengths are listed below:

* **Extensive Global Reach** **–** TCS’s global reach, which currently extends from North America, the United Kingdom, Africa, Europe, and the Asia-Pacific regions, reflects the company’s efforts to obtain as much coverage as possible in diverse areas. TCS has a strong worldwide image thanks to its presence in a variety of geographical locations.
* **Major number of Customers from various sectors –** TCS supports customers in a wide range of industries, including banking, finance, retail, telecommunications, and media & entertainment. Exposure to different enterprises mitigates the hazards of over-dependence on a particular market or industry.
* **Strong reputed Brand Image in the market –**TCS has unquestionably created its own brand, image, and reputation; it keeps its consumers satisfied and acts as a sign of excellence.
* **Well established strategic alliances –** TCS has formed significant alliances with multinational companies all around the world. It collaborated with technology powerhouses such as Amazon, Adobe, Dell, Bosch, and HP, among others. Through these partnerships, TCS provides both technologically viable and creative commercial and tactical solutions.
* **Robust Service Portfolio –** TCS has a diverse service offering that includes application development and maintenance of Business Process Services (BPS), IT infrastructures, business intelligence, and more. A robust and diversified portfolio is drawn to various corporate clients.
* **Empowered and encouraged employees –**Through effective training and learning initiatives, a highly competent workforce has been created. TCS invests heavily in employee training and development, resulting in a staff that is not just highly competent but also driven to achieve greater success.
* **Excellent returns on capital invested –**TCS has an excellent track record of executing new projects and generating good returns on capital expenditure by establishing new income streams.

1. Weaknesses of TCS

Weaknesses are elements of a company or brand that need to be improved. The following are TCS’s significant flaws:

* **Performance of Diligenta deteriorated –** Diligenta, a TCS subsidiary, has consistently performed poorly. TCS’s bottom line is unlikely to improve rapidly as a result of the enterprise’s poor performance and hence has a negative effect.
* **Legal Squabbles –**TCS filed a lawsuit against Epic System in 2014 for suspected abuse of private information. TCS was found guilty in 2016 and was charged $940 million in damages. TCS objected to and rejected the higher competence’s decision. Such incidents have a negative impact on the company’s image.
* **The product segment is not relatively impressive –**While TCS does well by delivering the greatest services, its products aren’t what one would anticipate from a company of its kind. They do require some effort.

1. Opportunities for TCS

Opportunities are possible areas of emphasis for a firm to focus on in order to enhance outcomes, boost sales, and, eventually, profit.

* **Emerging Interest in Cloud Computing –** Digital technologies and high-speed internet access have evolved. In fact, spending on cloud services will rise at a CAGR of 19% over the next five years. Society is shifting towards cloud-based solutions. TCS has a robust cloud-based infrastructure and is thus prepared to capitalise on the created demand.
* **M2M Solutions –**Wireless and cable communications systems are both enabled by Machine to Machine (M2M) solutions. There are bright possibilities for M2M solutions in the future, and revenues are projected to be substantial. TCS offers a comprehensive variety of M2M services, allowing the need for M2M solutions to be met.
* **Transformation of the Digital Universe –**Because the world is becoming more digital, business forces are altering the digital economy. TCS’s primary goal is to digitally transform and deliver digital solutions. TCS could expect more expenditure on technology for digital transformation.
* **Solutions for mobility –** With a rising mobile worker population and the increased usage of sophisticated mobile devices, enterprise mobility solutions are expected to be driven by business applications. The demand for mobility solutions is latent and is expected to grow at a CAGR of 24.7 per cent through 2022. TCS is well-positioned to profit from its increased emphasis on the development of enterprise mobility solutions.

1. Threats to TCS

Threats are environmental elements that might have a negative impact on a company’s success. TCS’s threats include the following:

* **Competition is fierce –**IT firms such as Infosys, Wipro, Capgemini, Deloitte, Accenture, and others confront fierce rivalry. As a result, the industry is experiencing price wars and has a restricted market share.
* **A high rate of attrition –**The Indian IT sector has a high rate of turnover, which raises the expense of providing new workers with skills and leadership development and has a negative impact on the company’s reputation.
* **The Constraints on Immigration –**With immigration regulations, increasing H-1B visa fees, and changing political situations in the US, Indian IT firms are anticipated to suffer as they increase their costs and damage profitability, posing a risk to the sector.
* **Large multinational corporations –**Large multinational corporations are expanding into India and competing for a worldwide clientele.

**Future Marketing strategy and promotional plan of Company:**

Customer-centricity is at the heart of TCS’ approach. They collaborate closely with customers and design customized technology solutions based on our in-depth understanding of their industry. These solutions cater to their customers’ specific requirements, establishing them as trusted partners. Consistent revenue growth, a high amount of repeat business, good client metrics, long-term customer relationships, best-in-class margins, and a gradually rising market share demonstrate the success of this strategy.

## **Sponsorships**

### 1. TCS New York City Marathon

TCS has been the title sponsor of the world’s largest marathon, undoubtedly, since 2014. The TCS NYC Marathon is one of TCS’s numerous global running events (others include the Amsterdam Marathon and the TCS Lidingöloppet), and it exemplifies the company’s dedication to giving back to the communities in which it operates.

### 2. Invictus Games

Since its start in London in 2014, Jaguar Land Rover has been a Presenting Partner of The Invictus Games. The Games are supported financially by JLR. The Games’ enormous impact on recovery continues to inspire and motivate sick, wounded, and ill Servicemen and women.

### 3. Tata Crucible

The Tata Crucible, India’s largest business quiz, is a knowledge endeavour that brings together India’s brightest minds to compete in a fast-paced quiz that promotes lateral thinking. The yearly, nationwide tournament, which began in 2004, is split into two tracks for corporates and campus students. In addition to Singapore and Dubai, the campus edition is hosted in Singapore and Dubai.

### 4. Live Tata Literature!

Anil Dharker, the founder and CEO of the Tata group, is the event’s title sponsor. The festival, which takes place every November, is known for bringing together the biggest personalities in the literary world as well as heated debates on economics, politics, and social concerns.

### 5. First Book

Tata For more than a decade, North America and First Book have collaborated to improve the lives of children by ensuring that all children have equitable access to quality education and assisting those who are in need. Tata and First Book help youngsters learn to read by giving them books and other learning materials. Over 500,000 books have been delivered since 2008, according to the organization.

# **Marketing campaigns of TCS**

### 1. #TCSPartOfYourStory



TCS launched a corporate brand campaign dubbed #TCSPartOfYourStory to highlight the company’s role in India’s digital journey and how it paved the way for India’s people to experience innovation and progressive development.

The #TCSPartOfYourStory campaign highlights some of the most compelling stories of Digital India, as well as TCS’ pivotal role in constructing the country’s digital backbone, which spans financial services, government services, health care and pharmaceuticals, logistics and supply chain networks, science and technology, consumer business, and more.

It allowed people to benefit from the technological boom that has revolutionized the country and its inhabitants. This ad provides an up-close and personal look at powerful TCS tales that have an impact on everyone’s lives.

### 2. The New Tagline of TCS

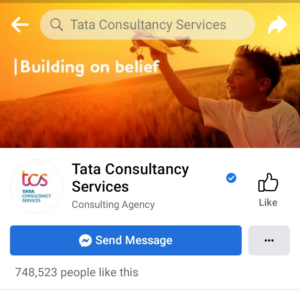
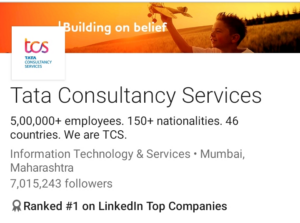


After 15 years, Tata Consultancy Services (TCS) has revamped to appeal to millennials. The company’s new tagline, which replaces “Experience Certainty,” is “Building on Belief.”

‘Building on Belief,’ according to the business’s Chief Marketing Officer (CMO), does not imply that the corporation is abandoning its promise of assurance to its customers. The new tagline, according to Rajashree, is designed to appeal to millennials, not just about where TCS is now, but also about where the company wants to be in the next decade. She stated that it is centered on bringing the voice of the “young TCS” to the forefront.

# **Digital Presence of TCS**

The TCS has accounts on all of the major social networking sites. They focus on their rich history and showcase their developments as well as their future intentions through their accounts.

* **Instagram:**On Instagram, TCS (Tata Consultancy Service) has a following of 284,000 people. They use Instagram stories and posts to announce new initiatives and items.
* **Twitter:** On Twitter, TCS (Tata Consultancy Services) has 478,000 followers. The inventive use of hashtags and the organization of rewarding competitions are the reasons for such a large following on Twitter.
* **Linkedin:**TCS has a LinkedIn following of 7,015,243 people. The content on LinkedIn is primarily inspired by TCS’s other social media platforms. The increasing reach is due to the TCS’s brand value and awareness, which encourages young people to seek employment here.
* **Facebook:**Around 748,523 individuals like the Tata Group’s page on Facebook. The stuff is very similar to what they post on Instagram.

**Conclusion:**

TCS has seen excellent revenue growth as demand for its core transformation services develops and through landing transactions worth more than USD 6.8 billion in the fourth quarter of 2020. Tata Consultancy Services (TCS) is the third most valuable IT services brand in the world, behind Accenture and IBM, and holds a slot in the top ten.TCS has dominated not only the Indian industry but also the worldwide market, thanks to its diverse workforce base, cutting-edge technology, and innovative business models. TCS is hoping for even better results in the coming year.

TCS is unquestionably the best in its industry. It has numerous and noteworthy strengths. For a company like TCS with such a great brand image, brand backing, market command, portfolio, reach, and so on, it needs just a little more work to address its weaknesses and be more alert to threats. If TCS pays more attention to its strengths and expands as well as adjusts even further for new opportunities, TCS will be able to keep its crown.

**3. Sun Pharmaceuticals Industries Ltd. (***Sector – Pharma***)**



**Address**

Sun Pharmaceutical Industries Ltd., SUN HOUSE, CTS No. 201 B/1, Western Express Highway, Goregaon (E), Mumbai 400063.

**Introduction:**

Sun Pharmaceutical Industries Ltd. (Sun Pharma) is the fourth largest specialty generic pharmaceutical company in the world with global revenues of over US$ 4.5 billion. Supported by more than 40 manufacturing facilities, we provide high-quality, affordable medicines, trusted by healthcare professionals and patients, to more than 100 countries across the globe.From humble beginnings in 1983, Sun Pharma has grown to become one of the largest generic pharmaceutical companies worldwide

**About the Company**

*Diversified Specialty and Generics Portfolio*

They manufacture and market a large basket of pharmaceutical formulations covering a broad spectrum of chronic and acute therapies. It includes generics, branded generics, specialty, complex or difficult to make technology-intensive products, over-the-counter (OTC), antiretrovirals (ARVs), Active Pharmaceutical Ingredients (APIs) and Intermediates. Their broad portfolio of more than 2000 high quality molecules covers multiple dosage forms, including tablets, capsules, injectables, inhalers, ointments, creams, and liquids.

Every year, the company sells over 30 billion doses covering neuro-psychiatry, cardiology, gastroenterology, anti-infectives, diabetology, oncology, ophthalmology, dermatology, urology, nephrology and respiratory among others.

### *Driven by Innovation*

The first among Indian pharmaceutical companies to realize and embrace the importance of investing in research, the company invests up to 7-8% of their global revenues into Research and Development (R&D) every year.

The core strength lies in the ability to excel in developing generics and technologically complex products backed by our dedicated teams in formulations, process chemistry, and analytical development. The capabilities extend beyond the development of differentiated products, including liposomal products, inhalers, lyophilized injections, nasal sprays, and controlled release dosage forms.

### *Global Footprint*

From humble beginnings in 1983, Sun Pharma has grown to become one of the largest generic pharmaceutical companies worldwide. It is  the largest pharmaceutical company in India. In the US, the company is among the top 10 generic pharmaceutical companies and is ranked second by prescriptions in the generic dermatology market. They are the largest Indian company in emerging markets with a presence in over 80 markets. Brazil, Mexico, Russia, Romania and South Africa are some of our key emerging markets.

They are present across all major markets in Western Europe, Canada, Australia, New Zealand, Japan and China among others. The presence in emerging markets and the developing world enables our teams to cross-sell and build brands with ease.

**5 Year Financial Statement:**

|  |  |
| --- | --- |
| **Sun Pharmaceutical Industries** | [**Previous Years »**](javascript:void(0);) |

|  |  |
| --- | --- |
| **Standalone Yearly Results** | **------------------- in Rs. Cr. -------------------** |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| https://images.moneycontrol.com/images/blank.gif | | | | | | | | | | |
| https://images.moneycontrol.com/images/blank.gif | | | | | | | | | | |
|  | **Mar '22** | **Mar '21** | **Mar '20** | **Mar '19** | **Mar '18** |  |  |  |  |  |
| https://images.moneycontrol.com/images/blank.gif | | | | | | | | | | |
| Net Sales/Income from operations | 15,518.50 | 12,570.93 | 11,906.74 | 9,783.29 | 7,696.33 |  |  |  |  |  |
| Other Operating Income | 67.48 | 232.28 | 625.19 | 519.92 | 251.27 |  |  |  |  |  |
| Total Income From Operations | 15,585.98 | 12,803.21 | 12,531.93 | 10,303.21 | 7,947.60 |  |  |  |  |  |
| **EXPENDITURE** | |  |  |  |  |  |  |  |  |  |
| Consumption of Raw Materials | 4,584.97 | 3,809.11 | 3,201.71 | 2,727.71 | 2,167.52 |  |  |  |  |  |
| Purchase of Traded Goods | 1,248.60 | 1,199.63 | 1,227.41 | 1,196.85 | 1,165.99 |  |  |  |  |  |
| Increase/Decrease in Stocks | -183.18 | -214.84 | 138.60 | -251.30 | 159.26 |  |  |  |  |  |
| Power & Fuel | -- | -- | -- | -- | -- |  |  |  |  |  |
| Employees Cost | 2,000.78 | 1,798.45 | 1,702.77 | 1,571.34 | 1,617.69 |  |  |  |  |  |
| Depreciation | 1,349.95 | 586.81 | 561.56 | 552.95 | 432.23 |  |  |  |  |  |
| Excise Duty | -- | -- | -- | -- | -- |  |  |  |  |  |
| Admin. And Selling Expenses | -- | -- | -- | -- | -- |  |  |  |  |  |
| R & D Expenses | -- | -- | -- | -- | -- |  |  |  |  |  |
| Provisions And Contingencies | -- | -- | -- | -- | -- |  |  |  |  |  |
| Exp. Capitalised | -- | -- | -- | -- | -- |  |  |  |  |  |
| Other Expenses | 5,027.29 | 3,274.86 | 3,549.79 | 3,302.35 | 2,714.12 |  |  |  |  |  |
| P/L Before Other Inc. , Int., Excpt. Items & Tax | 1,557.57 | 2,349.19 | 2,150.09 | 1,203.31 | -309.21 |  |  |  |  |  |
| Other Income | 957.92 | 150.22 | 1,510.92 | 1,271.44 | 1,128.04 |  |  |  |  |  |
| P/L Before Int., Excpt. Items & Tax | 2,515.49 | 2,499.41 | 3,661.01 | 2,474.75 | 818.83 |  |  |  |  |  |
| Interest | 388.10 | 256.98 | 408.01 | 540.92 | 388.31 |  |  |  |  |  |
| P/L Before Exceptional Items & Tax | 2,127.39 | 2,242.43 | 3,253.00 | 1,933.83 | 430.52 |  |  |  |  |  |
| Exceptional Items | -1,820.53 | -89.56 | -- | -1,214.38 | -950.50 |  |  |  |  |  |
| P/L Before Tax | 306.86 | 2,152.87 | 3,253.00 | 719.45 | -519.98 |  |  |  |  |  |
| Tax | 406.85 | 13.17 | 41.86 | -97.15 | -25.39 |  |  |  |  |  |
| P/L After Tax from Ordinary Activities | -99.99 | 2,139.70 | 3,211.14 | 816.60 | -494.59 |  |  |  |  |  |
| Prior Year Adjustments | -- | -- | -- | -- | -- |  |  |  |  |  |
| Extra Ordinary Items | -- | -- | -- | -- | -- |  |  |  |  |  |
| Net Profit/(Loss) For the Period | -99.99 | 2,139.70 | 3,211.14 | 816.60 | -494.59 |  |  |  |  |  |
| Equity Share Capital | 239.93 | 239.93 | 239.93 | 239.93 | 239.93 |  |  |  |  |  |
| Reserves Excluding Revaluation Reserves | 24,348.02 | 24,800.23 | 24,156.29 | 22,603.68 | 22,082.68 |  |  |  |  |  |
| Equity Dividend Rate (%) | 1,000.00 | 750.00 | 400.00 | 275.00 | 200.00 |  |  |  |  |  |
| **EPS Before Extra Ordinary** | |  |  |  |  |  |  |  |  |  |
| Basic EPS | -0.40 | 8.92 | 13.38 | 3.40 | -2.10 |  |  |  |  |  |
| Diluted EPS | -0.40 | 8.92 | 13.38 | 3.40 | -2.10 |  |  |  |  |  |
| **EPS After Extra Ordinary** | |  |  |  |  |  |  |  |  |  |
| Basic EPS | -0.40 | 8.92 | 13.38 | 3.40 | -2.10 |  |  |  |  |  |
| Diluted EPS | -0.40 | 8.92 | 13.38 | 3.40 | -2.10 |  |  |  |  |  |
| **Public Share Holding** | |  |  |  |  |  |  |  |  |  |
| No Of Shares (Crores) | -- | -- | -- | -- | -- |  |  |  |  |  |
| Share Holding (%) | -- | -- | -- | -- | -- |  |  |  |  |  |
| **Promoters and Promoter Group Shareholding** | |  |  |  |  |  |  |  |  |  |
| **a) Pledged/Encumbered** | |  |  |  |  |  |  |  |  |  |
| - Number of shares (Crores) | -- | -- | -- | -- | -- |  |  |  |  |  |
| - Per. of shares (as a % of the total sh. of prom. and promoter group) | -- | -- | -- | -- | -- |  |  |  |  |  |
| - Per. of shares (as a % of the total Share Cap. of the company) | -- | -- | -- | -- | -- |  |  |  |  |  |
| **b) Non-encumbered** | |  |  |  |  |  |  |  |  |  |
| - Number of shares (Crores) | -- | -- | -- | -- | -- |  |  |  |  |  |
| - Per. of shares (as a % of the total sh. of prom. and promoter group) | -- | -- | -- | -- | -- |  |  |  |  |  |
| - Per. of shares (as a % of the total Share Cap. of the company) | -- | -- | -- | -- | -- |  |  |  |  |  |

**SWOT Analysis**

**Strengths:**

The strengths of Sun Pharma Industries look at the key aspects of its business which gives it competitive advantage in the market. Some important factors in a brand's strengths include its financial position, experienced workforce, product uniqueness & intangible assets like brand value.

1. Strong growth in emerging market business

2. Introduction of Pantoprazole & Eloxatin in US market has very limited competition

3. They have strong marketing & sales force of over 12,000 employees

4. They have successfully acquired Taro pharma which has further consolidated their position in Indian markets

5. Strong brand presence in India and US markets

**Weakness:**

The weaknesses of a brand are certain aspects of its business which it can improve to increase its position further. Certain weaknesses can be defined as attributes which the company is lacking or in which the competitors are better.

1. Stiff competition from many Indian and other global brands means limited market share growth

2. Limited presence in emerging markets and European countries

**Opportunities:**

The opportunities for any brand can include areas of improvement to increase its business. A brand's opportunities can lie in geographic expansion, product improvements, better communication etc. Following are the opportunities in Sun Pharma Industries SWOT Analysis:

1. They can leverage their acquisitions to further increase the growth

2. They can increase their presence in contract manufacturing

3. Increasing healthcare awareness in India

### Threats:

The threats for any business can be factors which can negatively impact its business. Some factors like increased competitor activity, changing government policies, alternate products or services etc. can be threats. The threats in the SWOT Analysis of Sun Pharma Industries are as mentioned:

1. There is growing competition in generics market

2. Stringent patent regulations

3. High price sensitivity of consumers

**Future Marketing strategy and promotional plan of Company**

# **Sun Pharmaceuticals Marketing Strategy & Marketing Mix (4Ps)**

Marketing Strategy of Sun Pharmaceuticals analyses the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). There are several marketing strategies like product innovation, pricing approach, promotion planning etc. These business strategies, based on Sun Pharmaceuticals marketing mix, help the brand succeed in the market.

Sun Pharmaceuticals marketing strategy helps the brand/company to position itself competitively in the market and achieve its business goals & objectives.

## **Sun Pharmaceuticals Product Strategy:**

The product strategy and mix in Sun Pharmaceuticals marketing strategy can be explained as follows:

Sun Pharma is a leading manufacturer of both pharmaceuticals and active pharmaceutical ingredients (API). Sun Pharma has been catering to various therapeutic sectors inclusive of neurology, diabetology, psychiatry, cardiology, respiratory etc. All these product offerings come under its marketing mix. It has always believed on innovating products and coming up with new medicines with major focus on the growing chronic therapies. Sun Pharma has a Patent on a medicine for curing skin lesions. It is gradually shifting towards generic medicines along with patent expiries and the volume driven growth in the pharma market. It provides both Ayurvedic and Allopatic medicines in the form of syrups, tablets, capsules etc.

**Some of Sun Pharma’s famous brands include:**

• Pantocid

• Glucored

• Susten

• Aztor

• Strocit

• Repace etc

All these give an insight into the offerings of Sun Pharma.

## **Sun Pharmaceuticals Price/Pricing Strategy:**

Below is the pricing strategy in Sun Pharmaceuticals marketing strategy:

Sun Pharma has always try to maintain a reasonable pricing strategy to meet he needs of the local people.

It tries to optimise the operational cost thus help in maintain affordable prices. The pricing policies followed by Sun Pharma is on par with the major competitors in its marketing mix. The consumers are now becoming highly price sensitive. This is a threat to the company. Sun Pharma produces generic medicines at a very low cost thus giving it a competitive advantage. With their diversified product line they have been able to meet both high end and low end products. Also owning a lot of patents under their name has helped them earn a lot of profits. The Sun Pharma company has succeeded in differentiating itself as cost leadership.

## **Sun Pharmaceuticals Place & Distribution Strategy:**

Following is the distribution strategy in the Sun Pharmaceuticals marketing mix:

Sun pharma is one of the leading pharmaceutical industries spreading its business worldwide. It has around 19 manufacturing plants in almost 6 continents. Recently it has set up manufacturing facilities in Mexico, Bangladesh and Brazil. Sun pharma has been spending a lot in its R&D projects and tus leading to various successful endeavours. Sun Pharma has its headquarters in Mumbai, Maharashtra. The plants are located in India, Canada, Egypt, Hungary, Mexico, Us, Brazil, Romania, Ireland, Morocco, Nigeria, South Africa etc.

Sun Pharma has been successfully serving patients in around 150 nations across the globe.

## **Sun Pharmaceuticals Promotion & Advertising Strategy:**

The promotional and advertising strategy in the Sun Pharmaceuticals marketing strategy is as follows:

Sun Pharma follows a very strong promotional and marketing activity in its marketing mix and focusses on reaching the customers everywhere. Their Tagline depicts the intentions of the company and attracts the people. They carry out various television ads ad also spreads awareness through print medias. The Sun Pharma company stresses on niche segment like psychiatry and lifestyle meds etc helping it to grow fourfold to have a revenue. Sun Pharma have also earned awareness through various sponsoring programmes and hoardings etc. they also come up with attractive offers and schemes on meeting the described sales to its agents and distributors. This completes an insight into Sun Pharma marketing mix.

**Conclusion:**

**4.**