**SUMMER TRAINING REPORT**

**ON**

**  
 “Customer Buying Behavior in bikes taking TVS for comparison”**

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**CERTIFICATE**

I certified that the Minor Project Report (Paper Code BBA-209) entitled “Consumer Buying behavior in bikes taking TVS for comparison ” done by Ms. Gunjan Rajput Roll No. 05821201711 , is completed under my guidance.

**ACKNOWLEDGEMENT**

This Project Work titled “Consumer Buying behavior in bikes taking TVS for comparison”is a successful outcome of my hard work with the help and guidance of my respectable teacher.

I sincerely acknowledge the contribution of the suggestions given by Mr. Vijay Dahiya without which this project could never became a ratify. Last but not least I acknowledge all my friends who gave me suggestion and full support by heart.

Gunjan rajput

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**CHAPTER 1**

**INTRODUCTION**

**INTRODUCTION**

Someone has rightly said that practical knowledge is far better than classroom teaching. During this project I fully realized this and I came to know about how a consumer chooses among a varied range of products available to him.

The current study is focus on the analysis of consumer buying behavior in motor bikes taking TVS Motors as a case study. TVS Motors slowly but steadily evolved, from a beginner to a corporate giant earning laurels and kudos throughout.

If a marketer can identify consumer buyer behaviour, he or she will be in a better position to target products and services at them. Buyer behaviour is focused upon the needs of individuals, groups and organisations. It is important to understand the relevance of human needs to buyer behaviour.

Naturally you want your business to be successful. After all you work hard to achieve it. Understanding your customers’ buying behavior is one of the elements that help to be successful. Without this understanding it makes [gaining more customers](http://www.m4bmarketing.com/marketing-strategies-more-customers/) difficult.

Especially in today’s competitive world, it also helps when you want your customers to buy more from your business. Their buying behavior is one of the elements you [need for a customer profile.](http://www.m4bmarketing.com/small-business-marketing-customers-buying/)

Customers base their buying decisions on both rational and emotional reasons. They will look at a category on a rationale basis. They then decide, especially for repeat customers on the brand.

Getting your customers to have an emotional attachment to your brand is one of the keys to **keeping them loyal.** As well it is one of the key factors in gaining referrals and recommendations. When you **want more customers** for your business it makes it easier to select the [best marketing strategy](http://www.m4bmarketing.com/marketing-strategy/) when you understand.

The report contains first of all brief introduction about the company. Finally there comes data presentation and analysis in the end of my report. I also tried to put forward some of my suggestion hoping that they help TVS Motor Company move a step forward to being the very best.

In terms of competition TVS has neck-to-neck competition with Hero Honda and Bajaj. TVS has a lot of work to do if it has to take lead and remain the leading manufacturer in India. As TVS is still not a household brand name, some of the respondents were not completely aware of its products and track record.

The TVS Group is one of India's largest industrial conglomerates. TV Sundram Iyengar and Sons Limited, established in 1911, is the parent and holding company of the TVS Group.

TVS Motor Company is the third largest two-wheeler manufacturer in India and one among the top ten in the world, with annual turnover of more than USD 1 billion in 2008-2009, and is the flagship company of the USD 4 billion TVS Group. With a workforce of over 5000, the company has 4 plants - located at Hosur and Mysore in South India, in Himachal Pradesh, North India and one at Indonesia. The company has a production capacity of 300 thousand units a year.

TVS and Sons also distribute Heavy Duty Commercial Vehicles, Jeeps and Cars. It represents premier automotive companies like Ashok Leyland, Mahindra and Mahindra Ltd., Fiat and Honda. It also distributes automotive spare parts for several leading manufacturers.

TVS & Sons has grown into a leading logistics solution provider and has set up state-of-the-art warehouses all over the country. It has also diversified into distributing Garage equipment that ranges from paint booths to engine analyzers and industrial equipment products.

**OBJECTIVES**

**MANAGEMENT OBJECTIVE**

To fuel initiative and foster activity by allowing individuals freedom of action and innovation in attaining defined objectives.

**PEOPLE OBJECTIVE**

To help HCL Infosys people share in the company’s success, which they make possible, to provide job security based on the performance, to recognize their individual achievements and to help them gain of satisfaction and accomplishment from their work.

**CORE VALUES**

* It is uphold the dignity of individual
* It is honor all commitments
* It is committed to quality, innovation and growth in every endeavour
* It is responsible Corporate Citizens.

### 

**RESEARCH METHODOLOGY**

The research was designed in such a way that the probable customers and the potential buyers could be covered to get the accurate information and feedback from the respondents.

The research was divided in the following phases:-

1) The respondents were segmented.

2) The target customers were identified and approached.

3) Questionnaires were filled by the respondents.

4) Information analyzed and decoded.

5) Conclusion Drawn

**DATA COLLECTION**

The researcher collected information through the official websites and books.

**DEVELOPED THE RESEARCHED FRAME**

This included deciding upon various aspects for the project on which the entire research is based. The research frame included:

**Nature of the source**

The project on which the researcher worked is descriptive and inferential in nature.

**Data source**

The researcher took the help of both primary as well as secondary sources.

Secondary sources being interaction with various IT people of the selected and has been chosen for the research by the researcher. Secondary sources being the internet as the medium and the official sites of the companies of IT sectors and corporate selling and feedback of HCL.

**Instruments used**

The researcher for the research used a Questionnaire cum Schedule for market research for both the segments horizontal and vertical. The Questionnaire was prepared by the researcher and Schedule was provided by the company in which the researcher did its research report.

**Sample size**

Sample size for the research is fixed. It counts to 113. That is the HCL companies and corporate selling and feed of HCL in comparison with other IT sectors.

**CHAPTER 2**

**PROFILE OF THE COMPANY**

**TVS MOTOR COMPANY - MISSION**

We are committed to being a highly profitable, socially responsible, and leading manufacturer of high value for money, environmentally friendly, lifetime personal transportation products under the TVS brand, for customers predominantly in Asian markets and to provide fulfilment and prosperity for employees, dealers and suppliers.

**VISION STATEMENT**

**TVS Motor** - **Driven by the customer**

TVS Motor will be responsive to customer requirements consonant with its core competence and profitability. TVS Motor will provide total customer satisfaction by giving the customer the right product, at the right price, at the right time.

**TVS Motor - The Industry Leader**

TVS Motor will be one among the top two two-wheeler manufacturers in India and one among the top five two-wheeler manufacturers in Asia.

**TVS Motor - Global overview**

TVS Motor will have profitable operations overseas especially in Asian markets, capitalizing on the expertise developed in the areas of manufacturing, technology and marketing. The thrust will be to achieve a significant share for international business in the total turnover.

**TVS Motor - At the cutting edge**

TVS Motor will hone and sustain its cutting edge of technology by constant benchmarking against international leaders.

**TVS Motor - Committed to Total Quality**

TVS Motor is committed to achieving a self-reviewing organization in perpetuity by adopting TQM as a way of life. TVS Motor believes in the importance of the process. People and projects will be evaluated both by their end results and the process adopted.

**TVS Motor - The Human Factor**

TVS Motor believes that people make an organization and that its well-being is dependent on the commitment and growth of its people. There will be a sustained effort through systematic training and planning career growth to develop employees' talents and enhance job satisfaction. TVS Motor will create an enabling ambience where the maximum self-actualization of every employee is achieved. TVS Motor will support and encourage the process of self-renewal in all its employees and nurture their sense of self worth.

**TVS Motor - Responsible Corporate Citizen**

TVS Motor firmly believes in the integration of Safety, Health and Environmental aspects with all business activities and ensures protection of employees and environment including development of surrounding communities. TVS Motor strives for long-term relationships of mutual trust and inter - dependence with its customers, employees, dealers and suppliers.

**OVERVIEW OF THE TVS MOTORS**

The TVS Group is one of India's largest industrial conglomerates. TV Sundram Iyengar and Sons Limited, established in 1911, is the parent and holding company of the TVS Group.

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TVS & Sons has grown into a leading logistics solution provider and has set up state-of-the-art warehouses all over the country. It has also diversified into distributing Garage equipment that ranges from paint booths to engine analyzers and industrial equipment products.

**GROUP COMPANIES**

With steady growth, expansion and diversification, today TVS commands a strong presence in various fields-two-wheelers, automotive components, automotive spares, computer peripherals and finance.

**Lakshmi Auto Components Limited** - Large OE supplier of two wheeler gears and camshafts.

**Lucas Indian Service Limited (www.lucasindia.com)** - Company looks after the distribution of auto electrical components all over India.

**Axles India Limited** - A joint venture with Eaton Limited, U.K. Manufactures axle housings and drive heads for heavy and light commercial vehicles.

**COMPANY AT PRESENT AND IN FUTURE**

* Successfully launched the Victor and Fiero-F 2 models after parting ways with Suzuki.
* Two wheeler markets show sign of revival after a lackluster first half.
* The company is suffering a decline in volumes due to poor response of its two strokes Max motorcycles.
* Recently launched the TVS Centra and 125 cc TVS Victor GLX and four stroke Max in the pipeline, which would be launched later this year.
* Plans major foray into three-wheeler and quadricycles market through fresh investments of Rs 500 crore.
* Actively looking to set up manufacturing unit in Indonesia or Vietnam.
* Strong focus on R&D and product development.

**Apache the Savior**

TVS launched Apache RTR 160 cc model in September 2008, with its ultra modern technology for Indian bikes has proved to be a big success. The success of TVS Apache is especially significant because it was developed with indigenous technology.

**Two stroke Max Range – On the way out**

The company is currently looking forward to phase out its two stroke Max range, which is perceived to be less fuel efficient with a new four stroke range. The changeover is expected to take place by the end of June 2009.

**Two new launches could out TVS on a high growth trajectory**

**TVS Centra**

TVS Centra a new 100 cc model has recently been launched and the company has set ambitions targets of achieving monthly sales in the range of 15000-20000 bikes per month.

Also, a new upgraded 125 cc TVS Victor has been launched which will improve the trajectory of the company.

**Three wheeler project- entering a new market**

TVS Motor has set the stage for entry into the three-wheeler markets with the setting up of a new plant at Nanjangud, near Mysore in Karnataka. We understand that the company would be targeting the sub-one ton passenger and goods carriers segment of the market.

With an investment of about Rs 50 crore in phase-1, it will cater to both passenger and cargo segments. The total investments for the three wheeler and four-wheeler quardricycle project are expected to be in the range of Rs 500 crore in the next two-three years. It plans to go with petrol version of three wheelers and expects higher demand to come from B class towns. The company expects higher margin and low competition in three-wheeler business as compared to its two-wheeler business. Three wheeler sales have grown at a CAGR of 7% over the last 9 years to 2.26 lakh units FY 03, and are expected to grow at the same rate for the next five years. TVS is expected to roll out its first three-wheeler by the end of FY05 to garner a 30% market share with around 100,000 unit sales by the end of FY08.

**Three-wheeler market scenario**

These are two main segments in the Indian passenger three -wheeler markets are:

* Number of seats, including driver, not exceeding 4 and maximum mass not exceeding 1 tonne.
* Number of seats including driver excluding 4 but not exceeding 7 max mass not exceeding 1.5 tonnes.

The three-wheeler goods carrier segments are:

* Maximum mass not exceeding 1 tonne

Others

Around 95% of the three-wheeler sold in India belongs to the smaller vehicles category in which Bajaj Auto is the major player and has around 90% market share. The other players in the segment are Atul Auto and Piaggio group, Italy.

Similarly, in the three-wheeler segment, domestic sales of the goods carrying variety grew a whopping 46.95%. This growth in 2002-03 could have possibly come from two factors:

1. The increasing number of cities whose corporations have legislated that larger goods carrier, like trucks be kept out for logistics purpose.
2. The increase in the number of offerings in this category, especially from companies such as Mahindra & Mahindra and Piaggio vehicles pvt. Ltd.

**Quadricycle - A new introduction in the Indian market**

There is a new challenger emerging in the Quadricycle segment. These new vehicles could impact on the entry level sales. These new vehicle could impact on the entry level sales. Quadricycles are three wheelers converted into four wheelers by using, a column axle. All the major three-wheeler units have prepared Quadricycles prototypes.

**Merger of engine components Division of Lakshmi Auto components with TVS Motor:**

TVS motor would merge engine component division of Lakshmi Auto Component Ltd. (LAC) and investments and other assets with itself and the dwap ratio has been fixed at once phase of TVS motor for every seven share held as consideration for the merger. Presently TVS motor holds 66.5% of equity capital of LAC, which would be cancelled. Around 66% of LAC’s sales come from the engine components division, mode of which is currently being sold to TVS motor. LAC’s total net sales in HI FY 04 were Rs. 69 crore and made a net profit of Rs. 10.5 crore..

The Plastics and Rubber components division of LAC will be transferred to the wholly owned subsidiary company, Sundaram Auto Components Ltd. The total consideration on slump – sale based is Rs. 12.25 crore.

**Strong focus on R&D**

The company has put in place a strong R & D team consisting 400 engineers & is spending about 3% of its turnover on R & D every year and has in the process setup a strong world class facility for product design and development. During 2002-03, the company applied for 16 patents & published five technical research papers in international conference. Modified research projects are carried in association with leading international research labs and Indian institutes. R & D as percentage of sales in expected to increase from 1.5% in FY o2 to 3.2% in FY 04.

**Valuation**

The company’s valuations are dependent on five events:

* Current four businesses grow at the normal industry growth rates.
* New product launches achieve their targets and are well accepted by the market.
* Three wheeler foray achieve targeted volume in the desired rates of return on capital employed.
* Quadricycle foray achieve the desired rate of return on the capital employed.
* Overall investment returns.

**TVS MOTOR COMPANY**

TVS Motor Company Limited, part of the TVS Group, is one of India's leading two-wheeler manufacturers. With a turnover of over Rs.2700 crores, the Company manufactures a wide range of motorcycles, scooters, mopeds and scooterettes. Little wonder, it boasts of more than 7 million happy customers.

The chapter called two wheelers in India begins…..

The year was 1980. And it is a year to remember for the Indian two-wheeler industry. For it was this year that saw India's first two-seater moped, TVS 50, rolling out on the Indian roads. For some it was freedom to move. For some, shorter distances to span. For the Indian Automobile sector, a breakthrough to be etched in history.

With the joint venture with Suzuki Motor Corporation in 1983, TVS-Suzuki became the first Indian company to introduce 100 cc Indo-Japanese motorcycles in September 1984. Through an amicable agreement the two companies parted ways in September 2001.

**Unmatched Performance**

Today TVS Motor Company has the largest market share in the moped category with a whopping 65.3% and is also the undisputed leader in the scooterette segment with 34.3% share. It also holds 18.3% market share in motorcycles.

**Wide Network**

With a strong sales and service network of 500 Authorized Dealerships, 1018 Authorized Service Centres and over 864 Certified Service Points, TVS is growing from strength to strength.

**World Class Facilities**

The company manufactures its motorcycles, scooterettes and mopeds at its state-of-the-art factories in Mysore and Hosur.

**Product Range**

TVS offers a wide range of two-wheelers

- Motorcycles - TVS Centra / TVS Victor / TVS Fiero F2/ TVS Max 100/ TVS Max 100R

- Scooterettes - TVS Scooty Pep/ TVS Scooty 2S

- Mopeds - TVS XL Super/ TVS XL Super HD

**MILESTONES**

Launched Centra in January 2004, a TECHNOLOGY Uncompromising Quality

**TECHNOLOGY**

TVS Motor Company's R&D division has an imposing pool of talent and one of the most contemporary labs, capable of developing innovative designs.   
Committed to achieving total customer satisfaction through Total Quality Control (TQC), the Company continuously strives to give the customer, the best value for money.

**ECO-FRIENDLY**

TVS is committed to protecting the environment. The company's manufacturing facilities at Mysore & Hosur have state-of-the-art facilities & air pollution control measures. Even the suppliers are encouraged to ensure that their products meet eco-friendly norms.

**ALWAYS FIRST**

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**AWARDS**

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| |  |  |  | | --- | --- | --- | | **Exports** | | | |  | | | | |  | | --- | | TVS Motor Company has been awarded 'Star Performer - Silver Shield' in two/three wheelers category, by EEPC India, for excellent export performance for year 2007-08. | |  | | | | | **Leadership** | | | |  | | | | |  |  |  | | --- | --- | --- | | http://www.tvsmotor.in/images/awards-venu.gif |  | Star of Asia Award to Mr. Venu Srinivasan, CMD TVS Motor Company by Business Week International.   He was also honoured with Doctorate in Science by University of Warwick, United Kingdom.  Mr Venu Srinivasan was conferred with the prestigious JRD Tata Corporate Leadership Award for the year 2004. | | | | |  | | | | **Engineering** | | | |  | | | | **The Deming Prize** - TVS Motor Company is the only two-wheeler company in the world to be awarded the world's most prestigious and coveted recognition in Total Quality Management   **Technology Award 2002** from Ministry of Science, Government of India for the successful commercialization of indigenous technology for TVS Victor |  | http://www.tvsmotor.in/images/Deming-Prize.gif | |  | | | | **Asian Network for Quality Award 2004** - TVS Scooty Pep won the prestigious 'Outstanding Design Excellence Award' from Business World and National Institute of Design  **Progressive Manufacturer 100 Award** - TVS wins coveted 2009 Progressive Manufacturer 100 Award for end-to-end automation of the entire business process of its lubricant brand, TVS TRU4   **TPM Excellence Award 2008** - First category by Japan Institute of Plant Maintenance (JIPM). | | | |  | | | | **Management** | | | | |  |  |  | | --- | --- | --- | | Emerging Corporate Giant in the Private Sector awarded by The Economic Times and the Harvard Business School Association of India.   **Best Managed Company award** from Business Today, one of India's leading business magazines. |  | http://www.tvsmotor.in/images/Harvard-Business-School.gif | | | | |  | | | | Most Investor friendly  company by Business Today, one of India's leading business  The **'Good Advertising' award**  by Auto India Best Brand Awards 2009.  **SAP ACE AWARD 2007** - The company won the SAP ACE 2007 Award for Customer Excellence in the Most Innovative Net weaver Category.   **TEAM TECH 2007 Award** - TVS Motor Company bags TEAM TECH 2007 Award of Excellence for Integrated use of Computer Aided Engineering Technologies | | | |  | | | |

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**TVS Motor Company unveils TVS CENTRA with 'VT-I Engines'**

***Creates History in the Technology Frontier of the Automobile Industry in India TVS CENTRA crosses an astounding 20,000 sales mark in 40 days***

HOSUR, March 6, 2004: TVS Motor Company today announced that the sales of TVS CENTRA, powered by the indigenously developed Variable Timing Intelligent (VT-I) engine technology crossed 20,000 units in just 40 days since its launch in mid January 2004, the best ever clocked by any new product from the TVS Motor Company stable. This achievement is expected to spiral the overall growth of TVS Motorcycles sales in the coming months.

The impressive sales figures reflect the customer's faith in the technological capability of TVS Motor Company to fully live up to its promise of delivering a world-class product at an affordable price. Due to excellent customer feedback across the country, TVS dealers are being pressurized with enquiries on the new 100 CC 4 Stroke CENTRA and its revolutionary VT-I engine technology. Having caught the public's imagination, TVS CENTRA has fully lived up to its promise of a 'Fill it Once a Month Bike' where a full tank of petrol lasts for a month based on the average use of motorcycle customers.

A panel of leading auto experts in India, after having tested TVS CENTRA, have endorsed the fact that it was the 'best in its class' and also commended TVS Motor Company on its technology prowess and innovation.

TVS CENTRA is powered by VT-I engines which are designed to deliver superb performance on fuel efficiency and torque delivery based on three fundamental actions namely variable ignition timing and superior combustion of fuel, friction reduction and fuel wastage reduction.

Added to its technological edge are features that include attractive price, fuel efficiency, low maintenance, contemporary style, ride comfort and backed by TVS Motor Company's reliability, making it truly the preferred two-wheeler in its class.

Chennai, January 5, 2004: India's leading two wheeler major, TVS Motor Company's commitment to produce the best technology in its products for its customers has led to the launch of TVS CENTRA with Variable Timing intelligent engines (VT-I), a 100 CC 4 Stroke motorcycle targeted at the Popular Segment.

This revolutionary new VT-I engine technology, developed indigenously by TVS Motor Company, inbuilt into TVS CENTRA will make it the most fuel-efficient motorcycle in the Country. It will be rightfully called as the 'Fill it Once a Month Bike' where a full tank of petrol will last for a month based on the average use of motorcycle customers.

The VT-i Engines by TVS Motor Company will go down in the history of the Automobile Industry in India as one of the most innovative technology developed indigenously. The VT-I engines are designed to deliver superb performance on fuel efficiency and torque delivery based on three fundamental actions namely variable ignition timing and superior combustion of fuel, friction reduction and fuel wastage reduction. This action facilitates deceleration fuel cut off, faster warm up of the Engine and has four curve ignition mapping.

Like all TVS Motor Company products, TVS CENTRA too has been engineered and designed keeping in mind extensive customer feedback and changing customer needs. TVS CENTRA will be the first motorcycle in India that will bundle price, mileage, maintenance, style, reliability, power, ruggedness and ride comfort making it truly a value for money personal transportation two-wheeler. Those who want all these performance attributes in a commuter motorcycle at a great price; nothing will beat the TVS CENTRA for all the advantages it offers.

TVS CENTRA is built around to give a mileage that will offer at least 10 per cent more than any other motorcycle in the country, today. It will be powered by 7.5 Brake Horse Power (Bhp) at 7250 RPM making it the most powerful motorcycle in its class.

TVS CENTRA will also be known for its nimble handling and riding comfort enabling easy maneuvering even in busy city traffic. Its contemporary style with big muscular tank and well-rounded looks with a horizontal engine and superior ergonomics will mark a new standard in the popular segment of two wheelers. It will come with Econometer to keep a check on the mileage / power ratio, wide and skid free seat and Utility space.

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| **TVS Motor Company posts 117,101 two wheeler sales in October 2008; Exports up by 30%** |

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| |  | | --- | | HOSUR November 1, 2008 : TVS Motor Company has registered total two wheeler sales of 117,101 units in October 2008 against 129,614 units in the corresponding period of the previous year.   This year, both the important festivals of Dusshera and Deepavali were celebrated in October and consequently, placement of stocks with the dealers for the festival season was effected in September. Restricted availability of retail finance, high liquidity and general inflationary trends witnessed by the market also affected sales. However, the cumulative sales of September 2008 and October 2008, show a growth of 4% when compared to the same period of the previous year.  The company's motorcycle sales stood at 59,217 units in comparison with 67,752 units recorded in October 2007. Scooters recorded 23,487 units as against 28,119 units during the same period of the previous year.  During the month, the company won two prestigious IT Awards, namely the SAP ACE 2008 award and the 2008 Symantec South Asia Visionary Award. While the company won the SAP ACE Award for digitization of new product development process in SAP by implementing PLM (Product Lifecycle Management), the Symantec South Asia Visionary Award was conferred for the way the company secured and managed systems and information.  Exports continued its upward growth trend, posting an increase of 30%; registering 17,013 units of two wheelers in October 2008 as against 13,042 units in the corresponding period of the previous year. | |

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| **TVS Motor revenues grow at 23.2% in Q2 exports up 52%** |

Bangalore, October 30, 2008: TVS Motor Company today reported a 23.2 % increase in revenues, registering Rs. 1034 crores for the quarter ended September 2008 of the financial year 2008-09, when compared to Rs. 839 crores in the corresponding quarter of the previous year. Despite the challenging environment caused by increasing input material costs, general inflationary trends and lack of availability of retail finance, the company has posted Profit before Tax of Rs. 13.9 crores and Profit after Tax of Rs. 10.4 crores when compared to Rs. 16.9 crores and Rs. 11.9 crores in the corresponding period of the previous year. The last year's September Quarter had the benefit of Rs. 10.2 crore (net) on account of exceptional items. Profit before exceptional Items for the quarter is higher at Rs. 13.9 crore in comparison with Rs. 6.7 crores of the corresponding quarter of last year.   
  
The company has recorded growth in sales despite adverse retail financing. Motorcycles witnessed higher sales at 1.81 lakh during the quarter compared to 1.44 lakh units over the previous period. Scooters clocked sales of 0.77 lakh in comparison to 0.76 lakh units during the corresponding quarter of the previous year.   
  
During the quarter, the company crossed yet another milestone when it reached two million units of TVS Scooty in July 2008. Indian Tennis star, Sania Mirza became the new Brand Ambassador for the Scooty brand. The company chose to associate with Sania as brand ambassador since she emanates the brand qualities of independence, progress and accomplishment.  
  
During the quarter, the company further broadened the horizons of its TVS Scooty brand with the launch of Balancing Wheels, a unique and innovative product engineered specifically for the TVS Scooty, addressing a never-before segment, who do not know how to ride, even a bicycle.  
  
In June 2008, the company unveiled its feature rich TVS Apache RTR FI offering riders the instant thrill and superior performance of a fuel injected 160cc engine. The second quarter also witnessed the commemoration of the first anniversary of the Apache RTR brand while the company crossed yet another landmark delivering the 2,50,000th Apache.

**Exports**

Exports continued the upward growth path registering a total number of 0.55 lakh units during the quarter ended September 2008, recording a growth of 52% over the same period last year. The company has expanded its footprint to

More than 54 countries across the globe.

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**Future Outlook**

The global financial crisis, the consequent serious liquidity issues and higher financing costs are likely to impact the growth prospects of the two-wheeler industry. Retail finance has become even more difficult. The tight liquidity will affect the ability of dealers to stock two-wheelers. The drop in the commodity prices, however, is a welcome break.

The company will continue the vigorous implementation of its improved value-engineering program to reduce costs. The company continues to maintain the highest quality standards of all its products.

**SUB DIVISION OF S HARES**

In order to improve the shareholder value and to facilitate greater liquidity in its equity shares, TVS Motor Company recently subdivided the face value of its shares to Re. 1/- each. Earlier the face value of the shares was Rs. 10/-

MERGER OF LAKSHMI AUTO COMPONENTS WITH TVS MOTOR COMPANY

The Shareholders of TVS Motor Company and Lakshmi Auto Components (LAC) have on 19th January 2004 approved the merger of Engine Division of LAC with TVS Motor Company and transfer of Rubber and Plastics division of LAC to Sundaram Auto Components Limited, a wholly owned subsidiary of TVS Motor Company. The company expects to obtain the approval of High Court of Tamil Nadu and complete other statutory formalities in the next few months. This merger is expected to improve the overall profitability of TVS Motor Company.

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PRODUCT PROFILE

TVS APACHE (RTR)

The recently launched TVS Apache RTR FI 160 has added an another stunner on the roads. Stylish alloys, unique grab rails, classy silencer, larger & sharp lined fuel tank, all these elements combine perfectly to give TVS Apache RTR 160 a sporty eye-catching looks.

The Apache RTR 160 has been upgraded with electronic fuel injection (EFI) and becomes Apache RTR 160 FI. The EFI technology has enabled TVS to boost peak power of this bike. TVS has priced the new model at Rs. 65000.

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##### TVS SCOOTY PEP – First Love

A sleek duo-tone body. Body colored coordinated mirrors. A smiley headlamp. Winky indicators. Looks even better with you on it.

* POWER

75cc 4stroke engine to pep up your ride. A bigger, more comfortable seat for two and strong hydraulic shock absorbers for a smoother ride.

* TECHNOLOGY

A unique power/economy mode for extra mileage. An auto reserve fuel tap. No more turning knob from main to reserve. Auto chokes for instant starts.

* SAFETY

Puncture Resistant Tyres that come with a special sealant inside, minimizing chances of a flat. A side stand alarm that beeps if you forget to take off the stand. Multi focal reflector headlamp and side reflectors for enhanced visibility. Now all you need is an equally funky helmet and you” re all set to pep.

**CHAPTER 3**

**DATA ANALYSIS AND INTERPRETATION**

**QUE-1**

**DO YOU OWN A BIKE?**

93%

0%

7%

YES

NO

**INTERPRETATION**

In this particular question it is found that 93% of respondents are having motorbike and 7% are either having scooter or moped. On the basis of the above pie-chart it is clear that more people own bike.

**QUE-2**

**INTERPRETATION**

The above pie chart shows the brand awareness of bikes among the respondents. In the above pie chart it is clear that HERO HONDA is the most popular brand in Ambedkar Nagar whereas BAJAJ and YAMAHA follow 2nd and 3rd place. TVS comes at 4th place taking lead from LML, KINETIC and ENFIELD BULLET.

**QUE-3**

**INTERPRETATION**

The above Bar-Graph shows that in Ambedkar Nagar area HERO HONDA has scored the maximum number of points with BAJAJ and TVS on 2nd and 3rd spot. TVS has scored 9 points out of the sample size of hundred and has taken lead from LML, KINETIC and ENFIELD BULLET.

**QUE-4**

**INTERPRETATION**

From the above pie chart we can see that parameters like mileage, power and style holds an upper edge over the other parameters which affect the purchase decision of bike. Thus customers are more likely to see the mileage aspect before actually buying a product.

**QUE-5**

**INTERPRETATION**

From the above graph it is clear that FAMILY plays a major role in the purchase of bike and the reference and suggestions of FRIENDS come at the second place. Whereas MEDIA factor comes at third place with DEALER making no promising affect on the purchase of bike.

**QUE-6**



**INTERPRETATION**

As shown in the above PIE CHART, the percentage of respondents who have visited the TVS SHOWROOM is more than those respondents who have not visited the TVS SHOWROOM. Thus the interest of customers in TVS product can relate to 62% among 100 respondents.

**QUE-7**

**INTERPRETATION**

As shown in the above graph, there are four FACTORS, which shows the experience of the respondents after visiting the TVS showroom. It is clear that out of 62 respondents, 30 respondents had GOOD experience with 22 respondents had average experience. Only 8 respondents are having a bad experience, which shows the quality of the TVS showroom.

**QUE-8**

**INTERPRETATION**

As shown in the above PIE-CHART, out of 32 respondents, 76% of the respondents are not interested in TVS products and 24% of them are not satisfied with TVS bikes. This was an open ended question therefore most of the answers were in account to the satisfaction level and interest in the TVS BIKES.

**QUE-9A**



**INTERPRETATION**

As given in the above PIE CHART, 91% of the respondents know about TVS motorbike and only 9% of the respondents are unaware about the TVS motorbike. This question is based on the awareness as well as past usage of the TVS motorbike.

**QUE-9B**

**INTERPRETATION**

As shown in the above BAR GRAPH, it is clear that TVS-STAR CITY is the most popular bike in Ambedkar Nagar as out of 91 respondents, 32 respondents are aware of TVS-STAR CITY. Second most popular bike is TVS-SPORT, which is known by 23 respondents and has taken lead from TVS-APACHE which is on the 3rd spot. TVS-WEGO is on the 4th place with 15 respondents and has taken lead from TVS-SCOOTY PEP which is on the 5th place with 5 respondents.

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**QUE-9C**



**HAVE YOU VISITED T VS DEALERSHIP?**

**YES**

**62%**

**0%**

**NO**

**38%**

**INTERPRETATION**

In the PIE CHART given above it is clear that out of 100 respondents 62% of them have visited the TVS DEALERSHIP and only 38% have not visited the TVS DEALERSHIP. By the chart given above it makes clear that the TVS DEALERSHIP has attracted more number of respondents.

**QUE-10**

**INTERPRETATION**

As shown in the BAR-GRAPH it is clear that 21% of the respondents are not satisfied with the service facilities and 20% are satisfied with the service facilities which comes to equal ratio.10% of the respondents liked the staff and 4% are not satisfied with the staff. Interesting part is that 7% of the respondents wanted more space at the TVS-DEALERSHIP.

**QUE-11**



**INTERPRETATION**

In the given PIE CHART 66% of the respondents have no affect with the celebrity endorsement during the purchase of the bike. Whereas 34% of the respondents agreed that celebrity endorsement do make an effect on the purchase decision of the bike.

**QUE-12**

**INTERPRETATION**

As shown in the above BAR GRAPH it is clear that HERO HONDA is the most popular bike in Ambedkar Nagar with BAJAJ taking the 2nd place with 30%. TVS is the 3rd most popular bike in Ambedkar Nagar taking lead from YAMAHA, BULLET, LML and KINETIC.

**QUE-13**

**INTERPRETATION**

In the above BAR GRAPH it is clear that with no price consideration, HERO Honda will be the first choice following with BAJAJ and ENFIELD BULLET as 2nd and 3rd choice. Whereas TVS will be the 4th choice which is taking lead over YAMAHA, LML and KINETIC as 5th, 6th and 7th choice.

**CHAPTER 4**

**CONCLUSIONS AND RECOMMENDATIONS**

**CONCLUSION**

* The facts and figures shown in the analysis is correct and the survey has been done in a good faith and responsibility
* As HERO HONDA, BAJAJ and YAMAHA have taken the 1st, 2nd and 3rd position. Thus TVS motor co. has to make some more efforts to increase the awareness among the people in the context of bikes.
* The respondents have been asked about the most effective slogan in different brands of bikes in which again HONDA and BAJAJ have taken the lead. TVS motor co. has emphasized only on STAR CITY and not on other bikes, thus people only know about STAR CITY and not other bikes. Print media and different types of media should be used to make people know about the slogan.
* The respondents in the factors, which they consider while purchasing a bike, have done the ranking. MILEAGE is the first factor following with POWER and STYLE and also with an adaptable PRICE. The company has to make efforts for making a product that should have all these three factors with considerable price.
* The most influencing factor in purchasing decision of the bike is FAMILY and after that FRIENDS which is not at all linked with the company investment. The company generally invests in Dealer promotion and Media, which is not appropriate as analyzed in this question. Awareness level through Media and dealer should be increased.
* When asked about the experience at the TVS dealership most of the respondents had a good and average experience with a small number having bad experience. The small number of bad experience can be avoided by giving warm welcome and good behavior by the staff.
* The respondents who have not visited the TVS dealership are either not interested in TVS bikes or they are not satisfied with TVS products. In this matter the dealer should increase the *road shows* as well as arrange regular *customers meeting* which will create interests in other prospects.
* Most of the respondents had knowledge about the TVS bikes, which is a good sign for the TVS motor company.
* In TVS motor company STAR CITY is the most popular bike and very interestingly without any media interaction SPORT has taken the 2nd spot with APACHE on the 3rd spot which has taken a lead with only one place from WEGO. It is recommended that SPORT should be given equal sales promotion than APACHE because of its popularity has come through people network and not through channel media.
* The respondents have liked the service facility and the staff but the important factor is the lack of space. The dealership in New Delhi has to improve the staff as well as the after sales services and the customer relations.
* Celebrity endorsement does not affect most of the respondents whereas only 34% of the respondents have an affect over the purchasing decision of bike. Company should give more importance to the product so as to give the best in quality to the customer.
* In context to popularity TVS ranks 3rd according to this sample size and thus the company should introduce new products as well as reposition its product according to the demand in the market.
* In the case of no price consideration TVS ranks 4th and according to survey analysis the respondent wants to purchase his dream bike which TVS Company has to make in comparison with HERO HONDA, BAJAJ and ENFIELD BULLET.
* In the analysis the respondents have shown that they consider TVS motor company after HERO HONDA and BAJAJ and this is a major concern for the company. TVS motor company has to make some arrangements to increase the awareness level among the prospects through media.
* The company should also emphasize on other bikes excluding TVS STAR CITY and TVS SPORT because some of the bikes in TVS like Apache RTR are more popular than these bikes in the surveyed area.
* In Ambedkar Nagar the respondents who have visited the dealership are not satisfied with the service facilities which can be improved by regular visit of the service managers as well as providing regular training to the staff as well as the owner.
* The dealership in Ambedkar Nagar also lacks in space, which is a major concern because the first impression on the mind of the customer is about the window display, which can be improved with the help of the professionals.
* The buying behavior of the customers in Ambedkar Nagar is not focused on the celebrity endorsement but they want a product which should contain all the factors and at an affordable price.
* The customers in Ambedkar Nagar want more number of dealers in their area so as to have more options in visiting the dealership. Every dealership should have the same services and excellent window display so as to attract more customers.
* As in the demographic phase of the respondents the younger generation wants to have a bike with lot of power and style which TVS should come within future. As TVS has launched its new bike VICTOR GLX in the market. TVS should improve its channel management and should invest in the brand image in the market.

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**ANNEXURES**

**NAME ………………………………………………..**

**AGE……………………………………………………**

**SEX…………………………………………………….**

**OCCUPATION……………………………………….**

**INCOME………………………………………………**

**PHONE NO. ………………………………………….**

**ADDRESS…………………………………………….**

**…………………………………………………………**

**SIGNATURE**

1. **Do you own a Bike?**

Yes **⬜**

No **⬜**

If yes, which Bike do you have?

Specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Which brands of Bike are you aware of……..?**

TVS **⬜**

HERO HONDA **⬜**

ENFIELD  **⬜**

YAMAHA **⬜**

BAJAJ **⬜**

LML **⬜**

KINETIC **⬜**

**Que3. Which slogan of Bike affects you the most and of which brand…?**

Specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Que4. Which factors do you consider while purchasing a Bike?**

MILEAGE **⬜**

STYLE **⬜**

PRICE **⬜**

BRAND **⬜**

SPARE PARTS **⬜**

AFTER SALE SERVICE **⬜**

**Que5. Who influenced you while purchasing the Bike?**

FRIENDS **⬜** DEALER **⬜**

FAMILY **⬜**

MEDIA **⬜**

**Que6. Have You Visited Any TVS Showroom?**

Yes **⬜**

No **⬜**

**Que7. If yes, what was the Experience?**

VERY GOOD **⬜**

GOOD **⬜**

AVERAGE **⬜**

BAD **⬜**

**Que8. If No, why you have not visited the TVS Showroom?**

Please Specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Que9. If you have a Motorcycle other than TVS?**

* + **Do you know about TVS Motor bike?**

Yes **⬜**

No **⬜**

* + **If yes which Brand of TVS Motor bike?**

Specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* + **Have you visited TVS DEALERSHIP?**

Yes **⬜**

No **⬜**

**Que10. What have you liked OR Disliked at TVS DEALERSHIP?** Specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Que11. Does celebrity endorsement affect the purchase of Bike?**

Yes **⬜**

No **⬜**

**Que12. Which brand do you think is most popular in the Market?**

Specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Que13. If there is no price consideration which brand would you buy?**

Specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_