

TEAM IMPECCABLES



P.Dheeraj Kumar

A.Neeharika

A.Rohan Sai Chandra

Aniket Kumar Sahu



Theme of Project

Increase sales & promotion of car products. (especially pickups) which is famous in the world but not in India





Problem To Tackle



- When it comes to pickup trucks, the buyers often suffer from the judgement complex. As customers don't know about the benefits of pickup trucks.
- The marketing and promotions of pick up trucks in India is not as good as compared to foreign countries.

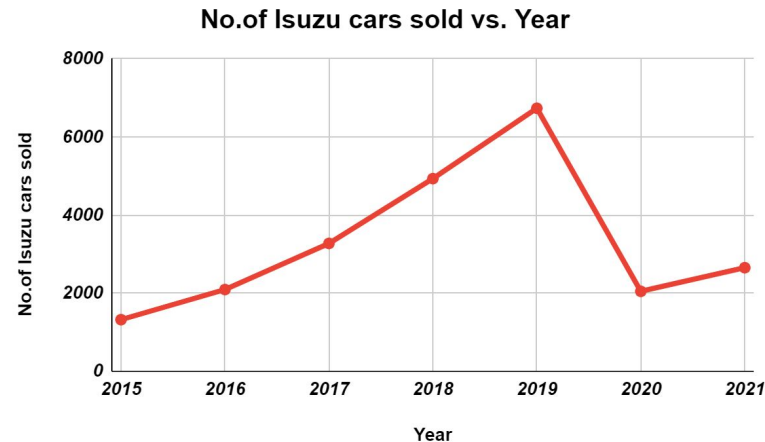


- A pickup truck was registered as a commercial vehicle in India with a yellow registration plate and the driver needs to have a commercial vehicle license. Also, being categorized as a commercial vehicle, a pickup truck owner needs to obtain a national permit, if he or she wants to drive around the states.
- According to a key Ford India official, it is not Indian tastes that are different, but it is a policy anomaly that is hindering the growth of pickup trucks in India.



Analysis

Year	YOY growth
2016	58.27%
2017	56.39%
2018	50.65%
2019	36.50%
2020	-69.59%
2021	29.54%



Analysis



- As we can see the number of sales of isuzu are increasing from year 2015 to 2019 and then there is a huge descend in sales from 2019 to 2020 due to the lockdown in India.
- From year 2020 to 2021 there was less increase in sales because of the shortage of electronic control module(ECM) due to pandemic, so manufacturing of vehicles had been reduced



Targeted Audience

URBAN: The reasons for choosing pickup trucks in urban areas are high seating position, rugged build and good visibility while people are stuck in traffic. While Urban people go for long trips they can use pickup trucks as it is a lot safer and has a lot of boot space.

Upper class : we promote our truck as a symbol of luxury, comfort, featured one among any trucks in India.

Mercedes-Benz G-Class price of **Rs. 1.64 Cr**

The price of Hummer H3 Rs. **80.0 Lakh.**

Ford F-450 (Pickup) **Rs 50-60 Lakh**

As they get similar specifications car in a lower price



Middle class :

A vacation is an extra expense that many middle-earners cannot afford without sacrificing something else. A Statista survey found in 2014, 54% of people gave up purchasing big ticket items like TVs or electronics, so they could go on a vacation. We can promote our truck as a vehicle which can be used both for daily use and travelling long distances





RURAL :

In rural areas most of the people are engaged in farming. As the roads to the rural areas are too narrow, for people to carry their heavy goods to other places, pick-up trucks are the best option. As pickup trucks can carry extra loads using trailers.

Terrain Region:

In hilly areas, not just for goods transfer but also for normal transportation we need a high power vehicle. So we promote our truck as vehicle best for both goods and people transportation.

Our Solution

- Our salesman can reach the consumers with the necessary VR equipment to the consumer's doorstep.
- Customers will test the interior and exterior of the required vehicle by VR.
- By using VR, they will get realistic experience of the design of the vehicle.
- Customers can also do driving simulation by going to the nearest campaign.



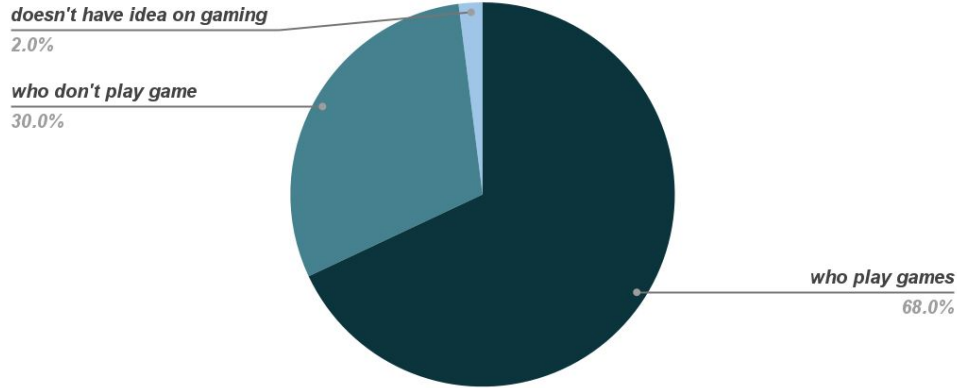
SOLUTION 2

- We can also create a VR game and promote our vehicle.
- By launching our game people will get to register our brand name and features in their minds. For example the model, power of engine etc.
- Teenagers who play this game will get excited to buy the pickup truck in future

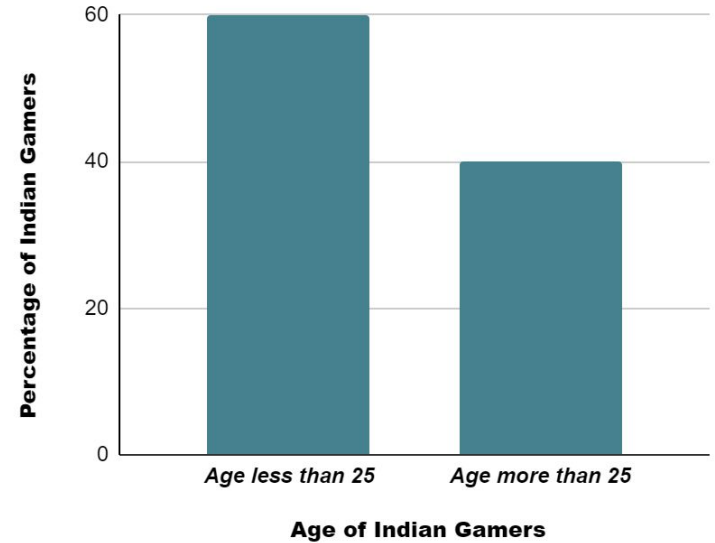


Gaming Analysis

Idea on Gaming in India

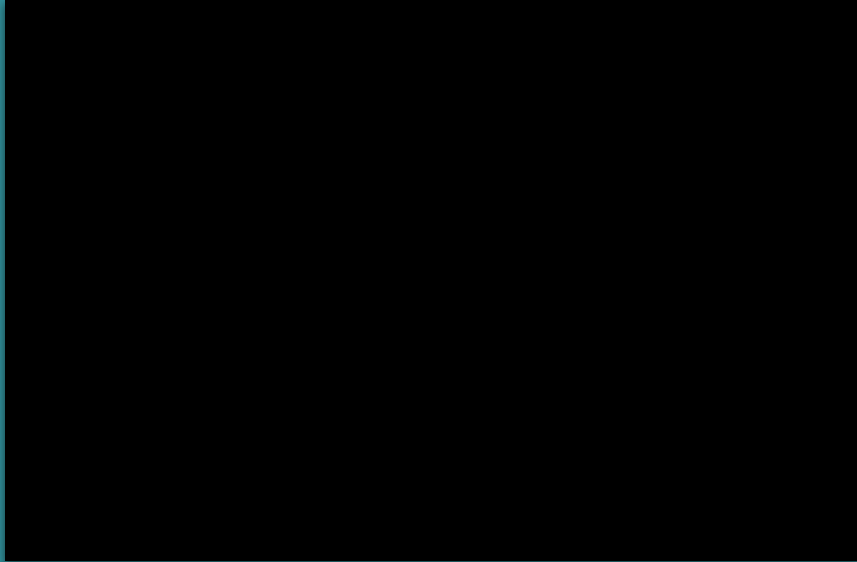


Analysis of Indian Gamers



Why VR is better than website pics?

The main difference between website pics and our solution is that here our customers can experience a realistic experience which is way better than only seeing the images





Why ISUZU?



- ❖ A Isuzu is a brand known for its diesel engines as well as tough pickups, versatile SUVs, and reliable trucks. The said products enabled this Japanese automaker to be one of the most popular car brands globally
- ❖ India's first adventure utility vehicle and a range of commercial vehicles with a history that traces back to a hundred years along with a remarkable in hundred countries
- ❖ It is also a part of a wonderful initiative taken by indian government “Make In India”.
- ❖ It is suitable for everyone regardless their age group
- ❖ Isuzu vehicles takes a unique kind of technology which is blend of indian and japanese skill sets. So, basically a wonderful output by best engineers of the world.

Promotion of the Game:



- By influencers we can promote our game to the next level, Influencers set the trends, Influencers have a active community which shares common mentality and using required influencer we can reach nearly every household.
- Flappy bird a game created by a indie game developer performed exceptionally well compared to other big companies like nintendo just after one viral video by PewDiePie.
- We can reward the users by adding in-game points which would have real life value, which increases the craze for the game and also make the user fall in love with the game
- From the above mentioned ways we can completely capture the buying decisions of people below 25
- 25-35 age :
 - Busy in their schedule(9-5)
 - Bring the simulation set to them in their free time.
 - Test drive in the comfort of their own



Older people:

Elderly people have a Fixed Mindset, they consider Brand Value before buying anything even if they are more expensive.

Digital marketing is best way to attract people above the age of 35. We promote our vehicle by ads in major social media platforms like facebook, Whatsapp etc, in which they are more active.

We can run ads with a capable brand ambassador in TV channels mostly viewed by people above the age of 35 like news channels and business channels.

We should often arrange campaigns in various areas and by using car and driving simulation we can create more awareness among them.

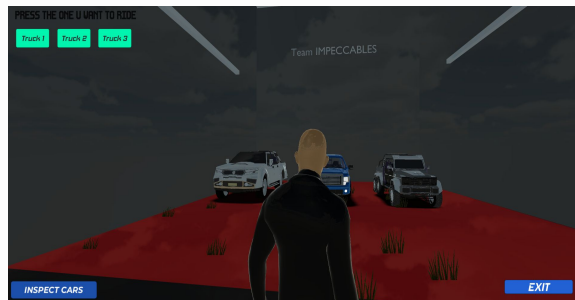
Game Creation



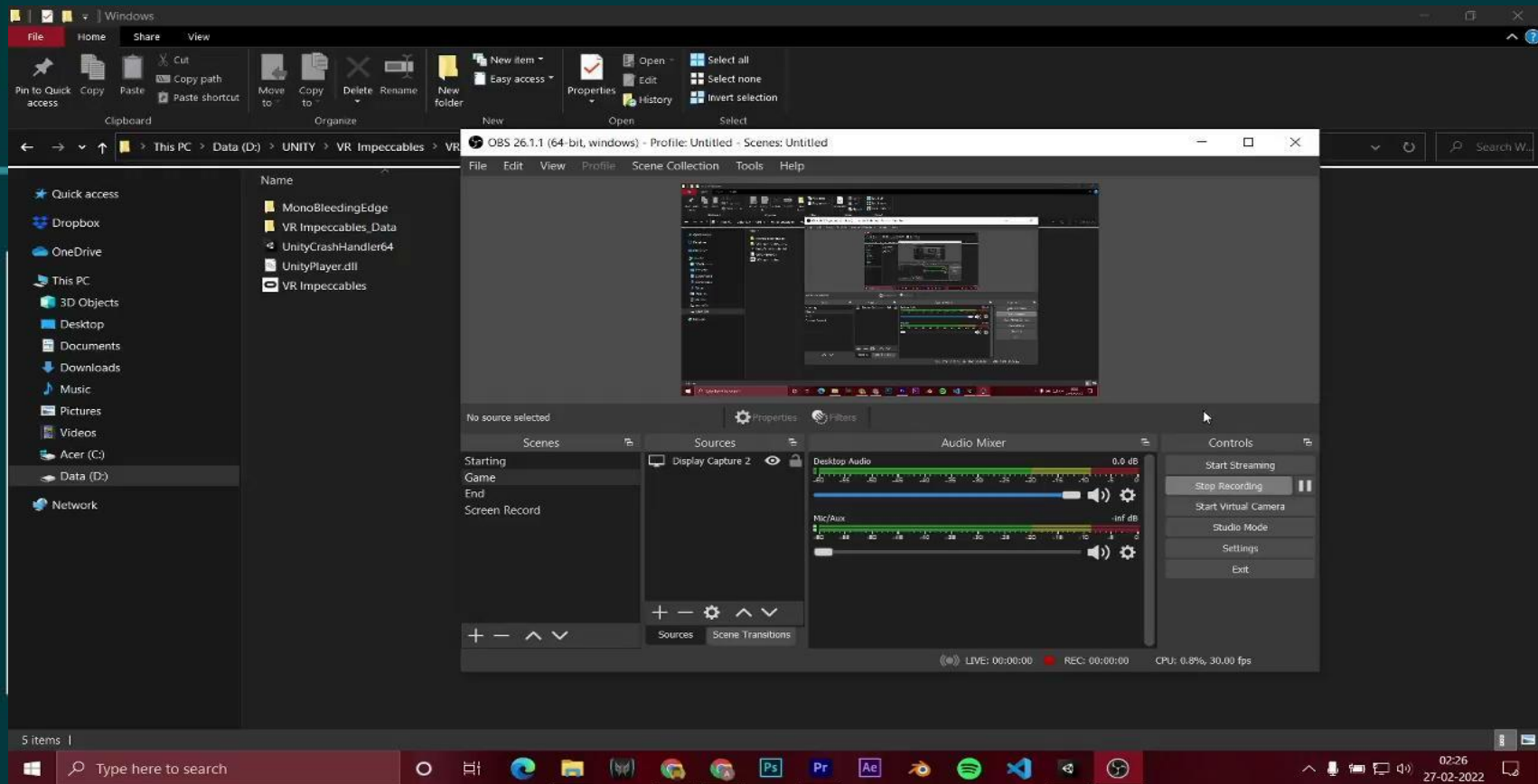
The Models used, are downloaded from cgtrader website and from unity asset store.

For getting started, Realistic Car Kit is used and then required modifications like chassis, camera, character, showroom, etc. were done

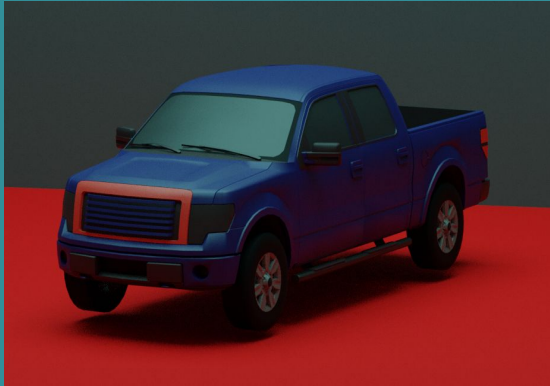
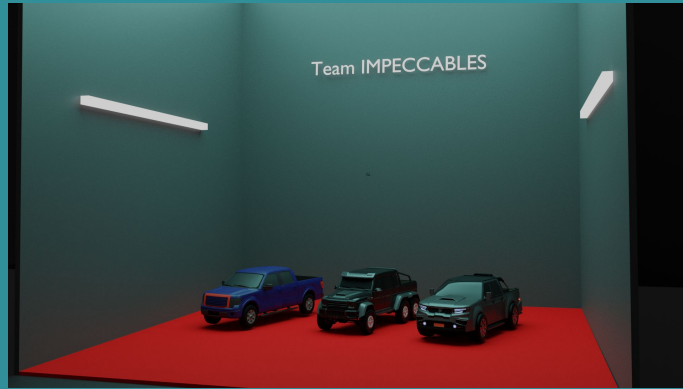
Unfortunately we were not able to get access of an oculus, therefore we used a mouse and performed VR operations using mouse



Gameplay and Features:



Gallery





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Thank You For Listening!

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