

**A
Project Report
ON
"A Study On Marketing Strategy Of Mahindra
& Mahindra Ltd."**

**Submitted to
G. S. College of Commerce & 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
Dilip Badelal Kashyap**

**Under the Guidance of
Prof. Kamlesh Thote**

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



CERTIFICATE

This is to certify that **Dilip Badelal Kashyap** has submitted the project report titled **A Study OF Marketing Strategy OF Mahindra & Mahindra Ltd**, towards partial fulfillment of **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 by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. Kamlesh Thote
(Project guide)

Dr. Afsar sheikh
(coordinator)

Place: Nagpur

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



DECLARATION

I here-by declare that the project with title "A Study of Marketing Strategy Of Mahindra & madindra Ltd" has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur 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.

Dilip Badelal Kashyap

Place: Nagpur

Date:



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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Swati Kathaley, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Afsar Sheikh for his guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

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.

Dilip Badelal Kashyap

Place: Nagpur

Date:

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INTRODUCTION

What is Marketing?

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company.

Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

Marketing refers to all activities a company does to promote and sell products or services to consumers. Marketing makes use of the "marketing mix," also known as the four Ps—product, price, place, and promotion. Marketing used to be centered around traditional marketing techniques including television, radio, mail, and word-of-mouth strategies.

Though traditional marketing is still prevalent, digital marketing now allows companies to engage in e-mail, social media, affiliate, and content marketing strategies.

At its core, marketing seeks to take a product or service, identify its ideal customers, and draw the customers' attention to the product or service available. Marketing as a discipline involves all the actions a company undertakes to draw in customers and maintain relationships with them. Networking with potential or past clients is part of the work too, and may include writing thank you emails, playing golf with

prospective clients, returning calls and emails quickly, and meeting with clients for coffee or a meal.

At its most basic level, marketing seeks to match a company's products and services to customers who want access to those products. Matching products to customers ultimately ensures profitability.

The 4 P's of Marketing

Product, price, place, and promotion are the Four Ps of marketing. The Four Ps collectively make up the essential mix a company needs to market a product or service. Neil Borden popularized the idea of the marketing mix and the concept of the Four Ps in the 1950.



- Product

Product refers to an item or items the business plans to offer to customers.

The product should seek to fulfill an absence in the market, or fulfill consumer demand for a greater amount of a product already available.

Before they can prepare an appropriate campaign, marketers need to

understand what product is being sold, how it stands out from its competitors, whether the product can also be paired with a secondary product or product line, and whether there are substitute products in the market.

- Price

Price refers to how much the company will sell the product for. When establishing a price, companies must consider the unit cost price, marketing costs, and distribution expenses. Companies must also consider the price of competing products in the marketplace and whether their proposed price point is sufficient to represent a reasonable alternative for consumers.

- Place

Place refers to the distribution of the product. Key considerations include whether the company will sell the product through a physical storefront, online, or through both distribution channels. When it's sold in a storefront, what kind of physical product placement does it get? When it's sold online, what kind of digital product placement does it get?

- Promotion

Promotion, the fourth P, is the integrated marketing communications campaign. Promotion includes a variety of activities such as advertising, selling, sales promotions, public relations, direct marketing, sponsorship, and guerrilla marketing.

TYPES OF MARKETING STRATEGIES :

- **Types of Marketing Strategies**
Marketing is comprised of an incredibly broad and diverse set of strategies. The industry continues to evolve, and the strategies below may be better suited for some companies over others.
- **Traditional Marketing Strategies**
Before technology and the internet, traditional marketing was the primary way companies would market their goods to customers. The main types of traditional marketing strategies includes:
 - **Outdoor Marketing:** This entails public displays of advertising external to a consumer's house. This includes billboards, printed advertisements on benches, sticker wraps on vehicles, or advertisements on public transit.
 - **Print Marketing:** This entails small, easily printed content that is easy to replicate. Traditionally, companies often mass produced printed materials, as the printed content was the same for all customers. Today, more flexibility in printing processes means that materials can be differentiated.
 - **Direct Marketing:** This entails specific content delivered to potential customers. Some print marketing content could be mailed. Otherwise, direct marketing mediums could include coupons, vouchers for free goods, or pamphlets.
 - **Electronic Marketing:** This entails use of TV and radio for advertising. Though short bursts of digital content, a company can convey information to a customer through visual or auditory media that may grab a viewer's attention better than a printed form above.

Event Marketing: This entails attempting to gather potential customers at a specific location for the opportunity to speak with them about products or demonstrate products. This includes conferences, trade shows, seminars, roadshows, or private events.

COMPANY PROFILE



Mahindra & Mahindra Ltd

Mahindra & Mahindra Limited (M&M) is an Indian multinational automotive manufacturing corporation headquartered in Ludhiana. It was established in 1945 as Mahindra & Mohammed and later renamed as Mahindra & Mahindra. Part of the Mahindra Group, M&M is one of the largest vehicle manufacturers by production in India. Its unit Mahindra Tractors is the largest manufacturer of tractors in the world by volume. It was ranked 17th on a list of top companies in India by Fortune India 500 in 2018. Its major competitors in the Indian market include Maruti Suzuki and Tata Motors.

Type- Public

Traded as- BSE: 500520

NSE: M&M

BSE -SENSEX Constituent

NSE NIFTY 50 Constituent

ISIN- INE101A01026

Industry- Automotive

Founded- 2 October 1945; 77 years ago

Jassowal, Ludhiana, Punjab, India

Founders- J. C. MahindraK. C. Mahindra

HeadquartersLudhiana, Punjab, India

Area served- Worldwide

Key people- Anand Mahindra (Chairman)Dr.AnishShah (MD & CEO)[1]RajeshJejurikar (Executive Director AFS)

Products- Automobiles ,Commercial vehicles, Tractors, Motorcycles

Production output- Decrease 14,076,043 vehicles (2022)

Revenue- Increase ₹97,277.78 crore (US\$12 billion)[2] (FY2021)

Operating income- Increase ₹9,541.10 crore (US\$1.2 billion)[2] (FY2022)

Net income- Increase ₹7,747.41 crore (US\$970 million)[2] (FY202)

Total assets- Increase ₹190,462.49 crore (US\$24 billion)[2] (FY2022)

Total equity- Increase ₹78,181.92 crore (US\$9.8 billion)[2] (FY2022)

Number of employees- 140,619 (2022)[2]

Parent- Mahindra Group

Subsidiaries - Mahindra Last Mile Mobility, Mahindra Tractors, Mahindra 2 Wheelers

Mahindra Truck and Bus Division

BSA Company- Yezdi Classic Legends Motorcycles Jawa MotoPeugeot
Motocycles Automobili Pininfarina Pininfarina

Website- auto.mahindra.com

RESEARCH METHODOLOGY

What is Research...?

Research means search for facts to find answers to certain questions or to find solutions to certain problems. It is often referred to as 'scientific inquiry' or 'scientific investigation' into a specific problem or situation.

There are two types of data: -

- Primary Data
- Secondary Data

The present study is based on secondary data which is collected using different blogs & stock exchange website.

- Research design (Method, data collection)
- Primary data

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

But in this project, we are collecting data from secondary data The secondary data are those data which are collected by webbased, publication in the newspaper, magazines, and information available on the internet.

RESEARCH STUDY

OBJECTIVE OF STUDY :

- To analyze the effectiveness of Mahindra & Mahindra Limited current marketing strategies in reaching its target audience and achieving its business objectives.
- To identify the strengths and weaknesses of Mahindra & Mahindra Limited marketing strategies, and to suggest ways in which they can be improved.
- To examine the key factors that influence consumer perceptions and purchasing decisions related to Mahindra & Mahindra Limited products, and to assess the impact of Mahindra & Mahindra Limited marketing on these factors.
- To evaluate the effectiveness of various marketing channels and tactics used by Tesla, such as social media marketing, content marketing, influencer marketing, and experiential marketing.
- To assess the competitive landscape in the electric vehicle market, and to identify opportunities for Mahindra & Mahindra Limited to differentiate itself from its competitors through its marketing strategies.

HYPOTHESIS

HYPOTHESIS

A hypothesis is a testable statement of what the researcher predicts will be the outcome of the study.

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis.

H₀:- Mahindra Company is not better service provider.

H₁:- Mahindra Company is a better service provider.

Data Analysis & Interpretation.

Marketing Strategy of Mahindra and Mahindra

Segmentation, Targeting & Positioning

Segmentation is the process of breaking a targeted market into segments that may be contacted. Market segmentation divides a market into subgroups based on demographics, requirements, priorities, shared interests, and other psychographic or behavioural traits that help to better understand the target audience. Talking about the segmentation of Mahindra & Mahindra it has segmented its business into those who are seeking a complete automobile segment including sedans & SUVs for a luxurious life.

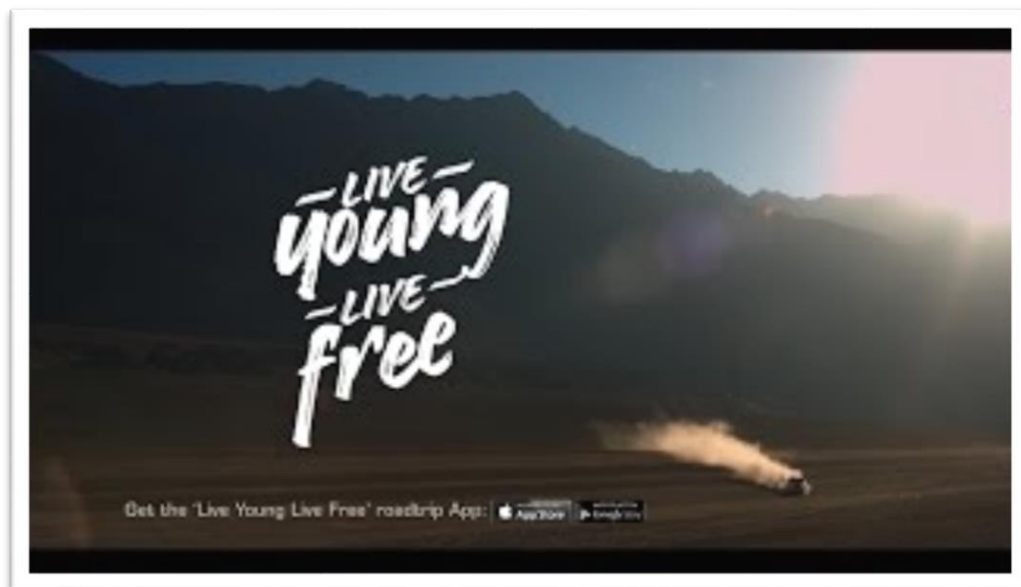
Targeting a business's choice of potential customers to whom it wants to sell products or services. The targeting approach requires segmenting the market, selecting the most relevant segments, and identifying the products that will be supplied in each segment. So here in this case the targeted audience of Mahindra & Mahindra is upper-middle-income bracket individuals who love to live a luxurious lifestyle.

Positioning is the final phase of the 'STP' process, and it focuses on how the customer perceives a product or service in comparison to the competitors, which is critical for gaining a competitive edge in the market. To gain a competitive edge in the market, Mahindra & Mahindra always positions itself as a quality and affordable automobile with new thinking and positive change.

Marketing Campaigns:

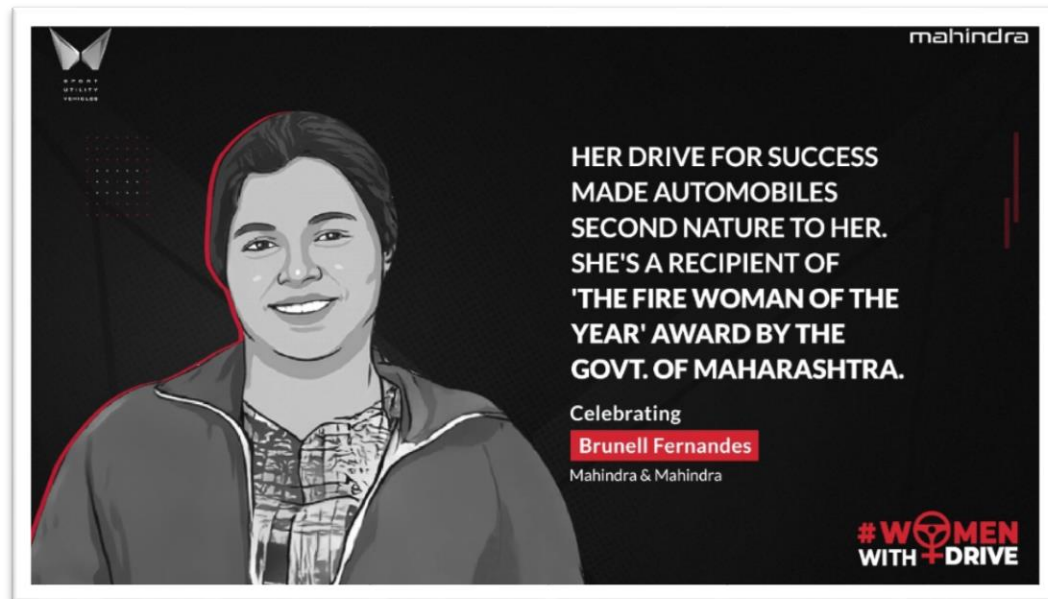


#ChooseTogetherChooseRight Campaign was one of the most successful campaigns of all time. At this stage, the economic class categorised people hyped about the cars which were under 10 Lakh. This campaign was for the general public who wants to live a luxurious life but can't afford it. Mahindra made their life better by providing the cars under 10 Lakh with the best external services.



The “Live young, Live free” campaign became popular in 2012. “The Mahindra Classics” campaign was the one that brought heritage to life through their stories and interviews. This campaign was launched with “The Mahindra Classics” Logo

with thematic communication. The campaign displayed its thrilling stories from the past and inspired the community of Mahindra fans.

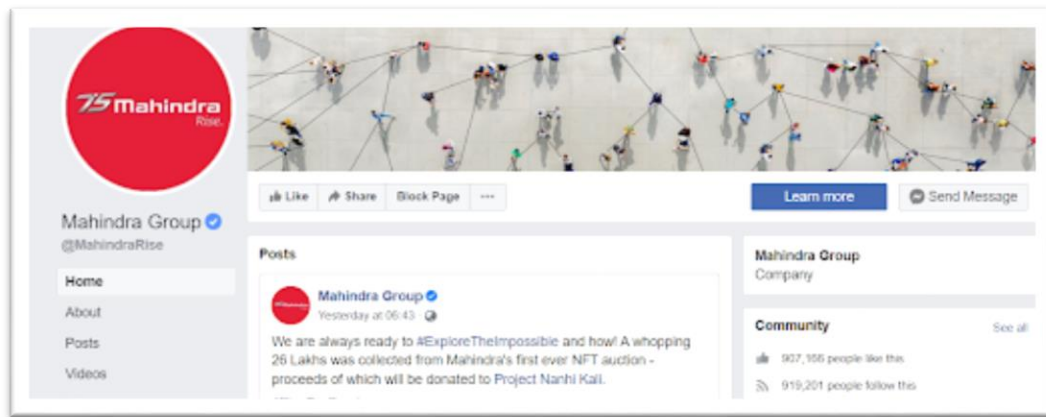


Recently Mahindra introduced a unique campaign for women. #womenwithdrive, where 30 women took the wheel to test their off-roading skills under the supervision of the experts. It was a truly remarkable experience for all the brave women and for the Mahindra group. As you can see the campaign was one of the most successful campaigns of all. #exploretheimpossible

Social Media Marketing

This Z Generation is aware of how much “likes”, “follows”, “comments”, and “shares” are essential to promote or expand the business. But Mahindra & Mahindra is still remarkable without any social media platform.

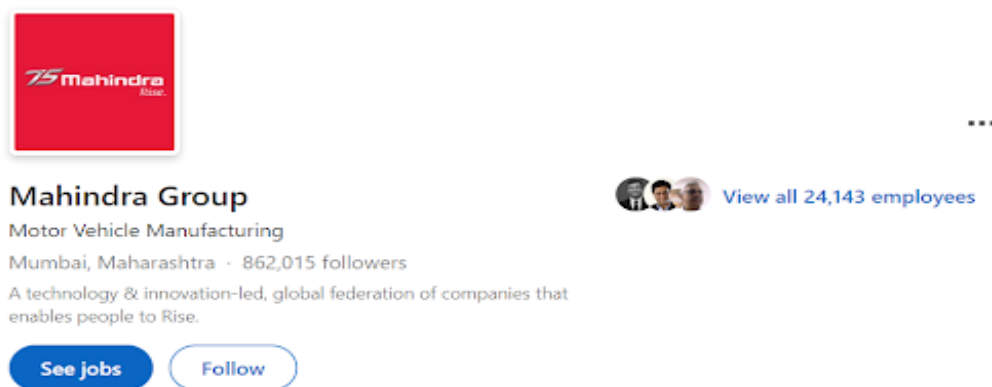
Facebook Fan Following: 9,07,166 Fans



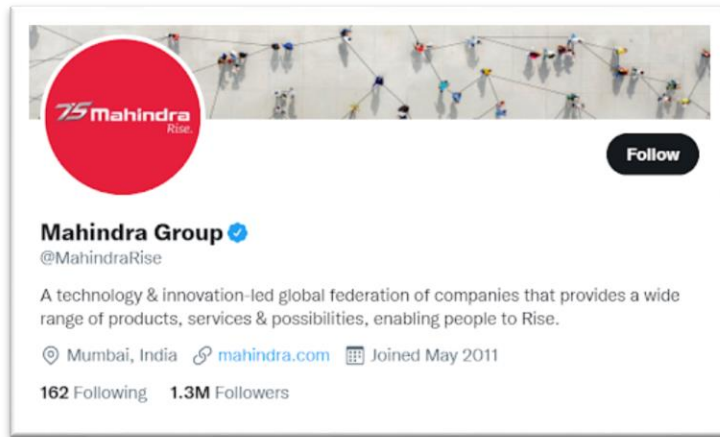
Instagram Followers: 98K Followers



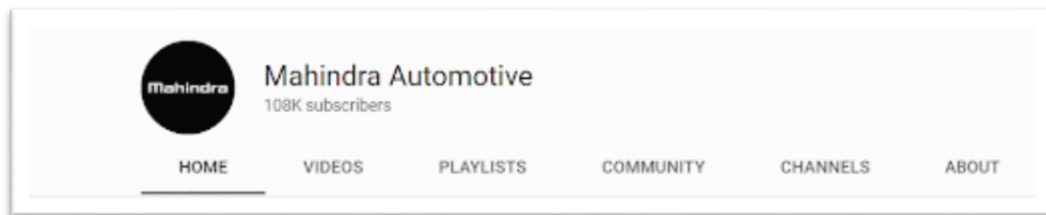
LinkedIn Followers: 862K Followers



Twitter Followers: 1.3M Followers

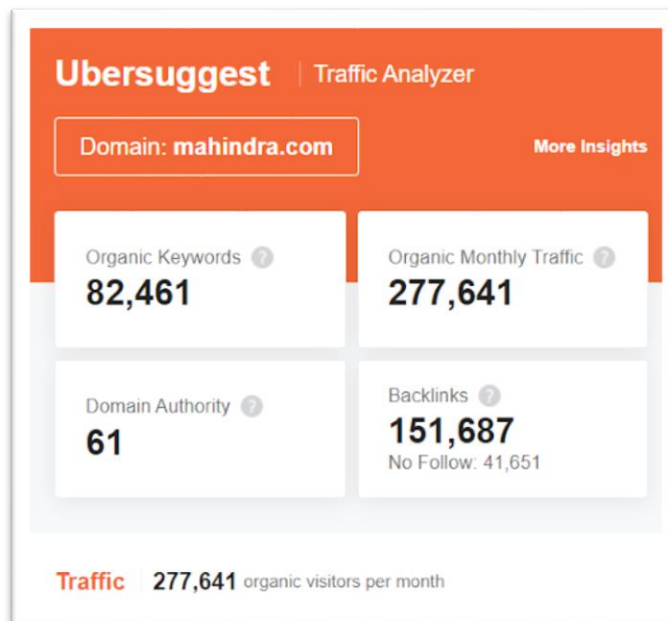


Youtube Subscribers: 1.08Lakh Subscribers



Although, LinkedIn and Twitter are the most followed platforms as compared to others. As we all know that people are roaming all around just to fit in a job so LinkedIn can be a good reason that Mahindra & Mahindra has so many followers. And Twitter as usual tweets all the time about new product launches, promotional events, offers, etc. We can consider Twitter as the best platform for any brand or product or service out there to market itself.

SEO Strategies



As per SEO ranking, it is said that the Number of keywords – below 500 is bad, above 1000 is good, and 10,000+ is amazing. As we can see, its website has 82,461 organic keywords and it's outstanding. That means the digital marketing of Mahindra & Mahindra is gaining a good number of insights. Mahindra & Mahindra's digital marketing is attracting a large number of visitors. The monthly traffic is in the 277k+ range, which is considered exceptional.

Mahindra & Mahindra is doing its best, But this is not enough if the company has to set a benchmark in front of its competitors or to remain at its peak in this industry i.e. Mahindra & Mahindra need to work on its SEO strategies so that it can attract a large amount of organic traffic to their site which leads to an increase in their sales which is good for the company.

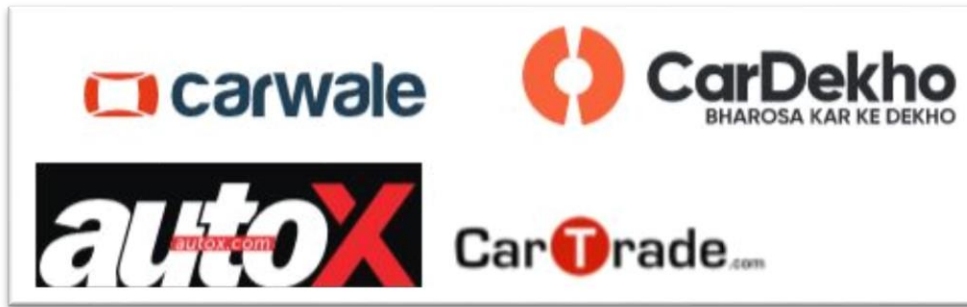
Influencer Marketing



Mahindra and Mahindra is renowned on national TV due to the collaboration with celebrities like Mahesh Babu, Manoj Bajpayee, Ajay Devgn, Varun Dhawan, and Prabhas. In this era, people go crazy after watching their favourite stars promote the brand along with some complementary music. We can gather the public's attention to the brand when we enter with a celebrity because the public trusts the brand's product only when a trusted celebrity endorses it. So, influencer marketing is the best marketing strategy in this generation.

E-commerce Strategies

Mahindra & Mahindra's vehicles of all types are available on their website. Even many other websites have taken the agency of Mahindra & Mahindra. In every city, there are many branches of Mahindra & Mahindra's where they give you the offers for booking the vehicle from the website itself to increase their views on their website.



Mahindra gets only 6% of sales through e-commerce portals, as this company is the first one to sell its products online. Their focus is to bring the outlet home to the buyers through both the experiences i.e. physical and virtual. Mahindra & Mahindra expects 15% retail sales to be triggered through online portals.

Mobile Apps

“Mahindra With You Hamesha” is the app where you can look after newly launched vehicles and ongoing offers. You can also apply for an extended warranty from the comfort of your home.

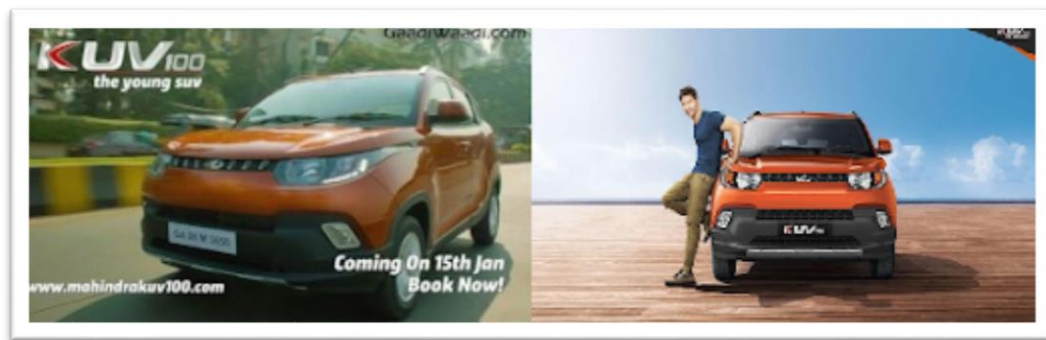


They also have a “Mahindra Finance” app where you can book your vehicles on the loan system. For middle-class people, this system is of too much use if they wish to pay the instalments later on time. Here you can easily apply for Mahindra Vehicle Loans, Insurance & Mutual Funds. You can make payments in just a few seconds

by using your wallet money, Paytm, debit cards, credit cards, etc. You just have to do a one-time registration via PIN or Fingerprint.

Content Marketing Strategies

Mahindra & Mahindra do write blogs and listicles on their website to attract customers. It will be more beneficial for the people if this company starts making EVs. Different affairs and challenges like the Dubsmash & win KUV100 contest are influenced on social media to create buzz and are customer-oriented. It has all over 17 million fans across different brands and over 40 million views on YouTube.



Mahindra & Mahindra also posted a video on YouTube of a car with a charming dashboard, engaging on the road, taking Varun Dhawan as a brand ambassador.

Mahindra & Mahindra Marketing Strategy & Marketing Mix

(4Ps) :

Marketing Strategy of Mahindra & Mahindra analyzes the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). There are several marketing strategies like product innovation, pricing approach, promotion planning etc. These business strategies, based on Mahindra & Mahindra marketing mix, help the brand succeed in the market.

Mahindra & Mahindra marketing strategy helps the brand/company to position itself competitively in the market and achieve its business goals & objectives.

Let us start the Mahindra & Mahindra Marketing Strategy & Mix to understand its product, pricing, advertising & distribution strategies:

In this article:

- **Product Strategy**
- **Pricing Strategy**
- **Place and Distribution Strategy**
- **Promotional and Advertising Strategy**

Mahindra & Mahindra Product Strategy:

The product strategy and mix in Mahindra & Mahindra marketing strategy can be explained as follows:

Mahindra & Mahindra has a huge product mix with product lines of personal vehicles, commercial vehicles, electric vehicles, application trucks, trucks, light trucks and buses. In the personal cars category, Mahindra & Mahindra has a wide range of Utility vehicles, Multi-utility vehicles, Sports utility vehicles and sedans.

Mahindra Bolero has been the one of the best UVs in India. Mahindra & Mahindra trucks are known to be powerful, durable and reliable. Cars such as Scorpio, KUV100, XUV 500, Quanto, Xylo, Rexton, Korando, Kyron offer a lot of modern features with the toughness that Mahindra promises. This gives an insight in the product strategy in the marketing mix of Mahindra & Mahindra. They come in vibrant colors ranging from dazzling silver, fiery orange to flamboyant red and midnight black.

Being an environment conscious company Mahindra & Mahindra is trying to find environment friendly alternatives, e2o and eSupro are proof of such commitments. These are the electric cars that Mahindra & Mahindra is currently offering. E2o is a car whereas eSupro is a cargo van with zero emissions.

In the commercial cars category Mahindra & Mahindra boasts of Imperio, Alfa, Bolero pickup, Bolero Camper, Bolero Maxi truck. They are technologically advanced cargo vehicles used for loading and unloading. Bolero pickup has been a pioneer in the market for the last ten years now.



Mahindra & Mahindra Price/Pricing Strategy:

Below is the pricing strategy in Mahindra & Mahindra marketing strategy:

Mahindra & Mahindra has targeted different market segments with their different vehicles.

XUV 500 is for the cosmopolitan population with international quality car and advance technology and style. Bolero is more for more price conscious, middle class consumers in smaller towns. Therefore, the pricing strategy in the marketing mix of the automobiles is done keeping the market segment and the competitors in mind. The automobiles in the product portfolio ranges from as low as 4.54 lakhs to 40 lakhs. Mahindra Scorpio ranges from Rs.8.11 lakhs to Rs.15.05 lakhs. Different versions of XUV500 can be bought from Rs.12 lakhs to Rs. 17.9 lakhs. Mahindra Thar ranges from 5.22 lakhs to 8.38 lakhs. Mahindra Rexton is the premium range

SUV with superior features in the price range from 20.94 lakhs to 24.74 lakhs. Mahindra & Mahindra's commercial vehicles are very popular for their ruggedness and toughness. Mahindra Truxo ranges from 17 lakhs to 22 lakhs. Mahindra & Mahindra follows competitive pricing as its price range is very similar to its competitors. In fact, some commercial vehicles are priced marginally lower than the competitors.

Mahindra & Mahindra Place & Distribution Strategy:

Following is the distribution strategy in the Mahindra & Mahindra marketing mix:

Mahindra & Mahindra has a distribution network spanning the length and breadth of India. Mahindra & Mahindra has 300 dealerships spread across 240 cities. Around 1300 up-country outlets have been set up to serve the rural and semi-urban areas in the country. Mahindra & Mahindra has an efficient and effective warehouse and clearing and forwarding facility. SRP group supports Mahindra in logistics and warehousing. Mahindra & Mahindra has dealerships across the country which are equipped to handle sales and service for personal and commercial vehicles both. Their network reaches the remotest of places like Kargil, Port Blair, Barmer and Jaisalmer to name a few. Mahindra & Mahindra has further broadened its horizon by collaborating with ecommerce platforms giving further boost to the sales for online customers.

Mahindra & Mahindra has a large customer base in the rural areas but due to poor infrastructure and lack of facilities it is hard to penetrate the rural market. Therefore, Mahindra & Mahindra came up with an innovative idea and helped in developing dealership's infrastructure in the rural areas through its "Samriddhi Centres".

Through these centres farmers got valuable information on weather, crops and farm productivity which attracted the farmers to these dealerships and turned them into loyal customers.

Mahindra & Mahindra Promotion & Advertising Strategy:

The promotional and advertising strategy in the Mahindra & Mahindra marketing strategy is as follows:

Mahindra & Mahindra advertises very smartly and adequately. Mahindra & Mahindra's "Live young, Live free" campaign became popular in 2012. Mahindra & Mahindra follows an aggressive promotional strategy in its marketing mix. It showed Mahindra's portfolio of vehicles in tough terrains of different parts of India. They made Varun Dhawan as their brand ambassador to target the younger audience. The advertisement made with the actor had great content and complimentary music. Their advertising strategy is not confined to just television. Mahindra & Mahindra do a lot of print, digital and media advertising as well. They host on ground events like the Mahindra adventure initiative. Mahindra & Mahindra has a huge fan base on social media. Various events and contests like the Dubsmash & win KUV100 contest are played on the social media to create buzz and for customer engagement. It has around 17 million fans across various brands and over 40 million views on different videos on YouTube.

Mahindra & Mahindra does a lot of promotion through road show. It is a great platform in terms of customer engagement and creating an extraordinary experience. Mahindra organized a multiple city road show to promote Quanto. It

helped the audience relate to the holiday theme of the car. Hence, this covers the entire marketing mix of Mahindra & Mahindra.

What's Unique in Mahindra & Mahindra Marketing?

Mahindra & Mahindra is overall the best company amongst others. Will it be in terms of service, product, or any other things? The most amazing fact is that this brand didn't only think of making Trucks but also Cars, Jeeps, Buses etc. to meet every individual's demand.

Over many years now, Mahindra & Mahindra experiences a huge development in the innovation and technology of the cars. Their marketing strategies and skills are hitting millions of views and buys on the internet. And also because of the influence, they may start many more new industries soon as the revenue is hitting hard.

LIMITATION

Limitation of study :

- **Data Availability:** One limitation of this type of research is the availability and reliability of data. Data on Mahindra & Mahindra Limited marketing strategies and their effectiveness may be difficult to obtain, and the data that is available may be incomplete or biased.
- **Limited Generalizability:** The findings of the research may be specific to Mahindra & Mahindra Limited and may not be generalizable to other companies or industries. The factors that contribute to Mahindra & Mahindra Limited marketing success may not necessarily apply to other electric vehicle manufacturers or even to other premium automotive brands.
- **Lack of Control Group:** If the research does not include a control group or comparison to other companies, it may be difficult to draw conclusions about the effectiveness of Mahindra & Mahindra Limited marketing strategies relative to other approaches.
- **External Factors:** External factors, such as changes in the economy, technological advancements, or shifts in consumer preferences, may impact the effectiveness of Mahindra & Mahindra Limited marketing strategies, and may not be accounted for in the research.

CONCLUSION

Conclusion:

Mahindra & Mahindra Limited marketing strategies have been effective in reaching its target audience and contributing to the company's success in the four wheeler vehicle market. Mahindra & Mahindra Limited emphasis on sustainability and environmentalism in its marketing messaging has resonated strongly with consumers and contributed to the company's competitive advantage. Digital marketing efforts, including social media marketing and influencer marketing, have been particularly effective for Mahindra & Mahindra Limited in reaching and engaging with its target audience. Experiential marketing, such as test drives and interactive displays, has had a significant positive impact on consumer perceptions and purchase intentions. The quality and innovation of Mahindra & Mahindra Limited products are important factors in the company's success, but effective marketing strategies also play a key role in driving sales and brand awareness. Continued investment in innovative and unique marketing strategies, including new digital technologies and experiential marketing, will be critical for Mahindra & Mahindra Limited to maintain its competitive edge in the Indian vehicle market.

SUGGESTIONS

SUGGESTIONS:

- There is huge opportunity of growth for the automobile sector in the coming year, so the dealers must patiently follow the guidelines of the parent company and maintain the standard in the market.

- The company can hire the services of Curata which is a global agency in creating useful database for maintaining the demands of the customers.

- The branches can be opened in many new areas for diversification and the company should also think of providing other auto parts for its customers in order to cover the entire range of an automotive industry.

- Soft loans should be provided to the customers for safeguarding their loyalty and generating leads.

- Internal loopholes can be checked for minimizing the number of complaints received by the customers.

- Number of employees can be increased

- The problems stated by the customers should be carefully looked into and get solve ds quickly as possible

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