

# Competitor Analysis Report

**Subject:** Competitor Analysis between Indian Automobile brands (Suzuki, Tata, Hyundai & Toyota)

## Suzuki

Suzuki is a renowned Japanese multinational corporation that specializes in manufacturing automobiles, motorcycles, and all-terrain vehicles (ATVs). Founded in 1909 by Michio Suzuki, the company initially produced weaving looms for Japan's silk industry before diversifying into motorcycles in 1952 and automobiles in 1955. Suzuki is known for its compact cars, innovative technology, and durable motorcycles. The brand has a strong global presence and is particularly well-regarded for its small cars, such as the Swift and Alto, as well as its off-road vehicles like the Jimny and Vitara.

### Social Media presence

Suzuki maintains a strong presence on various social media platforms to engage with its global audience. They utilize platforms like Facebook, Instagram, Twitter, and YouTube to showcase their latest models, share automotive news, and interact with followers.

Social Media Platform	Facebook	Instagram	Twitter	YouTube
Number of Followers	592000	257000	200000	127000

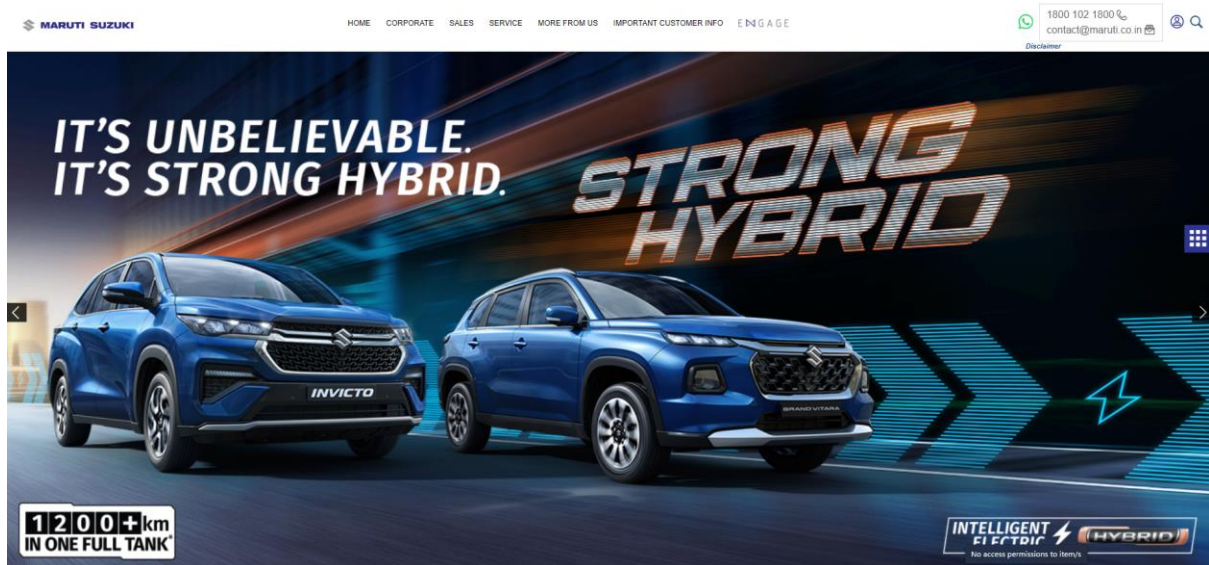
Suzuki's social media strategy emphasizes visual storytelling, customer engagement through contests and polls, and highlighting their commitment to innovation and sustainability. They also leverage user-generated content and collaborate with influencers to amplify their brand message. Suzuki's social media efforts aim to foster community, build brand loyalty, and drive interest in their diverse range of vehicles.

### Ad Campaigns

The credit brawl is fiercer if it's for a successful campaign, for obvious reasons. Auto major Maruti Suzuki also had two such campaigns: 'Papa petrol khatam hi ni hunda' and 'Kitna deti hai', that came from Capital (now Publicis Capital) in 2003 and 2010 respectively.

#### Read more at:

[https://economictimes.indiatimes.com/the-team-behind-maruti-suzukis-successful-advertising-campaigns-over-the-years/articleshow/55958456.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/the-team-behind-maruti-suzukis-successful-advertising-campaigns-over-the-years/articleshow/55958456.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)



# Competitors

## Tata Motors

Tata Motors, a part of the Tata Group, is an Indian multinational automotive manufacturing company headquartered in Mumbai, Maharashtra. Founded in 1945, Tata Motors produces a wide range of vehicles, including passenger cars, trucks, vans, coaches, buses, and defence vehicles. It is renowned for its innovative engineering and robust, affordable vehicles tailored for the diverse Indian market. Some of its notable models include the Tata Nano, Nexon, and Safari. Tata Motors also owns the British luxury car brands Jaguar and Land Rover, enhancing its global presence and prestige.

### Social Media presence

Tata Motors maintains an active and diverse social media presence across platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube. Their strategy focuses on showcasing their wide range of vehicles, including passenger cars, commercial vehicles, and electric vehicles.

Social Media Platform	Facebook	Instagram	Twitter	YouTube
Number of Followers	4000000	486000	158000	557000

Tata Motors uses social media to engage with their audience through product launches, customer testimonials, and behind-the-scenes content. They also emphasize corporate social responsibility initiatives and innovation in automotive technology. Tata Motors' social media presence aims to build brand loyalty, educate consumers about their products, and foster a community of enthusiasts and customers.

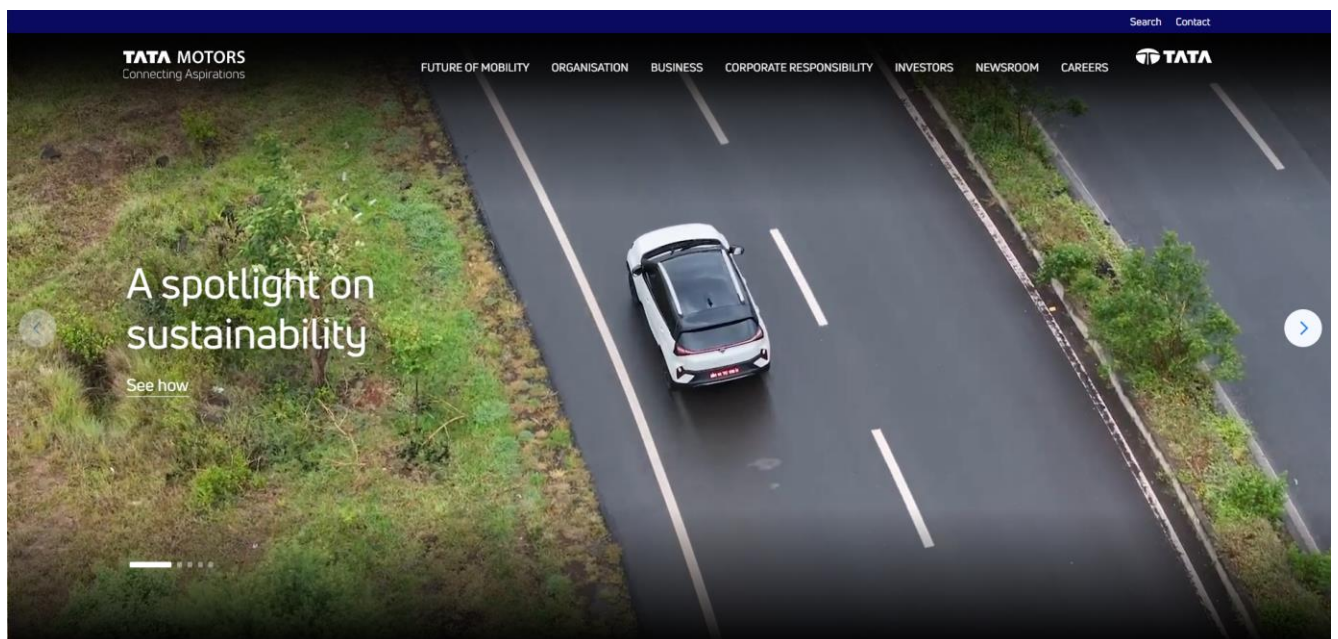
## Ad Campaigns

Tata Motors has launched 'Karo Life Control Mein' campaign for its connected commercial vehicles platform – Tata Motors Fleet Edge. The campaign illustrates how it empowers businesses to take charge of their operations, optimise resources and elevate overall fleet performance.

**Read more at:**

<https://www.exchange4media.com/advertising-news/tata-motors-new-campaign-urges-business-to-take-charge-132337.html#:~:text=Tata%20Motors%20has%20launched%20'Karo,and%20elevate%20overall%20fleet%20performance>

**Landing Page of ( <https://www.tatamotors.com> )**



# Hyundai

Hyundai Motor Company, commonly known as Hyundai, is a South Korean multinational automotive manufacturer headquartered in Seoul, South Korea. Founded in 1967 by Chung Ju-Yung, Hyundai has grown to become one of the largest automobile manufacturers in the world. The company is known for producing a wide range of vehicles, including compact cars, SUVs, and luxury sedans, with popular models such as the Hyundai Elantra, Sonata, and Santa Fe. Hyundai is recognized for its focus on quality, innovation, and advanced technology, and it has a significant global presence with manufacturing plants and sales operations around the world.

## Social Media presence

Hyundai has a robust social media presence across major platforms including Facebook, Instagram, Twitter, LinkedIn, and YouTube. Their strategy emphasizes innovative campaigns, engaging content, and customer interaction.

Social Media Platform	Facebook	Instagram	Twitter	YouTube
Number of Followers	1200000	1040000	926000	1016000

Hyundai uses social media for product launches, promotions, and showcasing their commitment to sustainability and technological advancements in automotive design. They also leverage influencer partnerships and user-generated content to enhance brand credibility and reach a diverse global audience. Hyundai's social media efforts focus on building brand affinity, fostering community engagement, and staying responsive to customer feedback.

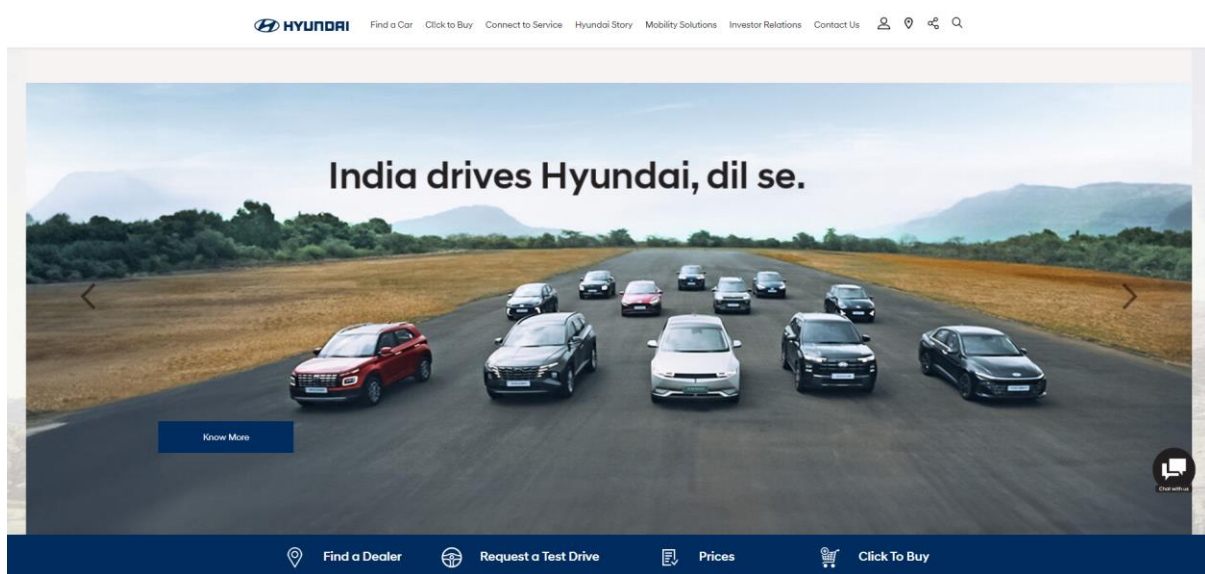
## Ad Campaigns

Hyundai Motor India Ltd. (HMIL), a leading automaker has announced its latest multichannel media campaign for Hyundai Exter, titled 'Dil mein Bas Jaye Exter'.

Read more at:

<https://auto.economictimes.indiatimes.com/news/passenger-vehicle/hmil-launches-dil-mein-bas-jaye-exte-campaign/109853185>

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## Toyota

Toyota Motor Corporation, commonly known as Toyota, is a Japanese multinational automotive manufacturer headquartered in Toyota City, Japan. Founded by Kiichiro Toyoda in 1937, Toyota has grown to become one of the largest and most influential automakers in the world. The company is renowned for its reliable, high-quality vehicles and innovative manufacturing processes, such as the Toyota Production System. Toyota's diverse vehicle lineup includes popular models like the Corolla, Camry, and RAV4, as well as the pioneering hybrid car, the Prius. Known for its commitment to sustainability and innovation, Toyota continues to lead in the development of hybrid and electric vehicles.

### Social Media presence

Toyota maintains a prominent social media presence across platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube. Toyota utilizes social media for product launches, customer testimonials, and highlighting their environmental initiatives and technological innovations.

Social Media Platform	Facebook	Instagram	Twitter	YouTube
Number of Followers	941000	590000	182000	111000

Their strategy revolves around promoting their diverse lineup of vehicles, including hybrids and electric models, through visually appealing content and engaging storytelling. They actively engage with their audience through interactive campaigns, contests, and behind-



the-scenes glimpses, aiming to build brand loyalty and connect with a global community of automotive enthusiasts and customers.

## Ad Campaigns

Toyota Kirloskar Motor unveils 'Hum Hai Hybrid' campaign to promote Self-Charging Hybrid Electric Vehicle Technology

Read more at:

<https://www.manufacturingtodayindia.com/toyota-kirloskar-motor-unveils-hum-hai-hybrid-campaign-to-promote-self-charging-hybrid-electric-vehicle-technology>

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