



Market research report on Tata Motors

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CodeAlpha

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1. Introduction:

Tata Motors Limited is one of India's largest automobile manufacturers, with operations in passenger vehicles (PVs), commercial vehicles (CVs), and luxury vehicles through Jaguar Land Rover (JLR). The company has a global footprint and a strong domestic presence, making it a key player in the automotive industry. Tata Motors has emerged as a leader in India's electric vehicle (EV) market, with models such as the Nexon EV and Tiago EV driving adoption.

I chose Tata Motors because it combines scale, innovation, and global presence, making it an ideal company to analyse through SWOT, market positioning, and future trends.

2. SWOT Analysis:

Strengths	Weaknesses
Strong brand reputation in India.	Profitability is cyclical and highly dependent on macroeconomic conditions.
Market leader in commercial vehicles; growing PV share with models like Nexon and Punch.	JLR's performance is vulnerable to global trade and tariff issues.
First-mover advantage in EVs (Nexon EV, Tiago EV).	High dependence on raw material prices (steel, semiconductors).
Global reach via Jaguar Land Rover (technology, premium markets).	Limited presence in entry-level PV segment compared to Maruti.
Opportunities	Threats
India's EV adoption is growing rapidly, supported by government policies.	Strong competition from Mahindra, Maruti, Hyundai, BYD, and Tesla in EV and SUV markets.
Export growth potential and localisation of EV components.	Regulatory changes and emission norms could increase costs.
Electrification of commercial fleets and buses.	Global economic slowdown impacting JLR demand.
Expanding charging infrastructure across India.	Rising fuel/CNG alternatives impacting product mix.

3. Target Audience

Passenger Vehicles (PVs):

Young professionals and families (age 25–45).

Urban/semi-urban middle-class buyers seeking safety, technology, and affordability.

EV buyers looking for lower running costs and government subsidies.

Commercial Vehicles (CVs):

Fleet owners, logistics firms, small transport businesses, and government contracts.

Luxury (JLR):

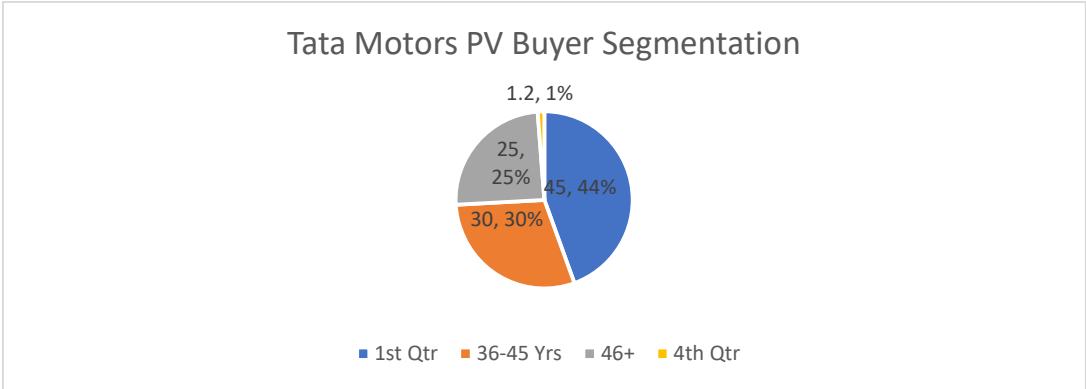
Affluent consumers in metros, age 35–60, looking for premium SUVs and sedans.

Example Persona:

“Ravi, 30, IT professional in Bangalore, wants a compact SUV with advanced safety, connected technology, and low running costs. He prefers the Tata Nexon EV due to its brand trust and affordability.”

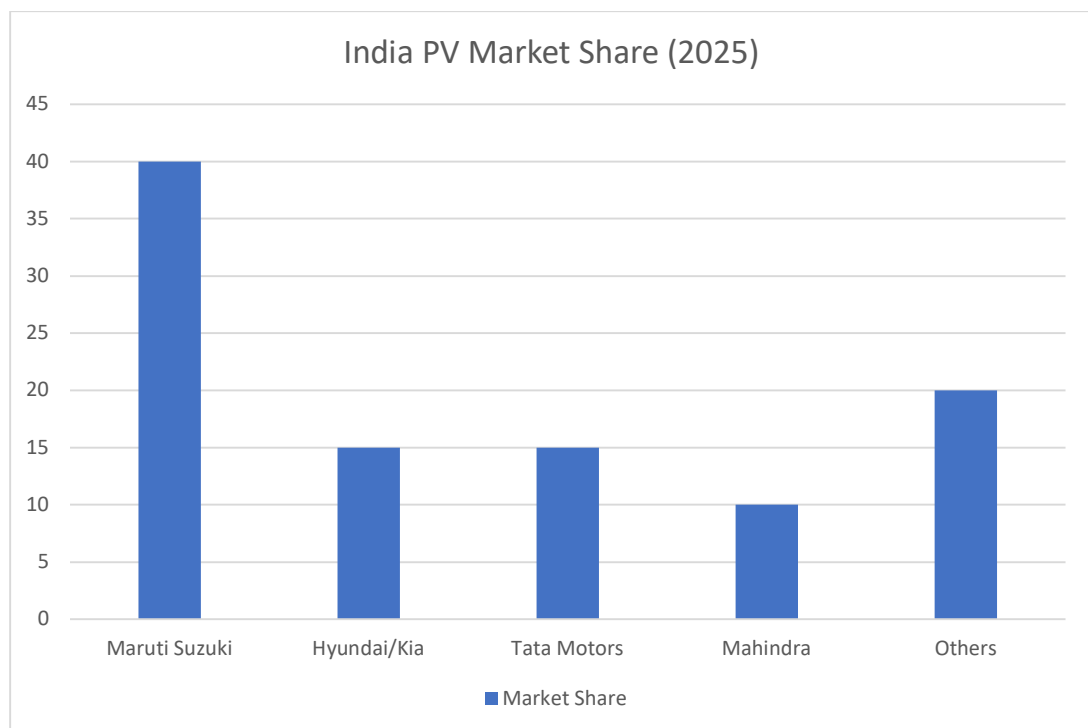
Pie Chart (Showing age group split for PV buyers)

Age Group	% of Buyers
25-35 Yrs	45%
36-45 Yrs	30%
46+ Yrs	25%



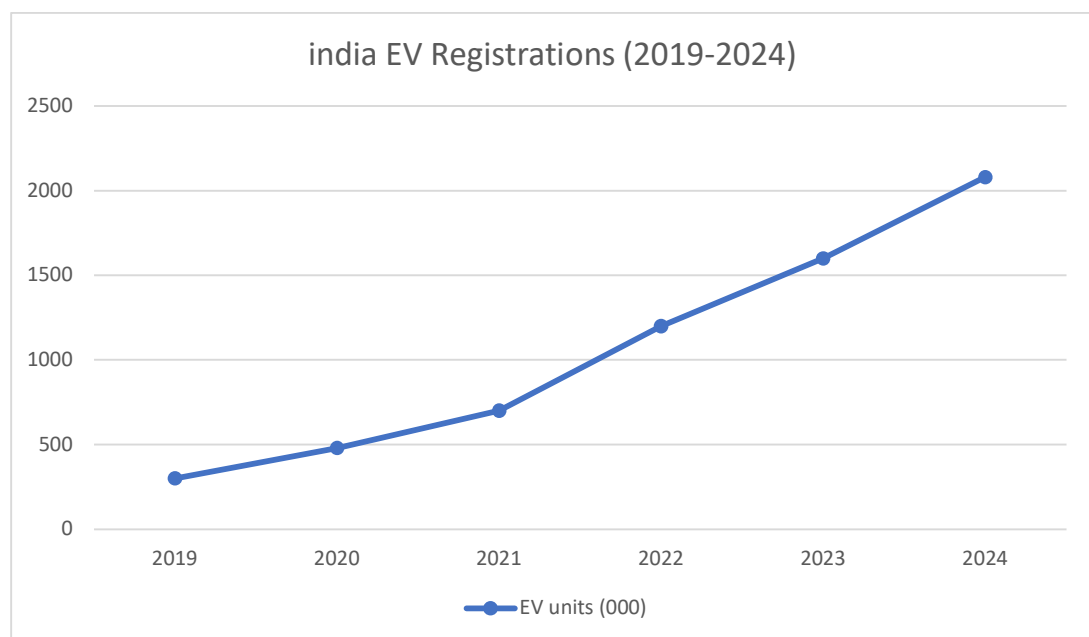
4. Competitors

Company	Strengths	Weaknesses	EV Presence
<i>Maruti Suzuki</i>	Largest market share, wide dealer network	Weak EV portfolio	Planning 2025 launch
<i>Hyundai/Kia</i>	Strong product features, premium image	Higher pricing	Kona EV, Ioniq 5
<i>Mahindra & Mahindra</i>	Leader in SUVs, strong rural presence	Limited sedan/hatchback range	BE-6, XEV-9, 3XO
<i>BYD / Tesla</i>	EV technology leadership	High pricing in India	Multiple EV models



5. Market Trends

1. EV Adoption Rising: Over 2 million EVs registered in India by 2024; Tata leads PV EV sales.
2. Fuel Mix Shift: Petrol dominates, but CNG share is increasing steadily.
3. Charging Infrastructure Growth: India scaling up public and private charging stations to support EVs.
4. Policy Support: GST changes and incentives make EVs and small PVs more affordable.



6. Conclusion

Tata Motors is strategically positioned as a leader in India's EV and CV markets while maintaining global reach through JLR. Its strengths in brand equity, distribution, and early EV entry provide a competitive advantage. However, it must address profitability challenges and intensifying competition. Future growth will depend on scaling EV infrastructure, localising EV supply chains, and balancing JLR's global risks.

Sources

- Tata Motors Press Releases & Investor Relations
- NITI Aayog EV Report (2024–25)
- IEA Global EV Outlook (2025)
- Autopundit/IBEF (Fuel mix & PV market share)
- News reports on competition & GST policy
- JLR Reports/Financial updates