

Marketing strategy of mahindra and mahindra limited (mandm)

[Business](#), [Company](#)



INTRODUCTION

Mahindra and Mahindra Limited (M&M) is one of the most leading companies in India, having its headquarter in Maharashtra Mumbai. It is one of the largest vehicle manufacturers by production in India and the largest manufacturer of tractors in the world. In 2011 it was ranked as the 21st on a list of top companies in India by Fortune India 2005. Being one of the leading companies in India in today's time, it has a wide connection of sales all over the world. Mahindra and Mahindra, brands its items as " Mahindra", produces various types of motor-vehicle like SUVs, cantina autos, pickups, business vehicles, and two wheeled bikes and tractors. Huge types of plants are build by this company especially in Mainland, China and in the United Kingdom, has three gathering plants in the United States. Mahindra also keeps up different business relations with remote organizations like Renault SA, France. Mahindra & Mahindra entered the energy sector in 2002, in response to growing demands for increased electric power in India and also to expand their business. The name of the company is also one of the reason of making India a renown one. All the offices planted in India is well established and handles the work efficiently.

Methodology

My fundamental objective in leading quantitative research ponder is to think about and decide the connection between one organization and another inside a specific populace and place. Quantitative research outlines are either illustrative i. e. subjects normally estimated once or trial i. e. subjects estimated when a treatment happens.

Quantitative research for the most part manages numbers, rationale, and a goal position. Quantitative research centers around numeric and constant information and itemized, united thinking as opposed to unique thinking where inquire about is in a free streaming way. It's fundamental point is to think about the good and bad times of a specific organization with others.

LITERATURE REVIEW

Will Mahindra & Mahindra rise again to occupy its lost space in the passenger vehicles market?

Last November may have been a deviation when Tata Motors NSE 3.83 % pipped Mahindra and Mahindra to simply create as the third-greatest explorer vehicle association around, anyway for Auto Inc, it was in like manner a sign of an approaching battle between two players developed in same place. Appropriate around six and half years since the monitor XUV 500, a runaway accomplishment seems to have gotten away Mahindra. It lost its circumstance as India's greatest utility vehicle (UV) producer to Maruti Suzuki, an enemy that has for the most part been strong in traveler autos.

How Mahindra & Mahindra came to dominate the Indian automotive industry – BY : N MADHAVAN FORBES INDIA STAFF

The leader never thought that he will be able to match Mahindra&Mahindra with the top leading brands of the country and the general motors in the 1990s and neither the partners had much hope on the field work. Consider that the research facility was merely a shed and had only 50 engineers. Soon

the changes occurred and especially on the riding product development abilities. Twenty one years on and drastic change happened with earning of 25 times more than the initial income. Mahindra revealed to how the nation's financial progression and potential rivalry from worldwide players had left M&M, a creator of get trucks and jeeps for the provincial market, with three alternatives:

- Exit the car segment
- turn into an authorized maker for another organization
- build up claim items.

Now Mahindra is currently going for broke by getting M&M to put resources into car innovation improvement—a territory that has been the selective safeguard of fat-took worldwide auto majors.

Assembly Plants:

Mahindra (Pratik Automobiles) has its 3 dealership in Jharkhand area,

- RANCHI
- HAZARIBAGH
- KODERMA

As Jharkhand has 8 cities in total, where Ranchi dealership deals in,

1. Ranchi
2. Lohardaga
3. Simdega
4. Gomla

5. Khunti

6. Ramgarh

Hazaribagh deals in,

1. Hazaribagh

Koderma deals in,

1. Koderma

LAST 4 YEARS RETAIL DATA OF PRATIK AUTOMOBILES:

' Financial year 13-14'

Total Retail - 2429

Commercial - 748

Personal - 1781

In Commercial,

[3W - 188]

[Pup - 560]

In Personal,

[Xuv - 238]

[Bolero - 900]

[Scorpio - 425]

** All Ranchi 3s

' Financial year 14-15'

Total Retail - 2087

Commercial - 810

Personal - 1277

In Commercial,

[3W - 245]

[Pup - 566]

In Personal,

[Xuv - 170]

[Bolero - 708]

[Scorpio - 365]

** In this year, 2 more dealership was opened, i. e

Branch details is stated below :

- Hazaribagh - 161(MADB : Mahindra authorized dealer branch)
- Koderma - 65 (MASP : Mahindra Authorized dealer point)
- Ranchi - 580 (3S)

' Financial year 15-16'

Total Retail - 1793

Commercial - 310

Personal - 913

In Commercial,

[3W - 213]

[Pup - 97]

In Personal,

[Xuv - 102]

[Bolero - 307]

[Scorpio - 504]

Branch details is stated below :

- Hazaribagh - 317
- Koderma - 209
- Ranchi - 1296

' Financial year 16-17'

Total Retail - 1989

Commercial - 977

Personal - 1012

In Commercial,

[3W - 243]

[Pup - 734]

In Personal,

[Xuv - 99]

[Bolero - 394]

[Scorpio - 519]

Branch details is stated below :

- Hazaribagh - 1514
- Koderma - 250
- Ranchi - 225

PROMOTIONAL ACTIVITY OF MAHINDRA :

Mahindra principal company - Across Jharkhand and Bihar.

SONALI EVENTS

ABY BABY

both perform 5-5 Activity,

1. HAT/HANDI ACTIVITY
2. ROND SHOLO
3. COLONY ACTIVITY

4. BANK ACTIVITY
5. EXCHANGE/LOAN MELA
6. SPOT FINANCE

Dealer Activity:

1. Demo/Test Drive in a different location. Every sales Executive gets,
2. EMQ
3. 05 Test Drive
4. 01 Booking
5. 01 Delivery commitment

Finance Percentage :

1. MMFSL - Mahindra & Mahindra financial Service limited (39%)
2. CHOLA - CholaMandaloan Investment Co. Ltd. (19%)
3. HDFC
4. ICICI - Own Source (10-12%)

AXIS

1. HDB - Sister concern of HDFC

National Banks, which includes;

1. SBI
2. BOI
3. Allahabad Bank
4. Punjab National Bank
5. Bank of India

** they include 30% of share

Additional benefits :

1. Spot Finance (KYC)
2. Low down payment (15-20%)
3. Assured gifts
4. Seat Covers
5. Leg Matting
6. Perfumes
7. And others.
8. Advance booking benefits: The price at the day of booking will be the final price.

** Every month, Last week price changes.

Pricing Category of Various vehicles :

SCORPIO : Price slab is between 10. 18 lakhs to 16. 51 lakhs.

Depending upon the model.

Scorpio has 4 models i. e S3/S5/S7/S11

XUV-500 : Price slab is between 12. 55 lakhs to 18. 11 lakhs.

Depending upon the model. XUV has 8 models i. e W5/W7/W7 AT/W9/W9
FWD/W11/W11 AT/W11 OPT

TUV-300 : Price slab is between 8. 28 lakhs to 9. 76 lakhs.

Depending upon the model. TUV has 8 models i. e T4+/T6+/T6+ AMT/T8
AMT/T8 DUAL/ T10/ T10 DUAL/T PLUS P4

KUV NXT : Price slab is between 4. 81 lakhs to 7. 83 lakhs.

Depending upon the model petrol and diesel.

KUV NXT has 6 models i. e K2/K2+/K4+/K6+/K8/K8 6 STR.

CONCLUSION

Working in such a high rated company, I feel very obliged to be a part of it. It was a great experience with all the co-workers and the staffs too. Getting such mentors is a blessing because of which I am now much more knowledgable and self-confident. My working hours has made me more punctual and disciplined student. My work-oriented nature won many hearts in the office and now I really feel proud of myself. I will eagerly wait to work once again with them as they all have made me much better person as what I was and I hope my skills will help me to come up with flying colours.