

G.S. College of Commerce & Economics, Nagpur
NAAC Re-Accredited "A" Grade Autonomous Institution



Academic Year 2021-22

A Project Report On

“Marketing Strategy Of TCS”

Submitted to

BBA Department, G S College Of Commerce And
Economics Nagpur.

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

Tushar J. Kapgate

Under the Guidance of

Prof. Dr. Aniruddha Akarte

G.S. College of Commerce & Economics, Nagpur
NAAC Re-Accredited "A" Grade Autonomous Institution



Academic Year 2021-22

CERTIFICATE

This is to certify that **Mr. Tushar J Kapgate** has submitted the project report titled "**Marketing Strategy Of TCS**" towards partial fulfillment of the **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University. It is further certified that he has ingeniously completed her project.

Prof. Dr. Aniruddha Akarte
Project Guide

Prof. Dr. Afsar Sheikh
Co-Ordinator

Date:
Place: Nagpur

G.S. College of Commerce & Economics, Nagpur
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Academic Year 2021-22

DECLARATION

I hereby declare that the project with the title "**Marketing Strategy Of TCS**", has been completed by me in partial fulfillment of the **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by G.S. Autonomous College Of Commerce & Economics, Nagpur. Affiliated to Rashtrasant Tukadoji Maharaj University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Date:
Place: Nagpur

Tushar J. Kapgate

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Academic Year 2021-22

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With immense pride and a sense of gratitude, I take this golden opportunity to express my sincere regards to **Prof. Dr. N. Y. Khandait, Principal, G. S. College of Commerce and Economics, Nagpur.**

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I will fail in my duty if I do not thank the non-teaching staff of the college for their co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Date:
Place: Nagpur

Tushar J. Kapgate

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Introduction

1. Marketing: -

Marketing is currently defined by the American marketing association (ama) as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large". However, the definition of marketing has evolved over the years. The ama reviews this definition and its definition for "marketing research" every three years. The interests of "society at large" were added to the definition in 2008. The development of the definition may be seen by comparing the 2008 definition with the ama's 1935 version: "marketing is the performance of business activities that direct the flow of goods, and services from producers to consumers". The newer definition highlights the increased prominence of other stakeholders in the new conception of marketing.

Recent definitions of marketing place more emphasis on the consumer relationship, as opposed to a pure exchange process. For instance, prolific marketing author and educator, Philip Kotler has evolved his definition of marketing. In 1980, he defined marketing as "satisfying needs and wants through an exchange process", and in 2018 defined it as "the process by which companies engage customers, build strong customer relationships, and create customer value to capture value from customers in return". A related definition, from the sales process engineering perspective, defines marketing as "a set of processes that are interconnected and interdependent with other functions of a business aimed at achieving customer interest and satisfaction".

2. Concept: -

The "marketing concept" proposes that to complete its organizational objectives, an organization should anticipate the needs and wants of potential consumers and satisfy them more effectively than its competitors. This concept originated from Adam Smith's book *The Wealth of Nations* but would not become widely used until nearly 200 years later. Marketing and Marketing Concepts are directly related.

Given the centrality of customer needs, and wants in marketing, a rich understanding of these concepts is essential:

- **Needs:**

Something necessary for people to live a healthy, stable, and safe life. When needs remain unfulfilled, there is a clear adverse outcome: dysfunction or death. Needs can be objective and physical, such as the need for food, water, and shelter; or subjective and psychological, such as the need to belong to a

family or social group and the need for self-esteem.

- **Wants:**
Something that is desired, wished for, or aspired to. Wants are not essential for basic survival and are often shaped by culture or peer groups.
- **Demands:**
When needs and wants are backed by the ability to pay, they have the potential to become economic demands.

3. B2B And B2C Marketing: -

The two major segments of marketing are business-to-business (B2B) marketing and business-to-consumer (B2C) marketing.

- **B2B Marketing: -**

B2B (business-to-business) marketing refers to any marketing strategy or content that is geared towards a business or organization. Any company that sells products or services to other businesses or organizations (vs. consumers) typically uses B2B marketing strategies.

Examples of products sold through B2B marketing include:

- Major equipment
- Accessory equipment
- Raw materials
- parts
- Processed materials
- Supplies
- Business services

The four major categories of B2B product purchasers are:

- Producers- use products sold by B2B marketing to make their goods (e.g.: Mattel buying plastics to make toys)
- Resellers- buy B2B products to sell through retail or wholesale establishments (e.g.: Walmart buying vacuums to sell in stores)
- Governments- buy B2B products for use in government projects (e.g.: purchasing contractor services to repair infrastructure).
- Institutions- use B2B products to continue operation (e.g.: schools buying printers for office use)

- **B2C Marketing: -**

Business-to-consumer marketing, or B2C marketing, refers to the tactics and strategies in which a company promotes its products and services to individual people.

Traditionally, this could refer to individuals shopping for personal products in a broad sense. More recently the term B2C refers to the online selling of consumer products.

- **C2B Marketing: -**

Consumer-to-business marketing or C2B marketing is a business model where the end consumers create products and services which are consumed by businesses and organizations. It is opposed to the popular concept of B2C or Business- to- Consumer where the companies make goods and services available to the end consumers.

- **C2C Marketing: -**

Customer to a customer marketing or C2C marketing represents a market environment where one customer purchases goods from another customer using a third-party business or platform to facilitate the transaction. C2C companies are a new type of model that has emerged with e-commerce technology and the sharing economy.

Company Profile

TATA CONSULTANCY SERVICES: -



Tata Consultancy Services Ltd. is India's largest IT services and consulting organization and is a Fortune 500 corporation. Mr. J.R.D. Tata and Mr. F.C. Kohli founded TCS in 1968, with its headquarters in Mumbai. Mr. Rajesh Gopinathan has recently been named as the company's new MD and CEO. TCS employs over 300,000 workers in 55 countries. It efficiently addresses global business difficulties through its Global Network Delivery and Innovation models and solutions, and its phenomenal growth and work culture are having a global influence. TCS reached another milestone in 2018 when its market capitalization surpassed \$100 billion, making it the first Indian IT company to do so.

Tata consultancy services limited is an Indian multinational information technology services, consulting, and business solutions company. The company is non-government and it is registered at the Registrar of Companies, Mumbai. The company covers a large network of innovation and delivery centers. It provides services all over the world. It is one of the leading information technology companies in India. The headquarter of the company is in Mumbai, Maharashtra, India.

1. History:-

Tata Consultancy Services Limited initially started as "Tata Computer Systems" was founded in 1968 by the division of Tata Sons Limited. Its early contracts included punched card services to sister company TISCO (now Tata Steel), working on an Inter-Branch Reconciliation System for the Central Bank of India, and providing bureau services to Unit Trust of India.

In 1975, TCS delivered an electronic depository and trading system called SECOM for the Swiss company it also developed System X for the Canadian Depository System and automated the Johannesburg Stock Exchange. TCS is associated with a Swiss partner, TKS Teknosoft, which it later acquired.

In 1980, TCS established India's first dedicated software research and development center, the Tata Research Development and Design Centre (TRDDC) in Pune. In 1981, it established India's first client-dedicated center, set up for clients Tandem. TCS later (1993) partnered with Canada-based software factory Integrity Software Corp, which TCS later acquired.

On 25 August 2004, TCS became a publicly listed company.

In 2005, TCS became the first India-based IT services company to enter the bioinformatics market. In 2006, it designed an ERP system for the Indian Railway Catering and Tourism Corporation. By 2008, its e-business activities were generating over US\$500 million in annual revenues.

TCS entered the small and medium enterprises market for the first time in 2011, with cloud-based offerings. On the last trading day of 2011, it overtook RIL to achieve the highest market capitalization of any India-based company. In the 2011–12 fiscal year, TCS achieved annual revenues of over US\$10 billion for the first time.

In May 2013, TCS was awarded a six-year contract worth over ₹11 billion (US\$150 million) to provide services to the Indian Department of Posts. In 2013, the firm moved from the 13th position to the 10th position in the League of top 10 global IT services companies, and in July 2014, it became the first Indian company with over ₹5 trillion (equivalent to ₹6.8 trillion or US\$90 billion in 2020) market capitalization.

On 8 October 2020, TCS surpassed Accenture in market capitalization to become the world's most valuable IT company with a market cap of \$144.73 billion. On 25 January 2021, TCS again surpassed Accenture briefly, in market capitalization to become the world's most valuable IT company with a market cap of \$170 billion. On the same day, TCS became India's most valuable company, surpassing Reliance Industries with a market cap of ₹12.55 trillion (US\$170 billion). In 2021 Tata is also one of the largest job providers in India hiring 43,000 individuals in H1 FY22.

2. Operations: -

o Locations

TCS had a total of 50 subsidiary companies and operated in 46 countries.

TCS has operations in the following locations:

India:

Ahmedabad, Bengaluru, Baroda, Bhubaneswar, Chennai, Coimbatore, Delhi, Gandhinagar, Goa, Gurugram, Guwahati, Hyderabad, Bhopal, Indore, Jamshedpur, Kalyan, Thane, Kochi, Kolkata, Lucknow, New Delhi, Mumbai, Nagpur, Noida, Nashik, Patna, Pune, Thiruvananthapuram, and Varanasi.



Tata Consultancy Services campus
in Hyderabad, India

South America:

Argentina, Brazil, Chile, Colombia, Ecuador, Peru, and Uruguay.

Asia (excluding India):

Bahrain, China, Israel, UAE, Hong Kong, Indonesia, Japan, Malaysia, the Philippines, Saudi Arabia, Singapore, South Korea, Taiwan, Thailand, and Qatar.



Tata Consultancy Services building
in SIPCOT, Siruseri.

Oceania:

Australia

Africa:

South Africa, Morocco

Europe:

Belgium, Bulgaria, Denmark, Finland, France, Germany, Hungary, Iceland, Republic of Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom.

North America:

Canada, Mexico, and the United States.

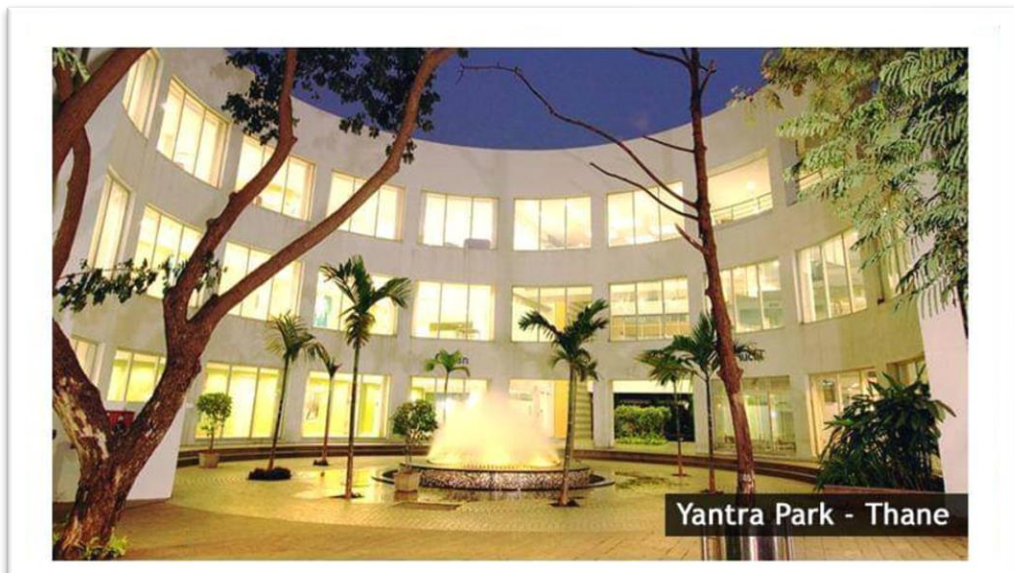


Tata Consultancy Services building
at InfoPark, Kochi

○ **TCS BPS: -**

- TCS BPS (Business Process Services) is the third-largest India-based IT outsourcing company. The BPS division had revenues of US\$1.44 billion in FY 2012–13, which was 12.5% of the total revenue of TCS. TCS BPS has more than 45,000 employees who serve over 225 million customers across 11 countries. The rate of attrition in the BPS division during the financial year 2012–13 was 19.5%.
- In 2006, TCS won a \$35 million contract from Eli Lilly and Company for providing clinical data management, biostatistics, and medical writing services.
- In 2007, it won a major multi-year deal from Swiss pharmaceutical major Hoffmann-La Roche to provide data management, biostatistics, clinical programming, and drug safety support to Hoffmann-La Roche's global pharmaceutical development efforts.

- The firm has also opened a business process outsourcing facility in the Philippines.
- **Innovation Labs: -**
- In 2007, TCS launched its co-innovation network, a network of innovation labs, start-up alliances, university research departments, and venture capitalists. In addition, TCS has 19 innovation labs based in three countries. TCS' partners include Collab net and Cassatt, academic institutions such as IITs, Stanford, MIT, and Carnegie Mellon, and venture capitalists like Sequoia and Kleiner Perkins.

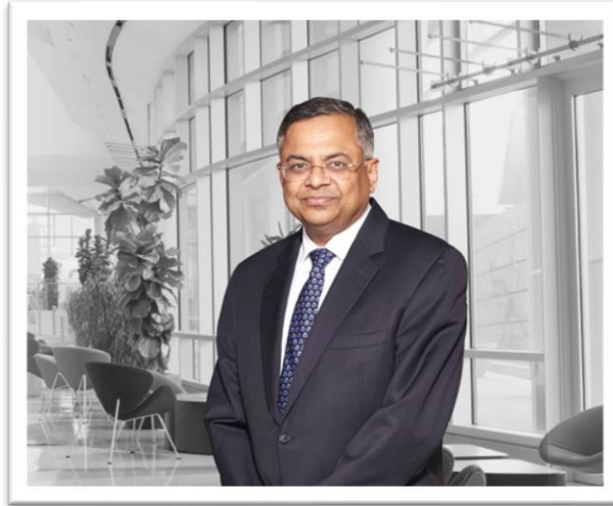


3. Employees: -

TCS is one of the largest private-sector employers in India, and the fourth-largest employer among listed Indian companies (after Indian Railways, Indian Army, and India Post). TCS has crossed more than 500,000 employees as of 8 July 2021. The number of non-Indian nationals was 21,282 as of 31 March 2013 (7.7%). The employee costs for the FY 2012–13 were US\$4.38 billion, which was approx. 38% of the total revenue of the company for that period. In the fiscal year 2012–13, TCS recruited a total of 69,728 new staff, of whom 59,276 were based in India and 10,452 were based in the rest of the world. In the same period, the rate of attrition was 10.6%. The average age of a TCS employee is 28 years. The employee utilization rate, excluding trainees, for the FY 2012–13 was 82%. TCS was the fifth-largest United States visa recipient in 2008 (after Infosys, CTS, Wipro, and Mahindra Satyam). In 2012, the Tata Group companies, including TCS, were the second-largest recipient of H-1B visas. As of Jan 2020, TCS has over 4,00,000+ employees. It is the world's third-largest IT employer behind IBM and HP. Subramaniam Ramadorai, the former CEO of TCS, has authored an autobiographical book about his experiences in the company called *The TCS Story and beyond*.

4. TCS Leadership: -

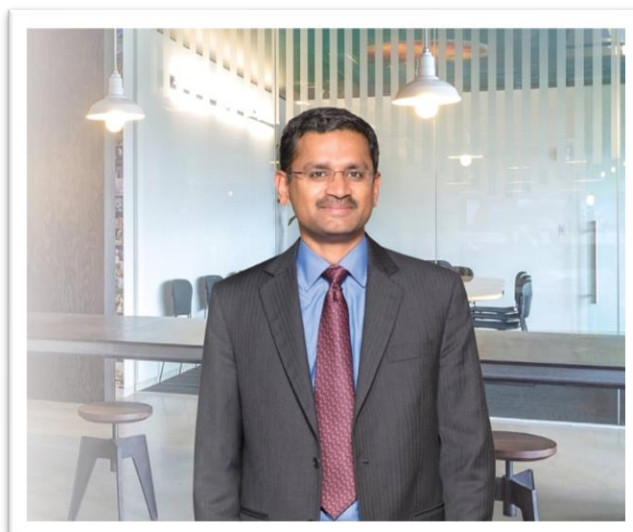
- **Board Of Directors: -**
- **N. Chandrasekaran: -
Chairman**



Natarajan Chandrasekaran is Chairman of the Board of Tata Sons, the holding company and promoter of more than 100 Tata operating companies with aggregate annual revenues of more than US \$100 billion. He joined the Board of Tata Sons in October 2016 and was appointed Chairman in January 2017.

Chandra also chairs the boards of several group operating companies, including Tata Steel, Tata Motors, Tata Power, and Tata Consultancy Services (TCS) – of which he was Chief.

- **Rajesh Gopinathan: -
Chief Executive Officer and Managing director**



Rajesh Gopinathan is the Chief Executive Officer and Managing Director of Tata Consultancy Services (TCS), a leading global IT solutions and consulting firm. He was elevated to the role of Chief Executive in February 2017 after serving as the Chief Financial Officer since 2013.

Rajesh was also ranked 'Best CEO' in Institutional Investor's 2018 All Asia Executive Team rankings. In 2014 he was awarded the "Young Alumni Achiever's Award" under the "Corporate Leader" category from IIM, Ahmedabad.

- **Op Bhatt: -
Director**



Mr. O. P. Bhatt is a graduate in science and a postgraduate in English Literature. He has served as Chairman, of State Bank Group, which includes State Bank of India (SBI), India's largest commercial bank; five associate banks in India; five overseas banks; SBI Life, the country's largest private life insurer; SBI Capital Markets, India's leading investment bank; SBI Fund Management; and other subsidiaries spanning diverse activities, from general insurance to custodial services.

Mr. Bhatt led SBI during challenging times. Under his leadership, SBI rose on the global list rankings of Fortune 500.

- **N. Ganapathy Subramaniam: -
Chief Operating Officer and Executive Director**



Subramaniam (NGS) is the Chief Operating Officer (COO) of TCS since February 2017. NGS is also an Additional Director and Chairman of Tata Elxsi Limited since November 2014.

Before taking over the COO's role he served as the Executive Vice President and Head of TCS Financial Solutions, a strategic business unit of TCS. In that role, he was responsible for steering the non-linear growth strategies, Products, and Platform businesses of TCS for over five years.

- **Executive Leadership Officer And Managing Director: -**
- **Samir Seksaria: -
Chief Financial Officer**



Samir Seksaria takes over as the Chief Financial Officer of Tata Consultancy Services from 1st May 2021.

He has over two decades of experience with the IT giant across various roles and has played a pivotal role in the various financial transformations that the company has undergone.

Before this role, he was heading the Business Finance function for TCS. In his former role, he was responsible for the financial management of the company's individual operating units. Additionally, he was also responsible for the corporate financial analytics and planning of the company.

- **Milind Lakkad: -
EVP and Global Head, Human Resources**

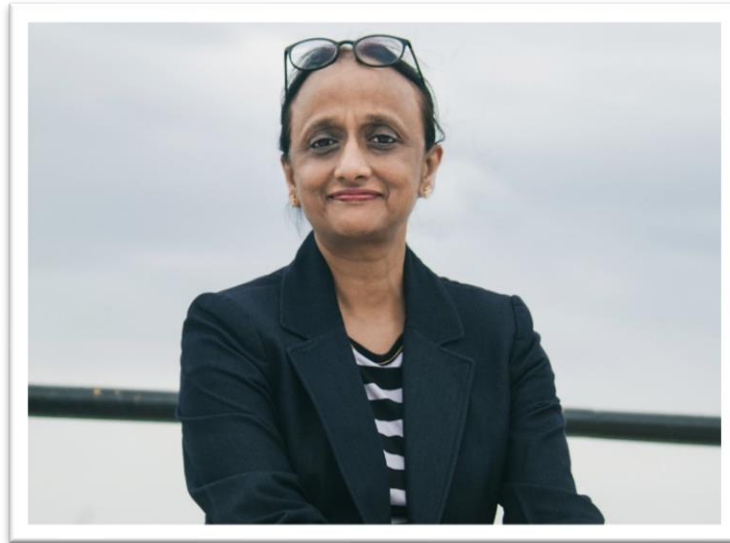


Milind Lakkad is the Executive Vice President and Global Head – of Human Resources in TCS since May 2019. Before this role, he was the Global Head of the Manufacturing Business Group since the inception of the industry-based structure at TCS in 2008. He is also a part of the TCS management team for the last 11 years.

As head of the Manufacturing Business Group, Milind was responsible for serving global customers in the areas of Automotive, Industrial Equipment & Machinery, Aerospace, and Process Manufacturing.

- **Rajashree R**

Chief Marketing Officer of Tata Consultancy Services



Rajashree is the Chief Marketing Officer of TCS. Before starting in this role on Feb 1, 2020, she led the Retail Practice at TCS for 15 years engaging with leading global retailers driving their transformation and innovation programs.

Under Rajashree's leadership, TCS' brand value grew by \$1.4 billion over the prior year in 2021 and was ranked among the Top 3 most valuable brands in the IT Services sector globally, according to the Brand Finance 2021 report. She is passionate about the art of storytelling and is a proud custodian of the global TCS brand.

5. Tata Consultancy Services Marketing 4P Mix Analysis: -

o **EMBA Pro Marketing Approach for Tata Consultancy Services: -**

At EMBA PRO, we provide corporate-level professional Marketing Mix and Marketing Strategy solutions. Tata Consultancy Services case study is a Harvard Business School (HBR) case study written by Rohit Deshpande and Seth Schulman. The Tata Consultancy Services (referred to as "TCS Ramadorai" from here on) case study provides evaluation & decision scenarios in the field of Strategy & Execution. It also touches upon business topics such as - Marketing Mix, Product, Price, Place, Promotion, 4P, Ethics, Globalization, IPO, IT, Operations management.

Our immersive learning methodology from – case study discussionssimulationions tools hhelpsMBA and EMBA professionals to - gain new insighand t, deepen their knowledge of the Strategy & Execution field, Marketing Mix factors, Products related decisions, pricing strategies, and more.

o **Marketing Mix of Tata Consultancy Services – Definition & Explanation: -**

Neil Borden of Harvard Business School first used the term "Marketing Mix" to explain the set of activities that a firm uses to execute its marketing strategies. According to Neil Border, organizations blend the various elements of marketing mix into a marketing strategy that helps the organization to compete and developed a differentiated positioning in the marketplace.

o **The 12 core elements of Neil Borden Marketing Mix are: -**

- 1 - Packaging,
- 2 - Physical Handling - Logistics,
- 3 - Personal Selling,
- 4 - Display,
- 5 - Servicing,
- 6 - Branding,
- 7 - Promotions,
- 8 - Merchandising – Product Planning,
- 9 - Pricing,
- 10 - Marketing Research – Fact-Finding and Analysis,
- 11 - Advertising,
- 12 - Channels of Distribution

- **Consolidation of 12 elements of Marketing Activities into 4Ps of Marketing Mix: -**

Jerome McCarthy consolidated the 12 elements of the marketing mix and another critical component into a simplified framework – the 4Ps of the Marketing Mix.

- **Products – 4Ps in Tata Consultancy Services Case: -**

In marketing strategy, a product is not viewed as a tangible product, but the source of value to be delivered to the customers. Value to the customers of TCS Ramadorai can be delivered in numerous ways such as – priming and pre-purchase education provided by sales staff, the convenience of availability, point of sale equity, financing plans to purchase the products, physical product, word of mouth references, installation and repair services, quality-assuring brand name, etc.

These numerous ways to understand product concepts provide marketing managers of TCS Ramadorai an opportunity to differentiate its overall value proposition from that of the competitors.

- **4 Stages of Product Management as part of Marketing Process: -**

- Identification of Opportunity – Market research and customer research are done to identify the needs of the customers that TCS Ramadorai can cater to with its present and acquired resources.
- Design and Testing – The product is designed based on the value proposition that customers are seeking and one that TCS Ramadorai can deliver. The key consideration regarding product design and testing are – customer value proposition, regulatory requirements, TCS Ramadorai skills and resources, opportunities for differentiated positioning, and profitability.
- TCS Ramadorai Product Launch – It includes decisions regarding pricing, communication strategy, distribution channel management, and building infrastructure to provide post-purchase services.
- Product Life Cycle Management of TCS Ramadorai products – Once the product is launched the company needs to manage the life cycle of the product through its various stages such as – introduction, growth phase, cash cow stage, and finally decline stage.

- **Product Line Planning Decision: -**

There are three major product line planning decisions that TCS Ramadorai can take – Product Line Breadth decision, Product Line Length decision, and Product Line Depth decisions. Some of the considerations that marketing managers at a company name need to take while making product line decisions are –

1. Will the product will be viewed completely differently from the existing products of the firm and how much is the risk of cannibalization of the present brands by a new brand.
2. Does the product launch or product extension launch satisfy potential customer needs and wants in a way that can deliver profits to the firm.
3. How the new product brand launch will impact the overall brand equity of the TCS Ramadorai present brands and products. For example, often launching a no-frill product may end up impacting the image of the company as an innovator in the field. This is one of the reasons why Apple stopped selling its plastic phones as it negatively impacted the image of the company as a deliverer of superior hardware products.

- **Product Line Breadth Decision for Tcs Ramadorai: -**

As the position of TCs Ramadorai in its industry is well established it can expand to the adjacent segments where the customers are using complementary products from other brands to get the maximum value out of the products.

- **Product Line Length of TCS Ramadorai: -**

The decision regarding product line has to be balanced between the complexity of the present products and service required, and the available niche space available in the marketplace. From my perspective at present TCS Ramadorai should stick with the present merchandise mix rather than launching new products to expand the product line.

- **Product Line Depth of TCS Ramadorai: -**

These are decisions regarding how many different Stock Keeping Units (SKU) of a given product. For example, Apple has its iPhone in various colors even though the hardware and software are the same.

- **Product - Broad Recommendations: -**

- TCS Ramadorai can introduce a new brand in the existing product line or it can strive to establish a whole new product line.
- TCS Ramadorai can stop selling products that are either not profitable or not creating enough differentiation from the existing products.
- TCS Ramadorai can think of ways - how features and value can be added to existing brands that help them in consolidating and increasing their market position.
- TCS Ramadorai can try to reposition the products from the existing brands within one line.

- **Pricing – 4Ps of Marketing Tata Consultancy Services: -**

Pricing is a highly complex activity and we will cover only a very limited aspect of what goes into pricing decisions. To a large extent, pricing depends upon the other 3Ps of marketing – product, place, and promotion. Conceptually perceived value is the maximum price a customer is willing to pay for a TCS Ramadorai product in the given competitive context.

- **Cost Base Pricing: -**

Under a cost-based pricing strategy – TCS Ramadorai can work out what it takes to produce the product and put a markup based on the profit it wants to earn. In a highly competitive strategy with dynamic pricing, the strategy may not be feasible. For example, Uber's running losses in billions can provide lower prices and sustain compared to an individual taxi service provider who is not backed by private equity and long-term strategy.

- **Value Base Pricing: -**

Value-Based Pricing is a pricing strategy that is based on customer perception of value. It inculcates put the number of both tangible and intangible benefits with a clear

understanding of elasticity of demand and competitive pressures.

- **Market Penetration Pricing: -**

TCS Ramadorai can employ this pricing strategy where it launches a new product either at loss or at a very low margin to get a foothold in the segment.

- **Market Skimming Pricing: -**

For certain well-established brands, TCS Ramadorai can increase the prices as customers can pay a higher price.

- **Good Value Pricing: -**

Offering the right mix of product features, quality, and service combinations at a fair price. For example, by offering a limited frill option - customers can have an initial product experience at an accessible price. GoPro uses this strategy extensively.

- **Competition Based Pricing: -**

The pricing strategy is based on the competition in the market. Under this strategy, TCS Ramadorai's focus is to match the prices of the competitors and focus on reducing the cost of operations to increase profitability.

- **Pricing Recommendation: -**

Based on the evidence at hand – we can choose the following pricing strategy

High Brand Awareness – The brand of TCS Ramadorai is well respected in the market so it can fetch a slight premium over the other competitive brands.

Innovative Product – With advanced features the product is perceived as innovative in the current market context. A slight premium price will not only emphasize the features of the products but also stop other players from entering the present segment. A high premium price may attract new entrants and thus lower the profitability.

- **Place – Distribution Channels - 4Ps in Tata Consultancy Services Case: -**

Place or Distribution Channel is a set of processes through which TCS Ramadorai delivers its products to the customers. Distribution & Marketing channels fulfill various purposes such as – enabling product customization options at the point of sales, providing product quality

assurance, providing extensive product assortment using product line – breadth, length, and depth, reducing purchase lot size thus enabling opportunities for individual customers to buy products, after-sales services, and installation services, logistics, providing customers information about the products, and easy availability of the products to end consumers.

6. Designing Channels of Distribution for TCS Ramadorai: -

There are two major channels of Distribution related decision criteria –

o **Channel Design: -**

TCS Ramadorai needs to choose whether it wants to implement a distribution system that is – Direct, Indirect, or Both. The channel design decision involves – an understanding of customer value proposition, current customer convenience points, length breadth, and depth of TCS Ramadorai product line, and competitors' distribution systems.

Direct Distribution System – TCS Ramadorai puts its direct distribution channel and reaches directly to the customers. It can be through opening its stores or just selling all the products online.

Indirect Distribution System – TCS Ramadorai includes channel partners such as wholesalers, retailers, logistics companies, and distribution agents.

Hybrid Distribution System – TCS Ramadorai should implement a hybrid model where the critical aspect of the distribution system are managed by TCS Ramadorai, and secondary functions such as logistics, warehousing, store management, etc are delegated to various channel partners.

o **Channel Management: -**

Channel management is about managing various power centers within the delivery system and managing them based on the bargaining power of each player in the value chain. The channel management from a marketing perspective can be done considering three critical aspects –

Per Unit Cost of Stocking – If the cost is high then Tcs Ramadorai needs channel partners which can pool resources. Otherwise, TCS Ramadorai can do the operations on its own.

Customer Willingness to Search & Travel to Purchase Good – If the customer willingness is high then the company has strong brand awareness and brand loyalty. TCS Ramadorai can design favorable channel policies vis-a-vis channel partners.

Market Development Requirement – One of the most prominent functions of the channel is market development. If TCS Ramadorai needs higher market development efforts then it is sensible to include channel partners who have known how and skills to expand into new markets.

7. Promotion – Marketing Communication: -

Promotion Mix or Integrated Marketing Communication strategy is a mix of various promotion tools that are at disposal of TCS Ramadorai. They are – Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing.

TCS Ramadorai can use all these five communication tools to persuasively communicate to customers – the existence of the product, price of the product, differentiating features of the product, places where people can buy the products, and finally how consumers can effectively use the products or services.

8. 6M Model of Marketing Communication Strategy for Case Name: -

With the increasing importance of online advertising and social media's role in product promotion, the 6M Model of marketing communication has become a critical marketing tool in hands of marketing managers and promotion strategists to measure marketing efforts' impact. The 6M of the Marketing Communication Strategy Model are –

- Market – The target segment – current or potential, at which the marketing communication efforts are aimed at.
- Mission – What are the goals and Key Performance Indicators of the marketing communication strategy.
- Message – What are the specific aspects – brand awareness, product features, etc, that TCS Ramadorai wants to communicate to its target customers.
- Media – Which are the most effective media vehicle that TCS Ramadorai can use to convey its message to its target market.
- Money – Like all other organizations, TCS Ramadorai has limited marketing resources so it has to figure out how it needs to spend to get the best outcome based on specified objectives.
- Measurement – How is the promotion campaign impact measured. It can vary from brand to brand within the organization. For example – a new product campaign can be measured by spreading brand awareness, while an existing product marketing campaign can be measured by repeat purchases or product recall.

9. Email Marketing for TCS Ramadorai: -

Email Marketing forms a direct marketing approach that TCS Ramadorai can take to directly reach out to its potential customers. Email Marketing can help the TCS Ramadorai to reach out to high probability prospects based on the data collected by the company using its kiosks, trade marketing, and customer survey.

- **Search Engine Marketing: -**

Another popular form of advertising vehicle that has emerged in the last decade and a half is search engine marketing where advertisements are shown to the customers based on their search history and browsing history. Like email advertising, this can result in relevant advertising to high potential prospective customers who are already interested in products and looking for information regarding it.

10. Marketing Mix of TCS: -

Marketing mix refers to the set of actions, tools, and strategies adopted by a company to promote its brand in the market. It revolves around the product, place, price, and promotion strategy of a company. Following is the marketing mix of TCS:

1. Product Mix of TCS: -

TCS (Tata Consultancy Services) is a multinational consulting firm that seeks to give the finest solutions to its clients. Banking and financial services, consumer packaged goods, energy – oil and gas, government, healthcare, information technology, manufacturing, media and information services, retail, telecommunications, travel, transportation and hospitality, and utilities are some of the segments in which it operates. The solutions that TCS provides to businesses and clients are the items in its marketing mix. TCS offers a broad range of services, including

- IT services,
- Consulting
- IT infrastructure
- Enterprise solutions
- Enterprise security and risk management
- Engineering and industrial services
- Eco-sustainability services
- Digital enterprise
- Business process services
- Business intelligence and performance management
- Assurance services
- Platform solutions
- iON caters to small and medium-sized businesses in the above-mentioned industries.

2. Price Mix of TCS: -

TCS accounts for 70% of the total revenue of its parent business. TCS has developed a competitive pricing policy to acquire a competitive

advantage over competing brands, as it faces tough competition from rival brands.

TCS expected revenues of 16.54 billion dollars, profit of 3.70 billion dollars, and total assets of 13.76 billion dollars by the end of the fiscal year 2015-16. It has been named one of the top corporations in India in terms of market value, with a market capitalization of 80 billion dollars, and is the world's 10th largest service provider in the IT industry in terms of revenues.

3. Place Mix of TCS: -

TCS is headquartered in Mumbai, Maharashtra, and serves clients throughout India. With the support of sixty-seven subsidiary companies, it has expanded its global presence. TCS operates in 46 countries around the world, including Australia, Pakistan, Dubai, the United Kingdom, and Germany.

Pune, Maharashtra, was the location of the company's initial software R&D center. TCS has been able to expand its distribution network thanks to its strong ethics and strong brand backing. It has 289 offices in 21 countries, as well as 147 delivery centers, to supply world-class services to any place. North America, China, India, Latin America, Europe, and India all have delivery centers.

4. Promotion Mix of TCS: -

TCS makes its influence felt throughout the community through a variety of community projects. This is the most effective technique to reach the most number of individuals because they are serving society and receiving reputation and notoriety in exchange for their efforts. TCS's promotional strategy in its marketing mix is unique and unlike that of any other company involved in advertising and marketing.

Each location has a well-defined collection of TCS programs. TCS, for example, in India conducts the ALP adult literacy program, the BPS employment program, the Advanced computer training center – to improve employability for visually challenged youngsters, and InsightT – for school students, among other programs. It features programs like STEM education and technology inclusion, Pro Bono, ENABLE, and goIT, to mention a few, on an international level. TCS also participates in and organizes many marathons across the world each year. TCS also encourages its employees to contribute to social well-being through its Purpose4life program.

11. Sponsorships: -

1. TCS New York City Marathon: -



TCS has been the title sponsor of the world's largest marathon, undoubtedly, since 2014. The TCS NYC Marathon is one of TCS's numerous global running events (others include the Amsterdam Marathon and the TCS Lidingöloppet), and it exemplifies the company's dedication to giving back to the communities in which it operates.

2. Invictus Games: -



Since its start in London in 2014, Jaguar Land Rover has been a Presenting Partner of The Invictus Games. The Games are supported financially by JLR. The Games' enormous impact on recovery continues to inspire and motivate sick, wounded, and ill Servicemen and women.

3. Tata Crucible: -



The Tata Crucible, India's largest business quiz, is a knowledge endeavor that brings together India's brightest minds to compete in a fast-paced quiz that promotes lateral thinking. The yearly, nationwide tournament, which began in 2004, is split into two tracks for corporates and campus students. In addition to Singapore and Dubai, the campus edition is hosted in Singapore and Dubai.

4. Live Tata Literature: -



Anil Dharker, the founder and CEO of the Tata group, is the event's title sponsor. The festival, which takes place every November, is known for bringing together the biggest personalities in the literary world as well as heated debates on economics, politics, and social concerns.

5. First Book: -



Tata For more than a decade, North America and First Book have collaborated to improve the lives of children by ensuring that all children have equitable access to quality education and assisting those who are in need. Tata and First Book help youngsters learn to read by giving them books and other learning materials. Over 500,000 books have been delivered since 2008, according to the organization.

12. Marketing campaigns of TCS: -

1. #TCSPartOfYourStory: -



TCS launched a corporate brand campaign dubbed #TCSPartOfYourStory to highlight the company's role in India's digital journey and how it paved the way for India's people to experience innovation and progressive development.

The #TCSPartOfYourStory campaign highlights some of the most compelling stories of Digital India, as well as TCS' pivotal role in constructing the country's digital backbone, which spans financial services, government services, health care and pharmaceuticals, logistics and supply chain networks, science and technology, consumer business, and more.

It allowed people to benefit from the technological boom that has revolutionized the country and its inhabitants. This ad provides an up-close and personal look at powerful TCS tales that have an impact on everyone's lives.

2. The New Tagline of TCS: -



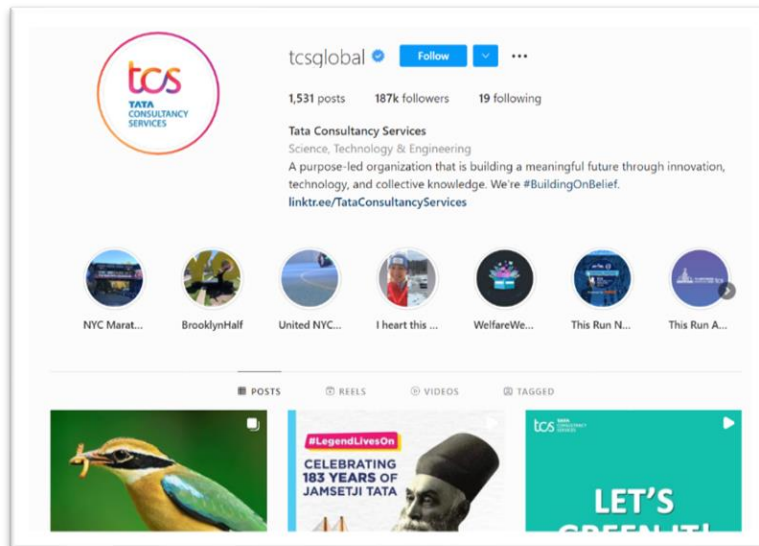
After 15 years, Tata Consultancy Services (TCS) has revamped to appeal to millennials. The company's new tagline, which replaces "Experience Certainty," is "Building on Belief."

'Building on Belief,' according to the business's Chief Marketing Officer (CMO), does not imply that the corporation is abandoning its promise of assurance to its customers. The new tagline, according to Rajashree, is designed to appeal to millennials, not just about where TCS is now, but also about where the company wants to be in the next decade. She stated that it is centered on bringing the voice of the "young TCS" to the forefront.

13. Digital Presence of TCS: -

The TCS has accounts on all of the major social networking sites. They focus on their rich history and showcase their developments as well as their future intentions through their accounts.

- **Instagram:**



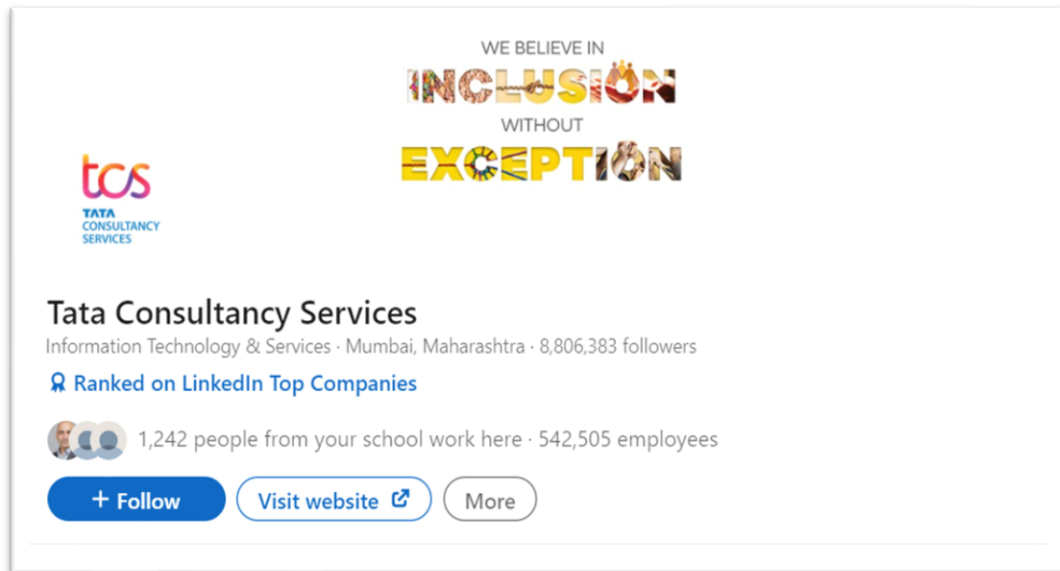
On Instagram, TCS (Tata Consultancy Service) has a following of 284,000 people. They use Instagram stories and posts to announce new initiatives and items.

- **Twitter:**



On Twitter, TCS (Tata Consultancy Services) has 478,000 followers. The inventive use of hashtags and the organization of rewarding competitions are the reasons for such a large following on Twitter.

o **LinkedIn: -**

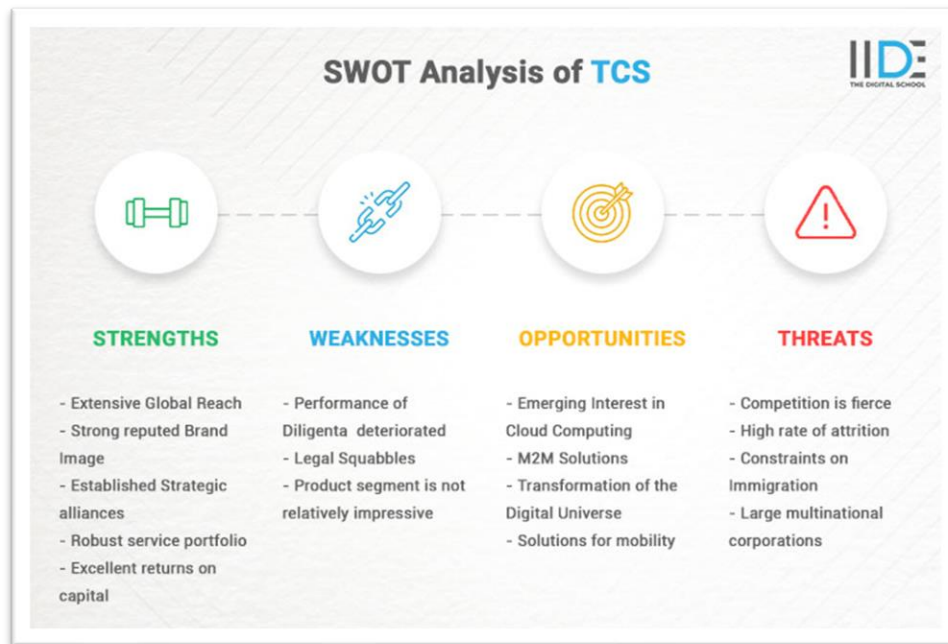


TCS has a LinkedIn following of 7,015,243 people. The content on LinkedIn is primarily inspired by TCS's other social media platforms. The increasing reach is due to the TCS's brand value and awareness, which encourages young people to seek employment here.

S.W.O.T. Analysis

S.W.O.T. Analysis Of TCS: -

SWOT analysis is a structured approach to evaluating a company's strategic position by analyzing its strengths, weaknesses, opportunities, and threats. It is a simple technique to analyze the outcomes of a marketing evaluation. The SWOT analysis of TCS is as follows: -



1. Strengths of TCS: -

Strengths are an organization's distinct skills that offer it a competitive edge in gaining greater market share, attracting more customers, and maximizing profitability. TCS's strengths are listed below:

- **Extensive Global Reach –**

TCS's global reach, which currently extends from North America, the United Kingdom, Africa, Europe, and the Asia-Pacific regions, reflects the company's efforts to obtain as much coverage as possible in diverse areas. TCS has a strong worldwide image thanks to its presence in a variety of geographical locations.

- **Major number of Customers from various sectors –**

TCS supports customers in a wide range of industries, including banking, finance, retail, telecommunications, and media & entertainment.

Exposure to different enterprises mitigates the hazards of over-dependence on a particular market or industry.

- **Strong reputed Brand Image in the market –**

TCS has unquestionably created its brand, image, and reputation; it keeps its consumers satisfied and acts as a sign of excellence.

- **Well established strategic alliances –**

TCS has formed significant alliances with multinational companies all around the world. It collaborated with technology powerhouses such as Amazon, Adobe, Dell, Bosch, and HP, among others. Through these partnerships, TCS provides both technologically viable and creative commercial and tactical solutions.

- **Robust Service Portfolio –**

TCS has a diverse service offering that includes application development and maintenance of Business Process Services (BPS), IT infrastructures, business intelligence, and more. A robust and diversified portfolio is drawn to various corporate clients.

- **Excellent returns on capital invested –**

TCS has an excellent track record of executing new projects and generating good returns on capital expenditure by establishing new income streams.

2. Weaknesses of TCS: -

Weaknesses are elements of a company or brand that need to be improved. The following are TCS's significant flaws:

- **Performance of Diligenta deteriorated –**

Diligenta, a TCS subsidiary, has consistently performed poorly. TCS's bottom line is unlikely to improve rapidly as a result of the enterprise's poor performance and hence has a negative effect.

- **Legal Squabbles –**

TCS filed a lawsuit against Epic System in 2014 for suspected abuse of private information. TCS was found guilty in 2016 and was charged \$940 million in damages. TCS objected to and rejected the higher competence's decision. Such incidents hurt the company's image.

- **The product segment is not relatively impressive –**

While TCS does well by delivering the greatest services, its products aren't what one would anticipate from a company of its kind. They do require some effort.

3. Opportunities for TCS: -

Opportunities are possible areas of emphasis for a firm to focus on to enhance outcomes, boost sales, and, eventually, profit.

- **Emerging Interest in Cloud Computing –**

Digital technologies and high-speed internet access have evolved. Spending on cloud services will rise at a CAGR of 19% over the next five years. Society is shifting towards cloud-based solutions. TCS has a robust cloud-based infrastructure and is thus prepared to capitalize on the created demand.

- **M2M Solutions –**

Wireless and cable communications systems are both enabled by Machine to Machine (M2M) solutions. There are bright possibilities for M2M solutions in the future, and revenues are projected to be substantial. TCS offers a comprehensive variety of M2M services, allowing the need for M2M solutions to be met.

- **Transformation of the Digital Universe –**

Because the world is becoming more digital, business forces are altering the digital economy. TCS's primary goal is to digitally transform and deliver digital solutions. TCS could expect more expenditure on technology for digital transformation.

- **Solutions for mobility –**

With a rising mobile worker population and the increased usage of sophisticated mobile devices, enterprise mobility solutions are expected to be driven by business applications.

4. Threats to TCS: -

Threats are environmental elements that might hurt a company's success. TCS's threats include the following:

- **Competition is fierce –**

IT firms such as Infosys, Wipro, Capgemini, Deloitte, Accenture, and others confront fierce rivalry. As a result, the industry is experiencing price wars and has a restricted market share.

- **A high rate of attrition –**

The Indian IT sector has a high rate of turnover, which raises the expense of providing new workers with skills and leadership development and hurts the company's reputation.

- **The Constraints on Immigration –**

With immigration regulations, increasing H-1B visa fees, and changing political situations in the US, Indian IT firms are anticipated to suffer as they increase their costs and damage profitability, posing a risk to the sector.

- **Large multinational corporations –**

Large multinational corporations are expanding into India and competing for a worldwide clientele.

Relevance Of Study

Relevance Of Study: -

- I. This Study is relevant because it assesses the marketing perspective of TCS.
- II. This Study Analysis the marketing strategy Of TCS As Per the changing needs and environment of the business.
- III. This study analyses the marketing network of TCS.
- IV. The study is relevant as its analysis of the growth expansion Strategy Of TCS.
- V. This study is relevant Because its analysis changes marketing needs and counters the marketing strategies of TCS.

Objectives Of The Study

Objectives: -

- I. To study the marketing model of TCS.
- II. To study various marketing costs associated with TCS marketing strategies.
- III. To study the TCS value creation model.
- IV. To study various marketing techniques of TCS.
- V. To study business processing and customer service procedures.
- VI. To analyze different advertisements of TCS on social media handles.

Need Of The Study

Need: -

- I. To analyze the marketing Strategy of TCS.
- II. To analyze marking patterns and network of TCS.
- III. To assess the Marketing Uniqueness Of TCS.
- IV. To analyze new technologies introduced By the TCS in their marketing strategies.
- V. To access the cost-effectiveness of TCS in their marketing strategies.

Hypothesis

Hypothesis: -

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true.

The research hypothesis of TCS: -

H0: TCS hasn't built its marketing chain on an individual basis.

H1: TCS has a cost-effective marketing network.

H0: Various technical glitches might be incurred that affect the marketing campaign of TCS which hasn't address immediately

H2: TCS is using advanced technics to reach out to maximum customers.

Research Methodology

Research: -

Research is defined as careful consideration of study regarding a particular concern or problem using scientific methods. According to the American sociologist Earl Robert Babbie, "research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. It involves inductive and deductive methods."

Inductive research methods analyze an observed event, while deductive methods verify the observed event. Inductive approaches are associated with qualitative research, and deductive methods are more commonly associated with quantitative analysis.

Research is conducted with the purpose of: -

- Identify potential and new customers
- Understand existing customers
- Set pragmatic goals
- Develop productive market strategies
- Address business challenges
- Put together a business expansion plan
- Identify new business opportunities

Research Methodology: -

A research methodology encompasses how you intend to carry out your research. This includes how you plan to tackle things like collection methods, statistical analysis, participant observations, and more.

Methods Of Data Collection: -

I. Primary Data

The primary data is that data that is collected fresh and first hand and for the first time which is original.

II. Secondary data

Secondary research or desk research is a research method that involves using already existing data. Existing data is summarized and collated to increase the overall effectiveness of the research.

In this research, I import the data from secondary data collection sources.

I collected data and we will be going to collect the data from TCS's Official websites Google, and Wikipedia.

Purpose Of Research: -

- **Exploratory: -**

As the name suggests, researchers conduct exploratory studies to explore a group of questions. The answers and analytics may not offer a conclusion to the perceived problem. It is undertaken to handle new problem areas that haven't been explored before. This exploratory process lays the foundation for more conclusive data collection and analysis.

- **Descriptive: -**

It focuses on expanding knowledge on current issues through a process of data collection. Descriptive research describes the behavior of a sample population. Only one variable is required to conduct the study. The three primary purposes of descriptive studies are describing, explaining, and validating the findings. For example, a study was conducted to know if top-level management leaders in the 21st century possess the moral right to receive a considerable sum of money from the company's profit.

- **Explanatory:**

Causal or explanatory research is conducted to understand the impact of specific changes in existing standard procedures. Running experiments is the most popular form. For example, a study that is conducted to understand the effect of rebranding on customer loyalty.

Types of research methods: -

Research methods are broadly classified as **Qualitative** and **Quantitative**.

Both methods have distinctive properties and data collection methods.

- **Qualitative methods: -**

Qualitative research is a method that collects data using conversational methods, usually open-ended questions. The responses collected are essentially non-numerical. This method helps a researcher understand what participants think and why they think in a particular way. Types of qualitative methods include:

1. One-to-one Interview
2. Focus Groups
3. Ethnographic studies
4. Text Analysis
5. Case Study

○ **Quantitative methods: -**

Quantitative methods deal with numbers and measurable forms. It uses a systematic way of investigating events or data. It answers questions to justify relationships with measurable variables to either explain, predict, or control a phenomenon. Types of quantitative methods include: -

1. Survey research
2. Descriptive research
3. Correlational research

Data Collection

Data Collection Definition: -

Data collection is defined as the procedure of collecting, measuring, and analyzing accurate insights for research using standard validated techniques. A researcher can evaluate their hypothesis based on collected data. In most cases, data collection is the primary and most important step for research, irrespective of the field of research. The approach to data collection is different for different fields of study, depending on the required information.

The most critical objective of data collection is ensuring that information-rich and reliable data is collected for statistical analysis so that data-driven decisions can be made for research.

Different Methods of Data Collection: -

While the phrase “data collection” may sound all high-tech and digital, it doesn't necessarily entail things like computers, big data, and the internet. Data collection could mean a telephone survey, a mail-in comment card, or even some guy with a clipboard asking passers-by some questions. But let's see if we can sort the different data collection methods into a semblance of organized categories. The two methods are:

- **Primary.**

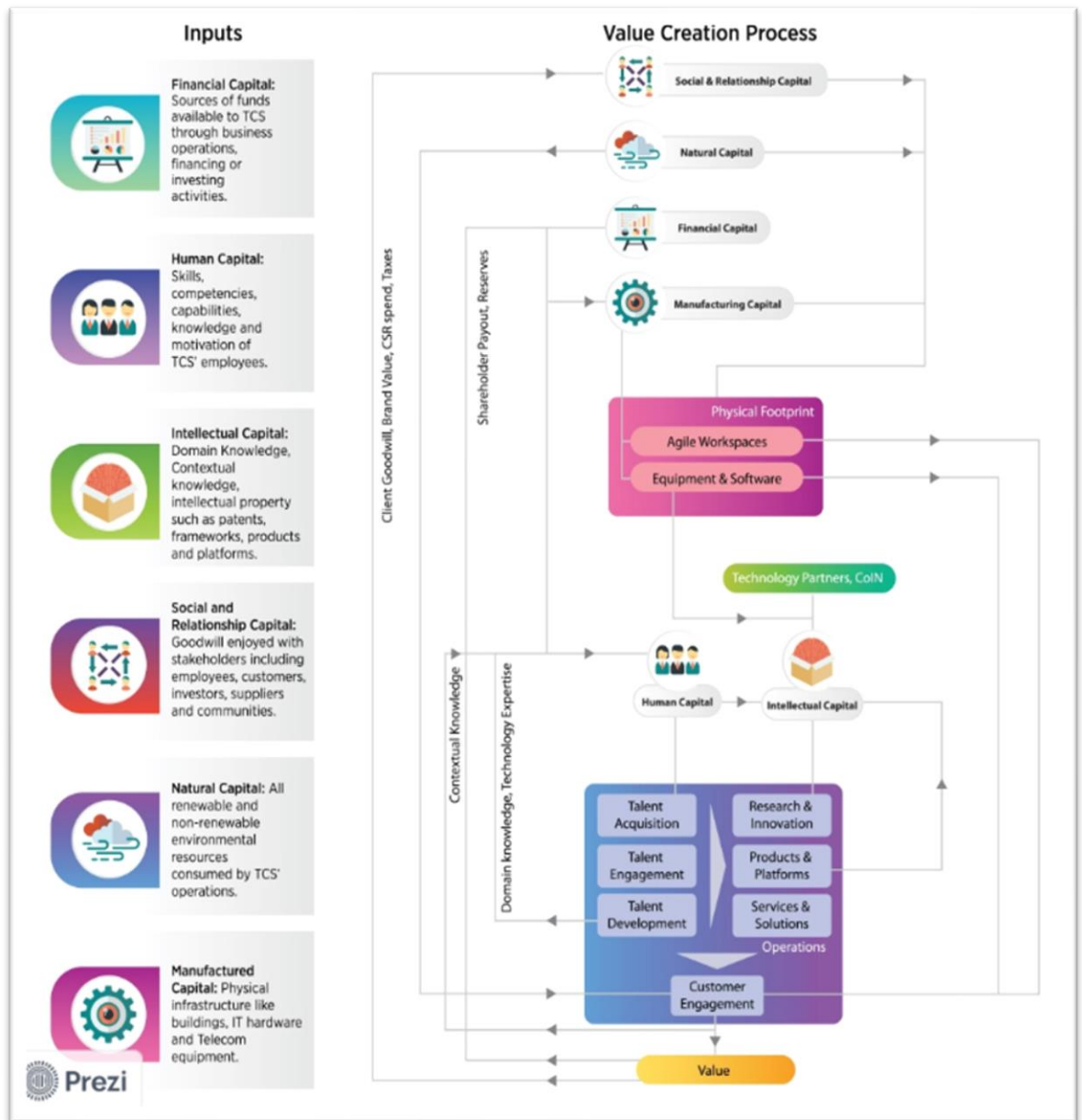
As the name implies, this is original, first-hand data collected by the data researchers. This process is the initial information gathering step, performed before anyone carries out any further or related research. Primary data results are highly accurate provided the researcher collects the information. However, there's a downside, as first-hand research is potentially time-consuming and expensive.

- **Secondary.**

Secondary data is second-hand data collected by other parties and already having undergone statistical analysis. This data is either information that the researcher has tasked other people to collect or information the researcher has looked up. Simply put, it's second-hand information. Although it's easier and cheaper to obtain than primary information, secondary information raises concerns regarding accuracy and authenticity. Quantitative data makes up a majority of secondary data.

Data Interpretation and Analysis

Value Creation Model:-



Talent and creativity, which are represented by **human capital**, are at the core of TCS' value creation engine.

TCS continually enhances its **human capital** by acquiring the best talent available in each of the markets it operates in, providing a supportive and vibrant workplace to engage that talent, investing in upskilling individuals with the latest technology skills, and giving them career paths matching their aspirations. A firm belief in organic talent development, and investing in people, has helped TCS successfully navigate through multiple technology cycles over the last five decades, pivoting and adapting each time to build relevant new capabilities

through reskilling the workforce at scale and helping customers realize the benefits of emerging technologies.

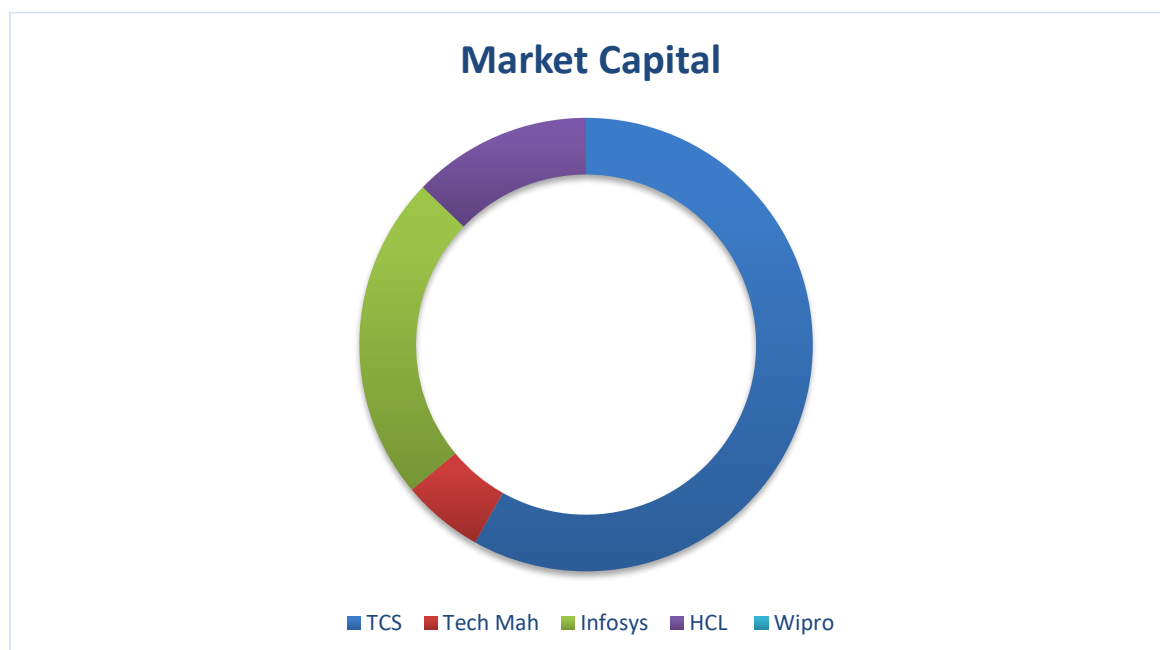
The company's industry-aligned, customer-centric organization structure has resulted in each business unit acquiring tremendous domain depth, and the account teams within those units building up immense customer-specific contextual knowledge. This domain expertise, contextual knowledge, project management experience and technology expertise gained on the job represents a conversion of human capital into **intellectual capital**.

TCS applies some of its **intellectual capital** towards investments in research and innovation (R&I), exploring the creative use of newer technologies to solve business problems across different industry verticals. In addition to its intellectual capital, TCS also partners with leading technology providers, start-ups, and academic researchers to leverage their intellectual capital and build solutions.

These expand the organization's **intellectual capital**; create new revenue streams, add to the **financial capital**; and enhance its brand positioning i.e. **relationship capital**.

Market Share Of TCS: -

"TCS has a 15 percent market share by revenue in capital markets BPO, robust capabilities across investment banking and asset management, and a strong base of clients across the U.S. and Europe.



Suggestions And Findings

Suggestions And Findings: -

- I. TCS Should Have introduced new marketing strategies to reach out to more customer domains.
- II. TCS is facing tough competition from the competitors present in the market i.e.; Infosys, Cognizant, Tech Mahindra, and Wipro.
- III. TCS has to be used on Social Media platforms more aggressively Throughout the market.
- IV. As TCS is a global company having a presence in globalize economy, so value creation model is not the only way to expand its organization.
- V. TCS is using Rapid marketing Campaigns throughout every marketing platform, but it should be wider and more expandable throughout the world.
- VI. TCS is facing perfect healthy competition from their competitors hence marketing strategies should be more reachable.

Conclusion

Conclusion: -

- I. Historically, TCS has focused on the creation of multimedia and creativity software products, however, through exploration, innovation, and exploitation the company has evolved into a broad-based Internet application.
- II. While not entirely without, TCS enjoys a very limited number of competitors with product and service lines that closely mirror its own. The company will need to manage explosive growth without sacrificing its positive company culture and reputation for meeting the needs of consumers by delivering quality services and products.
- III. TCS has seen excellent revenue growth as demand for its core transformation services develops and through landing transactions worth more than USD 6.8 billion in the fourth quarter of 2020.
- IV. Tata Consultancy Services (TCS) is the third most valuable IT services brand in the world, behind Accenture and IBM, and holds a slot in the top 10. TCS has dominated not only the Indian industry but also the worldwide market, thanks to its diverse workforce base, cutting-edge technology, and innovative business models. TCS is hoping for even better results in the coming year.

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