

# Marketing strategy of tata nano assignment

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Introduction About the TATA MOTORS Tata Motors is India's largest automobile company, with consolidated revenues of Rs 92, 519 crore (\$20 billion) in 2009-10. Through subsidiaries and associate companies. Tata Motors is the country's market leader in commercial vehicles and among the top three in passenger vehicles. It is also the world's fourth largest truck manufacturer and the second largest bus manufacturer. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia and South America. About the TATA NANO

TATA NANO with a tag line of " Peoples Car" its self tells that made for that people who just Imagine that when will be he/his family having a car?? Shree Ratan Tata came with NANO concept with 1 lakh Rupees dreamed car. Idea Generation I saw families riding around on scooters with kids standing up and the mother carrying a baby and sitting pillion and decided to do something about it. It started as a quest for an affordable transportation solution. Tata Nano: Specifications ? Looks: The snub-nosed car keeps in the tradition of the Fiat 500, Nissan Micra and the Smart. ? Dimensions: 3. 1 meters (10. 23 feet) long, 1. 5 meters wide and 1. meters high. Can seat four to five people ? Engine: A two cylinder 623 cc, 35 horsepower rear mounted, all aluminum, multi-point fuel injection petrol engine can power the car to top speeds of 105 kilometers per hour (65 miles per hour). ? Fuel Efficiency: 20 kilometers per liter, or 50 miles per gallon is claimed. ? Pollution: Exceeds Indian regulatory requirements and can meet strict Euro IV emission standards. In terms of overall pollutants, Tata says the car is better than two-wheelers manufactured in India currently ? Safety: Car exceeds current regulatory requirements with a strong passenger compartment, crumple

ones, intrusion resistant doors, seat belts, strong seats and anchorage. ?

Nearest Domestic Car Rival: Maruti 800, part of Japanese-owned Suzuki

Maruti stable whose base model sells for about 4, 800 dollars — nearly

double the price of the Nano ? Nearest International Rival: China’s Chery QQ

which retails for 3, 600 dollars. ? Market: India’s car market is a huge draw

because car penetration is just seven per 1, 000 people, compared to 550

per 1, 000 in such countries as Germany or 476 in France, according to the

Society of Indian Automobiles | Length | 3. mtr | | Wide | 1. 5 mtr | | Height |

1. 6 mtr | | Weight | 600 kg | | Mileage | 20 kmpl | | Fuel tank | 15 ltr | |

Engine | 624 cc | | Top Speed | 95 ??? 100 kph | | Ground clearance | 180 mm

| | Gear box | 4 - speed |

Product Features [pic] | Brand | Model | Variant | Engine | CC | Power | AC |

Price | | | | Cylinder | | | | In Lakh | | TATA | NANO | BASIC | 2 | 623 | 35 | NO |

1. | | TATA | INDICA | XETA GLE | 4 | 1193 | 65. 3 | YES | 2. 82 | | MARUTI | 800

| STANDARD | 3 | 796 | 37 | NO | 1. 86 | | MARUTI | OMNI | PETROL | 3 | 796 |

47 | NO | 2. 3 | | MARUTI | ALTO | STANDARD | 3 | 796 | 35 | NO | 2. 26 | |

HYUNDAI | SANTRO | GL | 4 | 1086 | 62 | NO | 2. 21 | | CHERVROLET | SPARK |

STANDARD | 4 | 995 | 63 | YES | 2. 61 | Segmentation Variable | Used | |

Geographic | Rural and Urban | | Demographic | Family size and Income wise

| | Behavioral | Benefit and user status | Target Market: Executive two

wheeler segment, second hand car user, auto rickshaw market, middle and

lower income group people. Promotion activities ? Enough use of one of the

most important element of promotion mix, publicity reduces the necessity of

other promotional devices for nano, Nano got the publicity in the following

ways:- 1) Publicity as “ One lakh Rupee car” by mouth to mouth 2) Auto expo

2008, New Delhi and Geneva 3) Publicity through print and electronic media ) Singur violation 5) Online buzz :- Tata Motor Marketing team has gone beyond the traditional of advertising and promotion online. a) Social media communities ? Official Orkut community members ??? 11, 454 ? Official Facebook Group fans ??? 9, 181 ? Highest view count on Youtube ??? 6, 11, 534 ? TATA have a blog on the official website they have been discussing interesting topics and generally an active community