



Marketing Communication – Maruti Suzuki

About Maruti Suzuki

- Maruti Suzuki India Limited (MSIL), a subsidiary of Suzuki Motor Corporation, Japan, is India's largest passenger car maker.
- Maruti Suzuki is credited with having ushered in the automobile revolution in the country.
- Maruti Suzuki is the largest automobile company currently in India. It is known for providing value for money cars alongside being an Indian company.
- Maruti Suzuki had the leading share in the passenger car market across India in 2020 with about 50 percent.
- The Company is engaged in the business of manufacturing and sale of passenger vehicles in India.
- Making a small beginning with the iconic Maruti 800 car, Maruti Suzuki today has a vast portfolio of 16 car models with over 150 variants. Maruti Suzuki's product range extends from entry level small cars like Alto 800, Alto K10 to the luxury sedan Ciaz.
- Other activities include facilitation of pre-owned car sales fleet management, car financing, after sales service, insurance etc.

2|4|2|4|4|9|4|0

HAPPY CUSTOMERS AND COUNTING...

14.75L

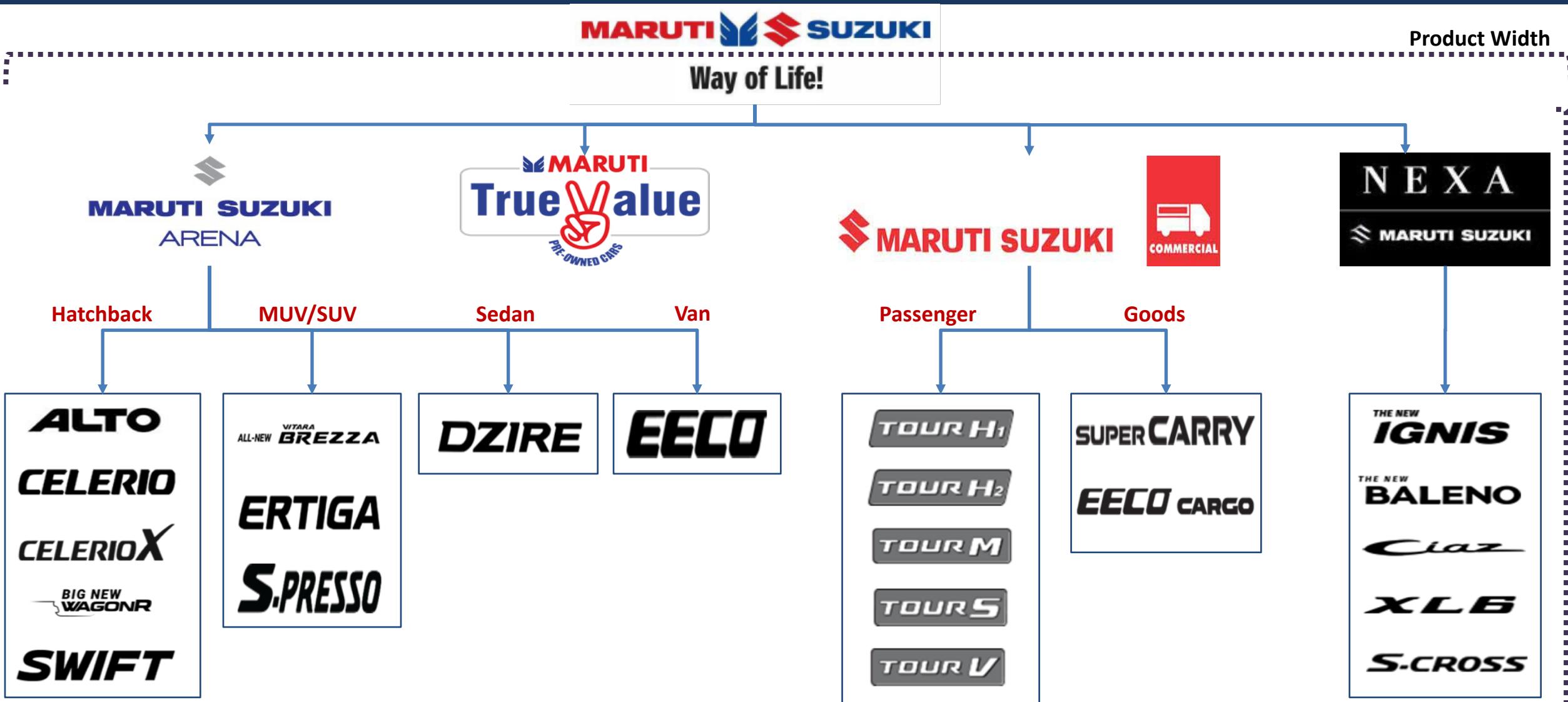
CARS SERVICED EVERY
MONTH

3.5K

EXCLUSIVE SHOWROOMS



Brand Product Mix



Product Depth – Each Product has multiple variants based on features differentiation like Lxi, Vxi and Zxi etc.

Product Length

Offerings

Manufacturing and Selling Automobile Cars



After Sale Service of Automobile

YOU'RE NEVER TOO FAR FROM MARUTI SUZUKI SERVICE

Strong Service Network
 4000+ Service Centres
 1950+ Cities



Other Offerings

[Maruti Suzuki Driving School >](#)

Why learn from Mistakes when you can learn from our Experts

[Maruti Suzuki Rewards >](#)

An all-new loyalty program where customers are treated like family

[Maruti Suzuki Subscribe >](#)

Subscribe to a car with an all inclusive monthly fee

[Maruti Suzuki Leasing >](#)

Get end-to-end solutions for Leasing Maruti Suzuki cars

[Maruti Suzuki Finance >](#)

Get a few steps closer to your dream car with Maruti Suzuki Finance

[Maruti Suzuki Genuine Accessories >](#)

Jazz up your car and make it your own style statement

[Institutional Customers >](#)

Whether serving the nation or residing abroad – get amazing benefits here

[Maruti Suzuki Exchange >](#)

Exchange your existing car for a new Maruti Suzuki car

[Maruti Suzuki Genuine Parts >](#)

Keep your car as good as new with Maruti Suzuki Genuine Parts

[Maruti Insurance >](#)

A customised One-Of-A-Kind Motor Insurance Policy

SWOT Analysis

Strength

- Maruti Suzuki is a leader in the market share.
- Largest network of dealers and after sales service centers in India
- Strong brand value and loyal customer base.
- Strong Product width, length and depth targeting the majority of Indian household coupled with huge service network.
- Indian brand image and first mover advantage.
- Understanding of Indian Market.
- Building low maintenance products with great fuel efficiency.

Weakness

- Limited offerings in premium and luxury segment cars.
- Inability to attract younger generation compared to other foreign brands.
- Internal operational issues in manufacturing plants between management and labor.
- Compliance with government regulations like BS VI engines especially in diesel category.

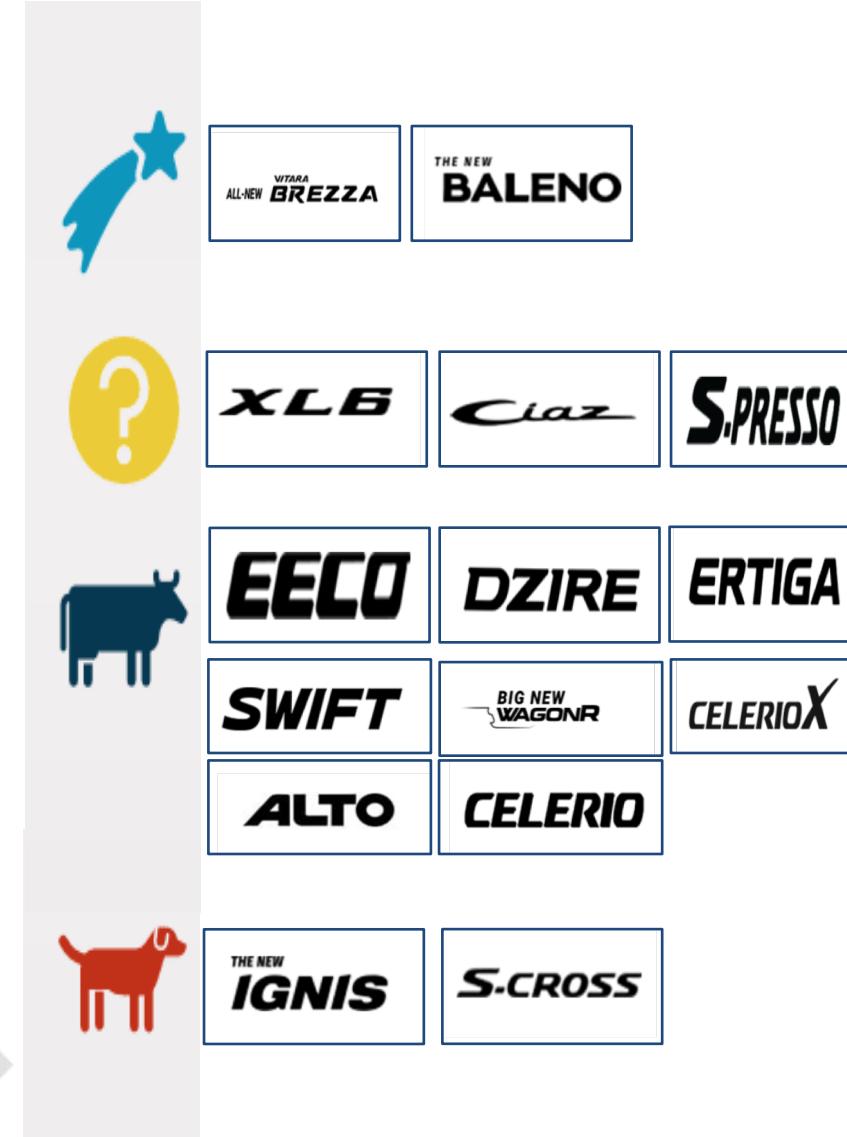
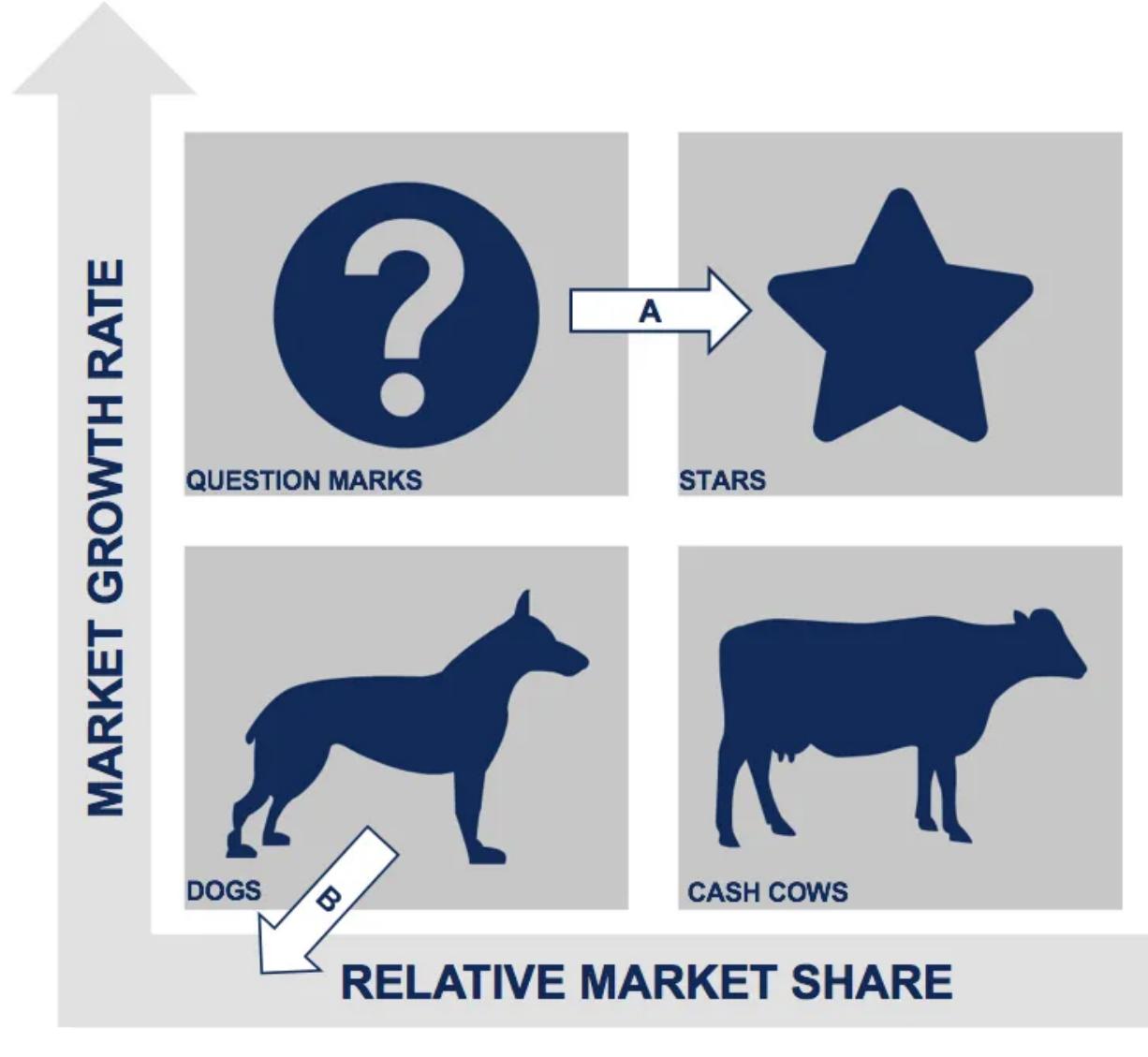
Opportunities

- Tap into energy efficient segment like CNG, LPG, Electric etc.
- Increase export into foreign markets.
- Introduction into luxury car segment through NEXA
- New revenue avenues through subscription, leasing etc.
- Strategic tie ups in commercial industries for e.g. OLA and Uber for passenger vehicles and Amazon and Flipkart for goods carrier vehicles.

Threats

- Foreign brands coming in India and attracting customers.
- Increasing dominance from local brands like Tata etc.
- Electric cars are a big threat to overall industry.
- People's changing attitude to have more features and less focus on fuel efficiency and low cost
- Product Cannibalization

BCG Matrix



Marketing Strategy

Segmentation

- Focus is to catering to the needs of almost all the segments of Indian consumer
- Economic
 - Middle class
 - Upper middle class
 - High class.
- Usage
 - Petrol
 - Diesel
 - CNG/LPG
- Type
 - Personal
 - Passenger
 - Goods
- Buying
 - New
 - Used / Pre-owned

Targeting

- Middle to High Income Groups
- Working Professionals
- Corporates and Commercial users
- Youth
- People looking to switch from 2-wheeler to 4-wheeler

Positioning

- Maruti positions itself as low cost, low maintenance and high fuel efficient cars with low maintenance cost.
- Maruti positions its different products as per different wants and desire of the consumer for e.g.
- Alto– Let's go- Positioned as India's most fuel efficient car which can be afforded by lower income groups
- Swift– You're the fuel– Positioned as the car with style, modern looks, and young attitude.
- Swift Dzire– The heart car- Positioned as an entry-level sedan for the aspirational class

Marketing Mix

Product

- Maruti Suzuki today has a vast portfolio of 16 car models with over 150 variants.
- One of the key highlights of Maruti Suzuki cars is that they are made remembering the middle-class population in India. None of the cars are high in cost and neither any of them having features which make them expensive.
- The product quality is suited for the every segments of the population.

Place

- Maruti follows one level distribution channel i.e. Manufacturing to Retailers to Consumers.
- Maruti have 4 types of outlet Arena, NEXA, Commercial and True Value. Apart from that it has a network of service workshops.
- 4000+ Service centers across 1950+ cities.
- 3.5K exclusive showrooms operating in India and spread across 34 states and 643 cities

Price

- Maruti focuses on providing value for value to its customers
- Pricing is based on competitors.
- Pricing targets middle income level customers
- Pricing also considers affordability and Cost recovery
- Core strategy is Penetration pricing and competitive advantage

Promotion

- Maruti has focused on its promotion and advertising as much as it focuses on providing quality cars to its customers.
- Maruti use all types of media to promote its products.
- Maruti use direct contact, Offers & discount, Mass communication through Ads, newspapers etc., Sponsorship, Demonstration (Test Drives), Motorsports events, sporting events etc.

Major Marketing Communication Mix

Sales Promotion

Aggressive sales promotion Strategy was part of Maruti Suzuki from beginning.

- “Change your life” campaign in 2003 to attract customers.
- One rupee vehicle insurance scheme
- Customers lucky draw to win prizes
- Collaboration with multiple banks for Low interest loan rates over the years
- Offer of Rs 2599 for 7 years for Maruti 800 in 2004
- Teacher Plus scheme for teachers
- 2011 Eeco meal promotion offer
- Khulja sim sim offer at Maruti Suzuki dealers
- Heavy discounts on festivals
- Schemes for Doctors, School Teachers, LIC employees, State and Central Government employees, Corporate Employees etc.
- Exchange offers on multiple models and variants.

Advertising

Maruti’s advertising campaign includes TVCs, Radio and print ads etc. Maruti’s advertising strategy focused both on building up its corporate image and promoting its cars and highlighting strong service network. Maruti’s campaigns emphasized different aspects of its cars including fuel efficiency, looks, space, service etc.



Events and Experience

Maruti sponsors sporting events, TV shows etc. on regular basis to keep its brand and vehicle in front of customer eyes.

- TV shows like Just Dance, Dance India Dance, Khatron ke Khiladi, Comicstaan etc.
- Official sponsor for multiple seasons of the Indian Premier League (IPL). Exclusive sponsor of Ten Sports Cricket rating
- Sponsor of Indian Hockey League, Football Leagues and Kabaddi Leagues.
- Sponsoring college events like Silhouettes etc.

Public Relations and Publicity

Maruti is always keen on public relationships through community outreach programs.

- Collaborations with ITC eChaupal and Haryali Kissan Baazar to penetrate Rural Areas
- Sponsoring Rural sporting events and taking Sarpanch to factory visits
- Target specific customer base like orange growers in Nagpur, Jute mill owners or mango growers in Bengal.
- Special campaigns and outreach programs for specific communities. Road Safety drive every year.
- Gypsy Model Exclusive for Indian Army and become pride of the nation.
- Maruti Suzuki organized “Maruti Suzuki Colors of Youths 2012” a mega show that offer students a platform to showcase their colors- Talent & Knowledge to the country at large.

Online and Social Media

Maruti started to focus on online and social media campaigns especially after launching Nexa. Now Maruti has a very strong presence on social media with its different social media handles regularly engaging with customers. Company also started multiple campaign to attract customers like #belimitless #peoplestechnology, #gharaayamehmaan etc.

Personal Selling

Maruti relies heavily on their big network of dealers, service stations, salesperson etc. to sell and promote the brand and so far it is being very successful on that end. It also used word of mouth publicity due to its low maintenance cost and service availability features.
Company also engaged in trade fairs like Corporate exhibitions, Auto Expo, Himalayan Rally, and other different car shows and rallies to promote the brand and cars

More on Advertising Mix

Maruti's advertising campaign includes TVCs, Radio and print ads, Point of sales, promotions and online marketing and outdoor promotions etc. Maruti's advertising strategy focused both on building up its corporate image and promoting its cars. Maruti's campaigns emphasized different aspects of its cars including fuel efficiency, service, looks, space etc.

TV Commercials

- **"Kya karoon papa petrol khatam hi nahi hota"** (what should I do? The petrol never finishes.)
- **"Kitna Deti Hai?"** Maruti Suzuki makes India's most fuel efficient cars
- **'India Comes Home in a Maruti'**, highlighting the Maruti's leadership in the Indian car market.
- **"Rishton Mein hum Jeete hain"** celebrating the many colorful festivals of India with loved ones
- **"Jayenge aap jaha..payenge aap Maruti Suzuki Service Station waha"** (Wherever you go, you will find a Maruti Suzuki service station)
- Brand related advertisements like be limitless for Swift, A car full of ideas for Wagon R etc.
- Hiring Celebrities like Varun Dhawan, Ranveer Singh, R Madhavan etc for TV commercials

Print

- Maruti Suzuki, whenever launched the car, it supported the launch of the product with an ad campaign
- Branding through leading newspapers and automobile magazines like Auto India, Auto Car, Overdrive, Auto Bild India etc.
- Ads specific to local regions like Marathi, Bengali etc.
- Brand name and image through sponsorship of events and in news
- Outdoor media – Hoardings and banners on popular streets and crossings.

Social Media and Online

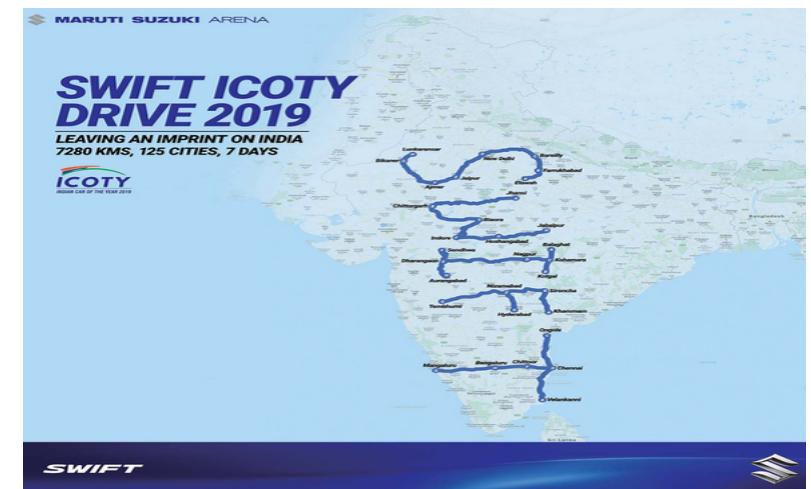
- Cyber promotions through banners on various internet sites
- Collaboration with Google for search engine optimization and online reputation management initiatives.
- Using database marketing by emailing customers about new products
- Online campaigns to engage customers

Out of Box in Rural Advertising

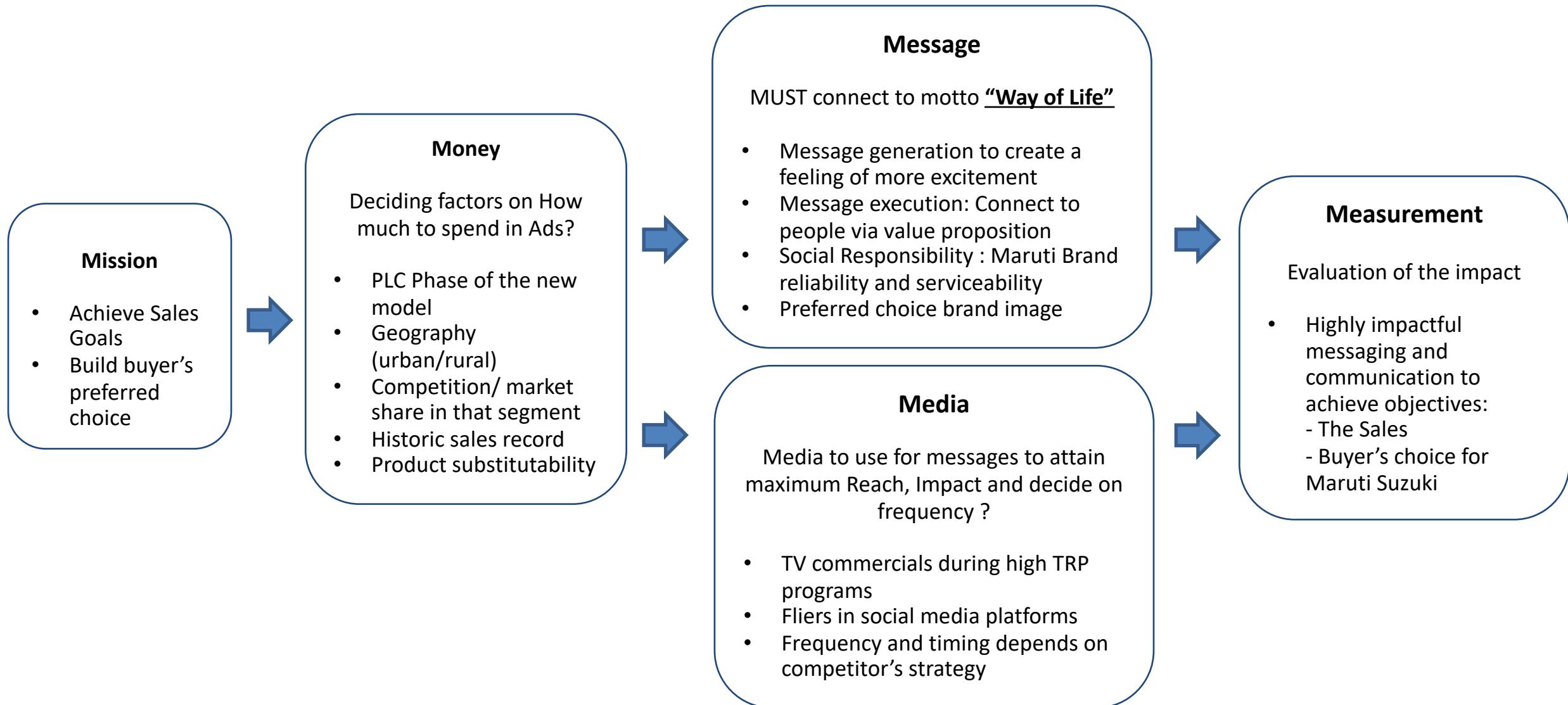
Innovative concept i.e. 'Video on Wheels' campaign in which the villagers get to see the screening of Maruti Suzuki ads while sitting in an air conditioned environment created in the back of truck

Swift ICOTY Drive

Maruti Suzuki collaborated with the ICOTY jury panel and etched the name SWIFT on the map of India using GPS art



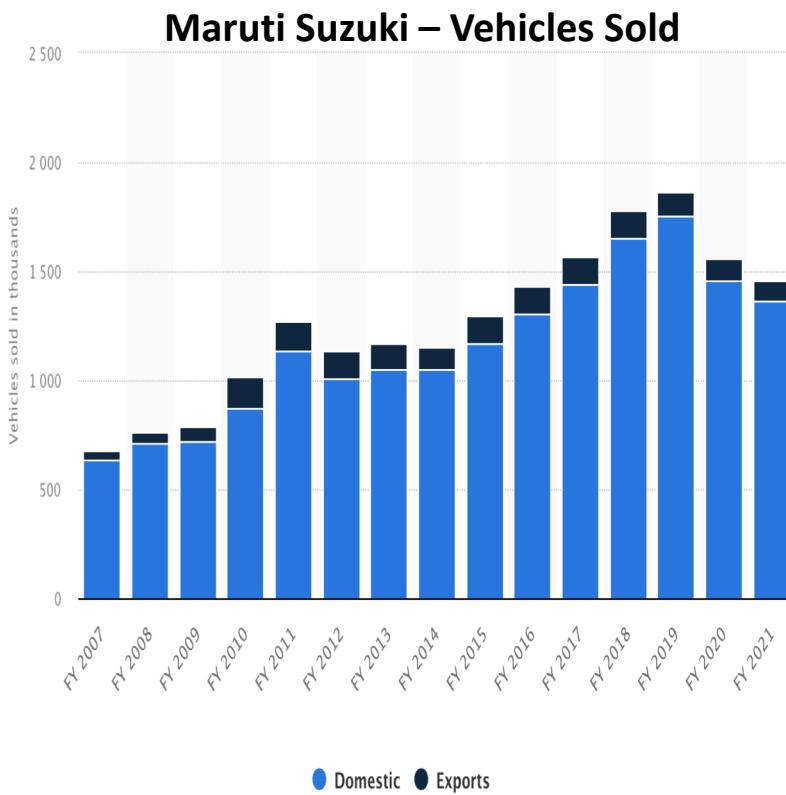
The 5 M's of Advertising



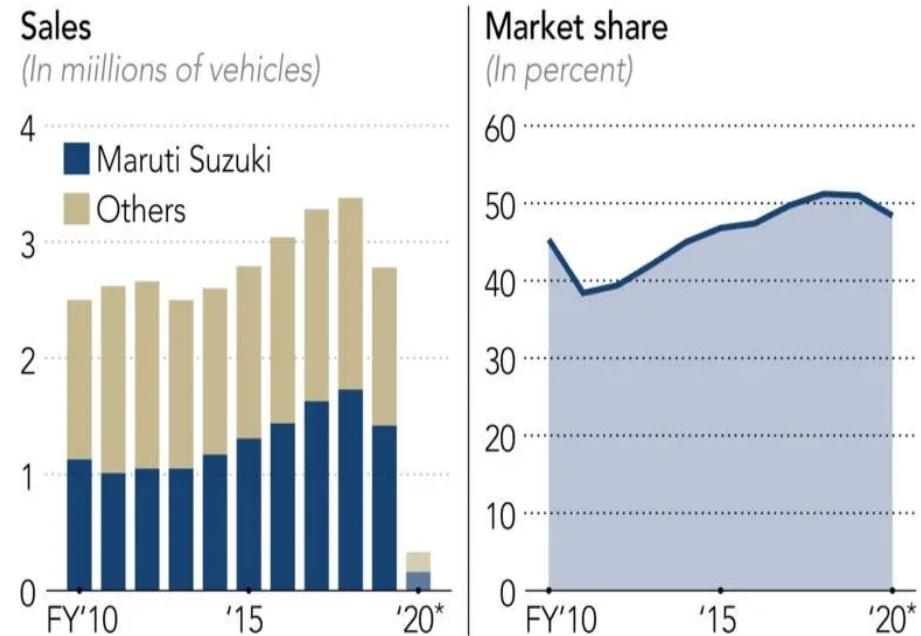
Marketing Communication Mix – Effective ?

Marketing mix of Maruti Suzuki is effective.

It is able to convey the message in right way to the consumer and on other hand, it is attracting the customers. If we just go by numbers from past several years, we could see that Maruti Suzuki is able to consistently keep its high market share and kept on increasing number of vehicles sold. Although the market is flooding with new models and variants from local and foreign brands, Maruti is successful in holding the sales and market share.

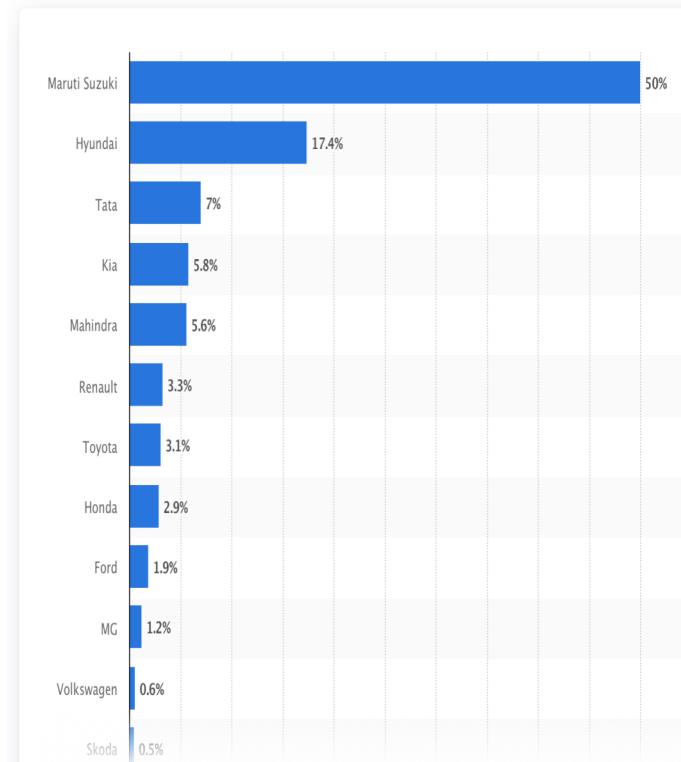


Maruti Suzuki leads India's passenger vehicle market



Source: Society of Indian Automobile Manufacturers, MarkLines

Passenger car market share in India in 2020, by vendor



Short Term Recommendations – Increase Effectiveness

"Maruti is low cost, aspirational car low maintenance, suitable for Indian road, fuel efficient with the spread of services centers across the country".

This brand positioning of Maruti Suzuki is as an indigenously designed, developed, and manufactured. The perception was created among the public as it is an Indian Car; also, the competition was significantly less, and Maruti was better off over the competitors. Now, with introduction of new players like Kia, MG and rise of Hyundai, Tata and Mahindra, Maruti is set to face a tough competition especially in mind of younger generation who prefers style, safety and comfort more than fuel efficiency and low cost maintenance. To combat this and to maintain/increase the market share we would recommend following

- Considering the increase in number of women drivers, Maruti should focus to add them to their list of targeted audience and communicate values separately through their marketing channels.
- Attract younger generation as well through marketing mix by showcasing features related to safety, style and comfort along with core propositions.
- As per BCG matrix analysis, Maruti should focus more on "Dog" category products like Ignis and S-Cross. They have to update the marketing mix for these products to attract more customers. Marketing mix for Ciaz, XL6 and Spresso also needs a revamp as these cars have potential to gain more market share and become a star product for Maruti.
- Maruti NEXA used Blue Ocean Strategy to answer the challenges due to lack of modernization in its outlets. The focus is to provide better customer experience, shedding the image of Maruti as a low cost car manufacturer and to attract younger generation. NEXA is growing and but there are certain shortcomings when it comes to consumer perception as they are not able to differentiate. Marketing communication should provide consumer information about NEXA and Arena.
- Maruti launches lot of apps in recent past like Maruti Care app, Maruti Rewards for Customer engagement and retention, Car customization app through Maruti Genuine Accessories etc. but there is very minimal or no marketing communication for these. Maruti should include these in communication to bring more awareness among the users.
- New distribution channels like subscription and leasing are new to Indian market and Maruti can focus on promoting these channels to gain the first mover advantage.
- Maruti should add more focus on its commercial products and true value brands. Considering green environment, Maruti's CNG, S-CNG and LPG variants have great future in commercial industry. Also True value is pioneer in pre-owned car industry and should not lose the battle with new players like cars24.

Long Term Recommendations – Increase Effectiveness

- Increase the Product Length and Depth to target younger generations who value style, comfort and safety more than fuel efficiency and low cost maintenance.
- Probably Maruti can use its offerings like Maruti Insurance to insure cars other than Maruti and then use that as a media for advertisements and promotions.
- Maruti started the mobile service initiative but didn't pursue it further. Given Maruti is the leading car manufacturer in India with about 45% of market share, and it's over an decade they are holding this position they should focus more to provide door step service offerings to their end customers. This will help in advertising, customer retention and engagement further.
- Maruti should expand direct selling model to their customers, such that customers can order their car directly online without attending their dealership networks. This model is getting popular in the industry. This will also provide user to interact more with Maruti.
- Introduce concepts like Car of the Week/Month to specifically promote a product in a more targeted manner.
- Maruti Rewards program is present in all distribution channels but is not proving much effective. Maruti needs to rethink the program and add more depth and then relaunch Maruti Rewards program with focused marketing communication mix.

Thank You

Popular TV Commercials

- <https://www.youtube.com/watch?v=RjhWCqTUbF8>
- <https://www.youtube.com/watch?v=LbX8e4seGoY>
- <https://www.youtube.com/watch?v=akmpsxF2-4>
- <https://www.youtube.com/watch?v=IDOepwHw0f0>
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- <https://thebrandhopper.com/2020/10/20/brand-maruti-suzuki-nexa-5-years-of-redefining-customer-experience/>
- www.google.com to figure out different campaign details and promotional activities.