INTRODUCTION

Customer satisfaction:

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

"Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers’ expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective."

Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction.

"In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations
are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying.

**Purpose:**

A business ideally is continually seeking feedback to improve customer satisfaction.

"Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty." Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal used is twofold."

"Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company’s goods and services."

"Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm’s customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes." On a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. (A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed
customers who indicate that they would recommend a brand to friends." When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage.) "Individuals who rate their satisfaction level as '1,' by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Willingness to recommend is a key metric relating to customer satisfaction."

Customer Satisfaction is the buzzword used by the business people for the success of organization in the present days. Due to increase in competition in every product–line it becomes difficult for the companies to retain the customers for longer period, so to retain the customers for longer period the marketer has to do only one thing i.e. “Satisfy the Customers”.

This project is done to know the level of customer’s satisfaction towards Mahindra and Mahindra Automobiles. The impact of automobile industry on the rest of the economy has been so pervasive and momentous. It plays a vital role in helping the nation to produce higher-value goods and services and in enhancing the skill and imposes tremendous demand for automobiles.

A lot of car manufacturing companies are facing cut throat competition in the fields of technology and price.
MARKET

The term ‘market’ originated from Latin word ‘macatus’ having a verb ‘marcari’ implying ‘merchandise’ ‘ware’ ‘traffic’ or ‘a place where is conducted’.

In the broader sense, it is the whole of any region in which buyers and sellers are brought into contact with one another and by means of which the prices of the goods tend to be equalised easily and quickly.
DEFINITIONS

According to Philip Kotler:

“Marketing is the social process by which individuals and group obtain what they need and want through creating and exchanging products and value with others”

According to American Marketing Association:

“Marketing is 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”

According to the Chartered Institute of Marketing:

Marketing is “The management process responsible for identifying, anticipating and satisfying customer requirements profitably”

According to University of Pennsylvania

“Marketing is the process of anticipating, managing and satisfying the demand for products, services and ideas”
MEANING OF MARKETING

Marketing is the process of communicating the value of a product or service to customers. Marketing might sometimes be interpreted as the art of selling products, but sales is only one part of marketing. As the term "Marketing" may replace "Advertising" it is the overall strategy and function of promoting a product or service to the customer.

FUNCTION OF MARKETING

- Buying and assembling
- Selling
- Transportation function of physical supply
- Storage
- Facilitating functions
- Financing
- Risking taking
- Standardization and grading
- Packing and packaging
CUSTOMER SATISFACTION TOWARDS
MAHINDRA & MAHINDRA SUV’S

NATURE OF MARKETING

➢ Marketing is consumer-oriented process
➢ Marketing is the guiding element of business
➢ Marketing is a goal-oriented process
➢ Marketing is a system

SCOPE OF MARKETING

Marketing is typically seen as the task of creating, promoting and delivering the goods and services to consumers and business. Markets are skilled in stimulating demand for a company’s product, but this is too limited view of task marketers performs. Just as production and logistics professionals are responsible for demand management. Marketing managers seek to influence the level, timing, and composition of demand to meet the organisation’s objectives.

Marketing people are involved in marketing 10 types of entities:-

Goods, Services, Experiences, Events, Persons, Place, Properties, Organisation, Information and Ideas.
IMPORTANCE OF MARKETING

- Marketing helps in realization of objective for which the organization has been setup.
- Marketing helps the enterprise to adapt to the changing conditions and circumstances.
- Marketing provide guidance to the organization on the innovations to be adopted, enabling it to face competition more squarely.

- Marketing ensures the economic growth of the enterprise which results in growth and economic growth of the enterprise which results on growth and economic development of the country.
- Marketing helps the community to satisfy their economic and social needs and thus raise their standard of living.

- Marketing helps the enterprise in achieving the maximum efficiency, productivity and profitability with the minimum of effort and cost.
WHAT DOES MARKETING INVOLVE?

Marketing requires co-ordination, planning, implementation of campaigns and employees with the appropriate skills to ensure marketing success. Marketing objectives, goals and targets have to be monitored and met, competitor strategies analysed, anticipated and exceeded. Through effective use of market and marketing research an organization should be able to identify the needs and wants of the customer and try to deliver benefits that will enhance or add to the customers lifestyle, while at the same time ensuring that the satisfaction of these needs results in a healthy turnover for the organization.

EVOLUTION OF MARKET

The term “MARKET” is derived from the Latin word ‘Marat us’ which means merchandise, wares, traffic, trade or place of business.

Traditionally a ‘market’ was a physical place where buyers and sellers gathered to exchange goods. Economists now describe a market as a collection of buyers and sellers who transact over a particular product or product class.

Business people often use the term markets to cover various groupings of customers. They talk about need markets, product markets, demography markets and geographical markets.
MARKETING MANAGEMENT

Marketing management is the process of planning and executing the conception, pricing, distribution of goods and services, and ideas to create exchanges with target groups that satisfy customers and organisation objectives.

OBJECTIVES OF MARKETING

- To increase sales revenue
- To improve and maintain image of the product or the business
- To increase market share
- To target a new market
- To target a new market segment
MARKETING MIX

The Marketing mix is a business tool used in marketing and by marketing professionals. The marketing mix is often crucial when determining a product or brand's offering, and is often synonymous with the four Ps: price, product, promotion, and place; in service marketing, however, the four Ps have been expanded to the seven P’s to address the different nature of services.

PRODUCT

Product is goods, service, or idea consisting of a bundle of tangible and intangible attributes that satisfies consumers and is received in exchange for money or some other unit of value.

PRICE

Of all the aspects of the marketing mix, price is the one, which creates sales revenue - all the others are costs. The price of an item is clearly an important determinant of the value of sales made. In theory, price is really determined by the discovery of what customers perceive is the value of the item on sale. An organization’s pricing policy will vary according to time and circumstances.
PLACE

Although figures vary widely from product to product, roughly a fifth of the cost of a product goes on getting it to the customer. 'Place' is concerned with various methods of transporting and storing goods, and then making them available for the customer. Getting the right product to the right place at the right time involves the distribution system. The choice of distribution method will depend on a variety of circumstances. It will be more convenient for some manufacturers to sell to wholesalers who then sell to retailers, while others will prefer to sell directly to retailers or customers.

PROMOTION

Promotion is the business of communicating with customers. It will provide information that will assist them in making a decision to purchase a product or service.

The cost associated with promotion or advertising goods and services often represents a sizeable proportion of the overall cost of producing an item. However successful promotion increases sales so that advertising and other costs are spread over a larger output. Though increased promotional activity is often a sign of a response to a problem such as competitive activity, it enables an organization to develop and build up a succession of messages and can be extremely cost-effective.
Marketing strategy

Is a process that can allow an organization to concentrate its resources on the optimal opportunities with the goals of increasing sales and achieving a sustainable Competitive advantage. Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contributes to the goals of the company and its marketing objectives.

Marketing Strategy Process
From the Above Diagram we can Clearly Understand the Marketing Strategy Process. In the First step we need to understand the Customers and know exactly what their Perception about the product is. We also need to analyze the Market and also our Competitors to have good Information and maintain Fair Competition. In the process of Preparing Strategy the Marketing Mix of the Company has to be clearly mentioned. Financial Analysis is also equally important step which has to be given priority. In the last step Review and Revise should be done which acts as a verification process in the Marketing Strategy.
Product Level

Description:

In the 1960’s the economist Philip Kotler changed the perception of marketing. He described what marketing is rather than what marketers do, Thereby changing marketing from a departmental specialization into a corporate wide doctrine. For Kotler, Marketing was a ‘social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others’.

For him, a product is more than physical. A product is anything that can be offered to a market for attention, acquisition or use or something that can satisfy a need or want. Therefore, a product can be a physical good, a service, a retail store, a person, an organization, a place or even an idea. Products are the means to an end wherein the end is the satisfaction of customer needs or wants.
Kotler distinguished three components:

- **Need:**
  A lack of a basic requirement

- **Want:**
  A specific requirement for products or services to match a need

- **Demand:**
  A set of wants plus the desire and ability to pay for the exchange.

Customers will choose a product based on their perceived value of it. Satisfaction is the degree to which the actual use of product matches the perceived value at the time of purchase. A customer is satisfied only if the actual value is the same or exceeds the perceived value.

**Kotler defined five levels to a product:**

1. **Core Benefit:** The fundamental need or want that consumers satisfy by consuming the product or service.
2. **Generic Product:** A version of the product containing only those attributes or characteristics absolutely necessary for it to function.
3. **Expected product:** The set of attributes or characteristics that buyers normally expect and agree to when they purchase a product.
4. **Augmented Product:** Inclusion of additional features, benefits, attributes or related services that serve to differentiate the product from its competitors.
5. **Potential Product:** All the augmentations and transformations of a product might undergo in future.
Kotler’s model provides a tool to assess how the organization and their customers view their relationship and which aspects create value.

Customer Relationship management (CRM)

Is a model for managing a company’s interactions with current and future customers. It provides a 360 degree view of customer data. It involves using technology to organize, automate, and synchronize sales, marketing, customer service and technical support.

**CRM is often thought of as a business strategy that enables businesses to:**

- Understand the customer
- Retain customers through better customer experience
- Attract new customer
- Win new clients and contracts
- Increase profitably
- Decrease customer management costs.

**How CRM is used today?**

While the phrase *customer relationship management* is most commonly used to describe a business-customer relationship, however CRM systems are used in the same way to manage business contacts, clients, contract wins and sales leads.
CRM solutions provide you with the customer business data to help you provide services or products that your customers want, provide better customer service, cross-sell and up sell more effectively, close deals, retain current customers and understand who the customer is.

**Definition of 'Customer Relationship Management - CRM'**

The principles, practices, and guidelines that an organization follows when interacting with its customers. From the organization's point of view, this entire relationship not only encompasses the direct interaction aspect, such as sales and/or service related processes, but also in the forecasting and analysis of customer trends and behaviors, which ultimately serve to enhance the customer's overall experience.

**Types/Variations**

**Marketing**

CRM systems for marketing track and measure campaigns over multiple channels, such as email, search, social media, telephone and direct mail. These systems track clicks, responses, leads, deals.
Customer service and support

CRMs can be used to create, assign and manage requests made by customers, such as call center software which help direct customers to agents. CRM software can also be used to identify and reward loyal customers.

Small business

For small businesses a CRM may simply consist of a contact manager system which integrates emails, documents, jobs, faxes, and scheduling for individual accounts.

Social media

Some CRMs coordinate with social media sites like Twitter, LinkedIn, Facebook and Google plus to track and communicate with customers who share opinions and experiences about their company, products and services.
Customer Relationship Management Process

From the Diagram we can clearly know that Customer Relationship Management is linked with the following activities like;

MARKETING→SALES→ORDERS→SUPPORT

Customer Relationship management

Is a widely recognized, commonly implemented strategy for nurturing and managing a company’s interactions with customers, sales prospects and clients It involves using technology to synchronize, automate and organize business processes primarily sales activities, but also those for marketing, technical support and customer service, The overall goals are to find, attract and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service. Customer Relationship Management denotes a company-wide business strategy embracing all client-facing departments and even beyond .When an implementation is effective,
people, processes, and technology work in synergy to increase profitability and reduce operational costs.

Objectives of Customer relationship Management

Increase in Customer Service

Establishing customer loyalty as one of your top CRM goals is absolutely fundamental to CRM successful implementation. For this task it is essential that the whole organization realize that they play a part in this goal. This objective cannot be achieved with the help of a few employees only. Customers need to feel that they have received excellent service. This ensures their continued patronage. This is by far one of the most essential goals of customer relationship management. Customer retention and brand loyalty is absolutely essential to ensure success. Undoubtedly it is far harder to gain a new customer than to actually keep one. Customer service is the pivotal point around which CRM revolves.

Increasing Efficiency

One of the most important goals of CRM is the increase in organization efficiency and effectiveness. This is almost always adopted by every organization. It is necessitated by the fact that increase in efficiency is required to boost success. CRM achieves this through cost reduction and customer retention. Adequate CRM training achieves this goal.
Lowering Operating Costs

CRM goals also include the reduction of costs of operation. This goal should be clearly established and conveyed to all those involved in the CRM implementation process. CRM manages to reduce operating costs through a workforce management system. This helps to maximize skills and thus reduce cost. These reduced costs enable an organization to achieve greater efficiency. If cost reduction is management's objective then the CRM implementation should be carried out in such a way that this is achieved. Throughout the process maximum reduction in costs should be adhered to in order to meet this particular CRM goal.

Aiding the Marketing Department

Another goal of CRM is generally aiding the marketing department in all its efforts. This includes marketing campaigns, sales promotions etc. If this is fixated as one of the goals of CRM, then it should be communicated to those involved. This goal is fundamental as it boosts sales indirectly thereby increasing the profitability.

Reasons for Implementing the Customer Relationship Management

- Gaining customer confidence and loyalty.
- Providing personalized service to customers.
- Acquiring better knowledge of customers and their buying habits.
- Differentiating themselves from the competition.
Achieving good CRM

Achieving effective Customer Relationship Management requires many organizations to adopt a new perspective. Consider the following:

- Traditional **customer service** is something you 'do to' the customer
- Modern **Customer Relationship Management** is 'done with' the customer

The second statement is emphasizes the big differences between conventional traditional customer service, and the modern progressive CRM approach.

Your relationships with customers should be ongoing, cooperative, and built for the long term.

Organizations that have many transitory relationships with customers consequently have to spend a lot of money on finding new customers. The cost of keeping existing customers is a tiny fraction of the cost of acquiring new customers.
Benefits of Customer Relationship Management

Centralization and Sharing of Data: With Customer Relationship Management (CRM) systems, data is stored in one centralized location, making it readily accessible to all members of a business or organization. This enables the company's staff to more easily communicate with and market to their customers.

Better Customer Service: Customer Relationship Management (CRM) systems are capable of storing detailed information about each customer, such as their history of orders, correspondence, survey responses, and marketing emails. Having such information easily accessible can significantly improve the speed and quality of customer service.

Higher Customer Satisfaction: Customer Relationship Management (CRM) systems make customers feel more like they are part of a team than merely a sales statistic. This sense of partnership often makes for a happier customer who is more likely to do repeat business and refer a potential new customer.

Improved Marketing Efforts: Records contained within a Customer Relationship Management (CRM) system may be analyzed in order to more effectively market to each individual in a company's database. Customer demographics, order histories, and survey results may be studied in order to determine which group(s) is best to target in each specific marketing campaign.

More Profit: The combination of more efficient customer service, more effective marketing, happier customers, and more sales translates to a more profitable business.
INTRODUCTION OF AUTOMOBILE INDUSTRY

The automobile industry has changed the standard of people. The earliest of modern cars was manufactured in the year 1895.

Shortly the first appearance of the car followed in India. As the century turned, three cars were imported in Mumbai (India). Within decade there were total of 1025 cars in the city.

The dawn of automobile actually goes back to 4000 years when the first wheel was used for transportation in India. In the beginning of 15th century, Portuguese arrived in China and the interaction of the two cultures let to a variety of new technologies, including the creation of a wheel that turned under its own power. By 16th century small steam-powered engine models was developed, but it took another century before a full-sized engine-powered vehicle was created.

Brothers Charles and Frank Duryea introduced the actual horseless carriage in the year 1893. It was the first internal-combustion motor car of America, and it was followed by Henry Ford’s first experimental car in the same year.

One of the high-rated early luxury automobiles was the 1909 Rolls-Royce Silver Ghost that featured a quiet 6-cylinder engine, leather interior, folding windscreens and hood, and an aluminum body.

Chauffeurs usually drove it and emphasis was on comfort and style rather than speed. During the 1920s, the cars exhibited design refinements such as balloon tires, pressed-steel wheels, and four-wheel brakes.
Graham Paige DC Phaeton of 1929 featured an 8-cylinder engine and an aluminum body.

The 1937 Pontiac De Luxe sedan had roomy interior and rear-hinged back door that suited more to the needs of families. In 1930s, vehicles were less boxy and more streamlined than their predecessor was.

The 1940s saw features like automatic transmission, sealed-beam headlights, and tubeless tyre.

The year 1957 bought powerful high-performance cars such as Mercedes-Benz 300SL. It was built on compact and stylized lines, and was capable of 230 kmph (144 mph).

This was the Indian automobile history, and today modern cars are generally light, aerodynamically shaped, and compact.
CUSTOMER SATISFACTION TOWARDS
MAHINDRA & MAHINDRA SUV’S

OBJECTIVES OF THE STUDY

The study has been undertaken to analyze the customer satisfaction towards Mahindra SUV variant conducted at M&M dealer- “Sireesh Auto Pvt Ltd.” Bangalore (Karnataka).

Primary objective:

- To gather information about customer satisfaction towards Mahindra and Mahindra Motors in the geographic region of Bangalore.

- To know the customer perception about features, maintenance cost and looks of Mahindra and Mahindra Motors.

- To know the customer satisfaction about the safety and comfortable Vehicles of Mahindra and Mahindra.

Secondary objective:

- To provide suggestions, in improving the level of satisfaction, company sales and profitability.

- To know the customer satisfaction towards the after sales service offers by M&M.
COMPANY PROFILE

HISTORY OF MAHINDRA & MAHINDRA AUTOMOTIVE.

Mahindra & Mahindra Limited (M&M) is an Indian multinational automobile manufacturing corporation headquartered in Mumbai, Maharashtra, India. It is one of the largest vehicle manufacturers by production in the Republic of India. It is a part of Mahindra Group, an Indian conglomerate. The company was founded in 1945 in Ludhiana as Mahindra & Mohammed by brothers K.C. Mahindra and J.C. Mahindra and Malik Ghulam Mohammed.

After India gained independence and Pakistan was formed, Mohammed emigrated to Pakistan. The company changed its name to Mahindra & Mahindra in 1948.

It is ranked #21 in the list of top companies of India in Fortune India 500 in 2011.

Major competitors in the Indian market include Maruti Motors (a 60% owned subsidiary of Suzuki Motors from Japan), Tata Motors (fully owned by Tata Sons; Owner of Indian-British Jaguar Land Rover), Toyota, Mercedes-Benz (Merc) (Based in Poona, Maharashtra in India; A subsidiary of Daimler AG from Germany) and others.
Mahindra & Mahindra was set up as a steel trading company in 1955. It eventually saw business opportunity in expanding into manufacturing and selling larger MUVs, starting with assembly under license of the Willys Jeep in India. Soon established as the Jeep manufacturers of India, the company later commenced upon the task of expanding itself, choosing to utilize the manufacturing industry of light commercial vehicles (LCVs) and agricultural tractors.

Today, Mahindra & Mahindra is a key game player in the utility vehicle manufacturing and branding sectors in the Indian automobile industry with its flagship SUV Scorpio and swiftly exploits India's growing global market presence in both the automotive and farming industries to push its products in other countries.

Over the past few years, the company has taken interest in new industries and in foreign markets. They entered the two-wheeler industry by taking over Kinetic Motors in India.

M&M also has controlling stake in REVA Electric Car Company and acquired South Korea's SsangYong Motor Company in 2011.

The US based Reputation Institute once ranked Mahindra amongst the top 10 Indian companies in its 'Global 200: The World's Best Corporate Reputations' list.

The current company catchphrase (tagline to attract business) is Rise.
OPERATIONS

Mahindra & Mahindra, branded on its products usually as 'Mahindra', produces SUVs, saloon cars, pickups, commercial vehicles, and two wheeled motorcycles and tractors. It owns assembly plants in Mainland China (PRC) and the United Kingdom, and has three assembly plants in the United States.

Mahindra maintains business relations with foreign companies like Renault SA, France and Navistar International, USA.

M&M has a global presence and its products are exported to several countries. Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc., Mahindra South Africa and Mahindra (China) Tractor Co. Ltd.

Mahindra started making passenger vehicles firstly with the Logan in April 2007 under the Mahindra Renault joint venture. M&M will make its maiden entry into the heavy trucks segment with Mahindra Navistar, the joint venture with International Truck, USA.

Mahindra produces a wide range of vehicles including MUVs, LCVs and three wheelers. It manufactures over 20 models of cars including larger, arguably more modernized multi-utility vehicles like the Scorpio and the Bolero. It formerly had a joint venture with Ford called Ford India Private Limited to build passenger cars.

At the 2008 Delhi Auto Show, Mahindra executives said the company is pursuing an aggressive product expansion program that would see the launch of several new platforms and vehicles over the next three years,
including an entry-level SUV designed to seat five passengers and powered by a small turbo diesel engine.

True to their word, Mahindra & Mahindra launched the Mahindra Xylo in January 2009, and as of June 2009, the Xylo has sold over 15000 units.

Also in early 2008, Mahindra commenced its first overseas CKD operations with the launch of the Mahindra Scorpio in Egypt, in partnership with the Bavarian Auto Group. This was soon followed by assembly facilities in Brazil. Vehicles assembled at the plant in Bramont, Manaus, include Scorpio Pik Ups in single and double cab pick-up body styles as well as SUVs.

Mahindra planned to sell the diesel SUVs and pickup trucks starting in late 2010 in North America through an independent distributor, Global Vehicles USA, based in Alpharetta, Georgia.

Mahindra announced it will import pickup trucks from India in knockdown kit (CKD) form to circumvent the Chicken tax. CKDs are complete vehicles that will be assembled in the U.S. from kits of parts shipped in crates.

On 18 October 2010, however, it was reported that Mahindra had indefinitely delayed the launch of vehicles into the North American market, citing legal issues between it and Global Vehicles after Mahindra retracted its contract with Global Vehicles earlier in 2010, due to a decision to sell the vehicles directly to consumers instead of through Global Vehicles.
However, a November 2010 report quoted John Perez, the CEO of Global Vehicles USA, as estimating that he expects Mahindra’s small diesel pickups to go on sale in the U.S. by spring 2011, although legal complications remain, and Perez, while hopeful, admits that arbitration could take more than a year.

Later reports suggest that the delays may be due to Mahindra scrapping the original model of the truck and replacing it with an upgraded one before selling them to Americans.

In June 2012, a mass tort lawsuit was filed against Mahindra by its American dealers, alleging the company of conspiracy and fraud.

Mahindra & Mahindra has a controlling stake in Mahindra Reva Electric Vehicles.

In 2011, it also gained a controlling stake in South Korea's SsangYong Motor Company.

Mahindra has launched its relatively heavily publicized SUV, XUV 500, code named as W201 in September 2011. The last ‘500’ in the name is pronounced as ‘5 double-O’ (alphabet). The new SUV by Mahindra has been designed in-house and it is developed on the first global SUV platform that could be used for developing more SUVs. In India, the new Mahindra XUV 500 comes in a price range between Rs 14 lakh to Rs 15 lakh. Besides India, the company also targets Europe, Africa, Australia and Latin America for this model.
Mahindra President Mr Pawan Goenka stated that the company plans to launch six new models this fiscal. The company launched CNG version of its mini truck Maxximo on 29 June 2012. A new version of Verito in diesel and petrol options was launched by the company on 26 July 2012 to compete with Maruti’s Dzire and Toyota Kirloskar Motor's Etios.

Mahindra vehicles Components Combining its experience in the automotive and farm equipment industries with a series of key acquisitions of European components companies, Mahindra & Mahindra maintains art-to-part manufacturing units across India, Germany, Italy, and the United Kingdom.

Mahindra & Mahindra has expertise in forgings, castings, gears, stampings, steel, ferrites, contract sourcing, and composites. It also offers full-service art-to-part solutions that integrate design, manufacturing, and sourcing.

More than 12,000 people are employed at Mahindra & Mahindra's Components division.

**Military Defence**

The company has built and assembled military vehicles, commencing in 1947 with the importation of the Willys Jeep for use in World War II. Its line of military vehicles includes the Axe. It also maintains a joint venture with BAE Systems, Defence Land Systems India.
Energy

Mahindra & Mahindra entered the energy sector in 2002, in response to growing demands for increased electric power in India.

Since then, more than 150,000 Mahindra Powerol engines and diesel generator sets (gensets) have been installed in India, offering standard proper quality power, as do most larger companies, in areas with arguably less reliable grid electricity. The inverters, batteries, and gen sets are manufactured at three facilities in Poona (Maharastra), Chennai (Tamil Nadu), and Delhi; and 160 service points across India offer 24-7 support to most key markets. Powerol is present in countries across Latin America, Africa, the Middle East, and Southeast Asia—and expanding into the United Arab Emirates, Bangladesh, and Nepal.

Mahindra Powerol's energy services consist mostly of power leasing and telecom infrastructure management.

In 2006, it became a major market leader in the telecom segment (and in 2011, its market share passed 45 percent). In 2007, it won the Frost and Sullivan "Voice of the Customer" award for best practices in telecom.

Mahindra Clean tech Ltd specializes in eco-friendly, or 'green' power. In response to growing acceptance of Solar Power, it formed a subsidiary, Mahindra Solar, in 2010 to offer a range of solar solutions, both off grid and on grid, alongside Engineering, Procurement, and Construction (EPC).
Mahindra EPC is the Engineering Procurement & Construction arm of the Mahindra group committed to provide world class solutions to its customers. As one of the largest Solar EPC players in the country, Mahindra EPC Services Pvt. Ltd. is committed to providing world class EPC solutions to its customers. Mahindra EPC Services Pvt. Ltd. is a portfolio company under Mahindra Clean tech, Mahindra Partners. Mahindra EPC has established itself as a dominant player in both Grid Connected and Off-Grid EPC services, and is currently executing 59 MW of solar power plants across the country.

Meanwhile, its off-grid products include power packs and rooftop setups for business organizations and public institutions alongside rural electrification through lanterns and home and street lighting systems. The company works closely with Mahindra’s farm equipment division to offer lighting products to some of the more rural areas in India. It also works with Mahindra Powerol to offer solar power backup to telecom sites in India.

In 2011, Mahindra Solar received a CRISIL rating of SP1A in 2011, the highest rating for any solar photo voltaic off-grid company.
Farm equipment

Mahindra Tractors

Mahindra began manufacturing tractors for the Indian market sometime during the early '60s. Today, it is one of the top three tractor companies in the world with annual sales totaling more than 150,000 tractors. It has expanded its product-line to include farm-support services via Mahindra AppliTrac (farm mechanization products), Mahindra ShubhLabh (seeds, crop protection, and market linkages and distribution), and the Samriddhi Initiative (farm counseling and information services).

Mahindra & Mahindra’s farm equipment division (Mahindra Tractors) is one of the largest tractor companies in the world, with more than 1,000 dealers servicing more than 1.45 million customers.

Mahindra tractors are available in 40 countries, including India, the United States, China, Australia, New Zealand, Africa (Nigeria, Mali, Chad, Gambia, Angola, Sudan, Ghana, and Morocco), Latin America (Chile, Argentina, Brazil, Venezuela, Central America, and the Caribbean), South Asia (Sri Lanka, Bangladesh, and Nepal), the Middle East (Iran and Syria) and Eastern Europe (Serbia, Turkey, and Macedonia).

In the 2010-11 Mahindra entered in Micro drip irrigation with the takeover of Epc Industrie Ltd, Nashik. Mahindra Tractors manufactures its products at four plants in India, two in Mainland China, three in the United States, and one in Australia. It has three major subsidiaries: Mahindra USA, Mahindra (China) Tractor Company, and Mahindra
Yueda (Yancheng) Tractor Company (a joint venture with the Jiangsu Yueda Group).

The company has enjoyed 27 years of market leadership and has garnered the highest customer satisfaction index (CSI) in the industry at 88 percent.

In its 2009 survey of Asia’s 200 most admired and innovative companies, the Wall Street Journal named Mahindra & Mahindra one of the 10 most innovative Indian companies.

It earned a 2008 Golden Peacock Award in the Innovative Product/Services category for its in-house development of a load-car.

In 2007, Mahindra & Mahindra became the only tractor company to win the Deming Application Prize and the Japan Quality Medal for Total Quality Management excellence in entire business operations.

In addition to tractors, Mahindra sells other farm equipment.
Major Milestones:

1945:
- October 2, Mahindra & Mohammed formed.

1947:
The Company was renamed Mahindra & Mahindra Limited (M & M)
- Steel Trading business was started in association with suppliers in U.K

1948:
- Business connections in USA through Mahindra Wallace

1949:
- Wallace Steel trading on behalf of European suppliers
- Jeep Assembly commenced

1950:
- The first business with Mitsubishi Corporation (for 5000 Tons) for wagon building plates for supply from Yawata Iron & Steel

1953:
- Otis Elevator Co. (India) established

1954:
- Technical & Financial Collaboration with Willys Overland Corporation
1956:

- Shares listed on the Bombay Stock Exchange
- Dr. Beck & Co. formed - a JV with Dr. Beck & Co., Germany

1957:

- Mahindra Owen formed - a JV with Rubery Owen & Co. Ltd., UK

1958:

- Machine Tools Division started

1960:

- Mahindra Sintered Products Ltd. (MSP) formed - a JV with the GKN Group, UK.

1962:

- Mahindra Ugine Steel Company (MUSCO) formed - a JV with Ugine Kuhlmann, France

1963:

- International Tractor Co. of India (ITCI) formed - a JV with International Harvester Co., USA

1965:

- Vickers Sperry of India Ltd. a JV with Sperry Rand Corporation, USA
- Roplas (India) a collaboration with Rubery Owen, UK
• Manufacture of Light Commercial Vehicles commenced.

1970:

• Mahindra Engineering & Chemical Products Ltd. (MECP) commenced operations.

1971:

• International Harvester collaboration ended

1975:

• Switch over to diesel vehicles in-house development.

1977:

• ITCI merges with M&M, to become its Tractor Division

1979:

• License from Automobiles Peugeot, France for manufacture of XDP 4.90 Diesel Engines

1982:

• License from KIA for manufacture of 4 Speed Transmissions

• "Mahindra" brand of tractors born

• Siro Plats formed
1983:

- M&M becomes market leader in Indian Tractor Market. (Position retained ever since)

1984:

- Mahindra Hellenic Auto Industries S.A. formed - a JV in Greece to assemble and market utility vehicles in Europe

1986:

- Mahindra British Telecom (MBT) formed - a JV with British Telecommunications plc (BT), UK

1987:

- Acquired International Instruments Ltd.

1989:

- Automotive Pressing Unit (now MUSCO Stampings) acquired from GKW

1991:

- Introduction of Commander series.

1992:

- Triton Overwater Transport Agency Ltd., formed

- Implementation of the Service Center project at Kanhe
• Merged diverse activities of Steel, Machine Tools, Graphics into Intertrade Division

1993:

• Mahindra Steel Service Centre Limited formed in association with Mitsubishi Corporation and Nissho Iwai Corporation of Japan.

• Mahindra Acres Consulting Engineers Ltd. (MACE) formed - a JV with Acres International, Canada

• Incorporation of MBT International Inc., USA, a wholly owned subsidiary of MBT

• The Company’s maiden international offering – the US$ 75m GDR issue.

• Introduction of Armada.

1994:

• Mahindra Realty & Infrastructure Developers Ltd. (MRIDL) formed

• Mahindra USA Inc., formed, for distribution of Tractors in the USA

• EAC Graphics (India) Ltd., formed in collaboration with The East Asiatic Company Ltd. A/S, Denmark

• Reorganization of the Group creating six Strategic Business Units MSL Division (Auto Components) hived off to form Mahindra Sona Ltd.

• Mahindra Nissan Allwyn Limited merged with the Company.
1995:

- Mahindra Holding & Finance Ltd.(MHFL) becomes a subsidiary of M & M to carry out business as an investment company
- Technical collaboration with Mitsubishi / Samcor to manufacture L300.

1996:

- Mahindra Ford India Ltd. (MFIL) - a JV with Ford, Motor Co. USA to manufacture passenger cars
- The Company made a Foreign Currency Convertible Bond (FCCB) issue of US$ 115 million.

1997:

- A new die shop was inaugurated at Nasik
- Inauguration of The Mahindra United World College of India.

1999:

- Launch of ‘Bijlee’ a battery-operated, 3-wheeler environmental-friendly vehicle.
- The largest online used vehicle website in India launched by Mahindra Network Services.
- The business of Intertrade Division and Mahindra Exports Ltd. combined and renamed Mahindra Intertrade Ltd.
• The Company acquired major stake in Gujarat Tractors.

• Mahindra & Mahindra Financial Services Limited becomes a subsidiary of M&M

2000:

• The Company unveils new logo.

• Mahindra Auto Specialties Ltd. a new 100% subsidiary is formed. M&M sets up its first satellite tractor plant at Rudrapur.

• The Company launches New Age Tractor, the Mahindra Arjun 605 DI (60 HP tractor).

• The Company launches Bolero GLX a Utility Vehicle a response to needs of urban consumer.

2001:

• A 3-wheeler diesel vehicle "Champion" is launched.

• The Company launches Mahindra MaXX a MUV positioned with the caption Maximum Space, Maximum Comfort.

• M&M ties up with Renault for petrol engines.

• M&M established a separate division to provide Defence Solutions

2002:

• M&M launches Scorpio - the new generation Sports Utility Vehicle
2003:

- Scorpio - Recipient of prestigious Awards -
- "Car of the Year" Award from Business Standard Motoring
- "Best SUV of the Year" and "Best Car of the Year" Awards from BBC on Wheels
- "Car of the Year" Award from CNBC Auto Car
- M&M launches the "Invader" - a sporty open top vehicle.
- M&M opens a second tractor assembly plant in USA.
- M&M launches MaXX Pik Up.
- M&M Tractors awarded the prestigious Deming Prize for excellence in Quality -
  - The first tractor company in the world to receive the award.
- M&M launches India's first Turbo tractor - Mahindra Sarpanch 595 DI Super Turbo.
- Scorpio wins National Award for R&D.
- M&M ventures into Industrial Engine business
CUSTOMER SATISFACTION TOWARDS MAHINDRA & MAHINDRA SUV’S

2004:

- Launched the Mahindra World Tractor - a 75 HP tractor in the overseas market.

Formed a new Sector, Mahindra Systems and Automotive Technologies (MSAT), to focus on developing components as well as offering engineering services.

Launched "Bolero" and "Scorpio" in Latin American, Middle East and South African markets.

Signed MOU to enter into JV with Jiangling Motor Co. Group (JMCG) of China to acquire tractor-manufacturing assets from Jiangling Tractor Company, a subsidiary of JMCG.

M&M becomes the first Indian company to achieve sales of one million tractors.

2005:

- Acquired 51% stake in SAR Transmission Private Limited, a company engaged in manufacture of gears and transmission shafts.
- M&M Farm Equipment Sector launch operations in Australia.

M&M becomes the first Indian auto manufacturer to launch the Common Rail Diesel Engine (CRDe), offering it on the Scorpio.

- Acquired 80% stake in the JV with Jiangling Motors i.e. in Mahindra (China) Tractor Company.
- M&M and Renault enter into a JV to manufacture of the mid-sized sedan, Logan, in India.
• M&M and International Truck and Engine Corporation enter into a JV to manufacture Trucks & Buses in India

The first tractor from the JV, Mahindra (China) Tractor Co. Limited, rolled out on 2 July 2005.

2006:

• Bombay Chamber Good Corporate Citizen Award for 2006-07

2007:

• Businessworld FICCI-SEDF Corporate Social Responsibility Award – 2007  Deming Prize Japan Quality Medal in 2007

2011:

• The Brand Trust Report ranked M&M as India's 68th Most Trusted Brand in 2011 (from 16000 brands analyzed) and 66th Most Trusted Brand in 2012 (from 17000 brands analyzed)

2012:

• Bluebytes News,: Rated M&M as India's second Most Reputed Car Company (reported in their study titled Reputation Benchmark Study) conducted for the Auto (Cars) Sector launched in April 2012.
SUV PRODUCTS OF MAHINDRA AND MAHINDRA TILL 2012

MAHINDRA BOLERO

Mahindra Bolero is one of the most successful and popular utility vehicle of the Mahindra and Mahindra Group. The car is robust in appearance and it has been elegantly designed, keeping in mind the conditions of the Indian roads.

Mahindra Bolero is also among the best fuel-efficient cars of India as the manufacturer has equipped it with a 2500 cc diesel engine with 5-speed transmission.

MAHINDRA SCORPIO


This SUV has redefined the expectations for the design of SUVs with its sturdy looks and powerful performance, the sophisticated interior design adds to the further glory to the appearance.

MAHINDRA XYLO

Mahindra & Mahindra Limited launched their latest Multi Utility Vehicle (MUV) “Xylo” in India on January 13, 2009. The car boasts of having all the luxurious features that are seen in today’s sedans, with the ample space of a utility vehicle. Xylo's muscular stance contributes to its commanding road presence. Fully packed with the latest features, the
MUV is sure to impress Indian consumers and provide a stiff competition to the other vehicles within its class.

**MAHINDRA XUV-500**

Mahindra & Mahindra launched a new multi-purpose vehicle (MPV) in the year 2011 to take on the Toyota Innova and the Chevrolet Tavera in both the individual buyer and taxi segments. Mahindra has currently named the project XUV-500.

**MILESTONES, AWARDS AND ACCOLADES**

M&M’s 61st year was studded with a number of noteworthy achievements, prestigious prizes and glittering awards.

**DUAL HONOURS FOR CHAIRMAN MR. KESHUB MAHINDRA**

Chairman, Mr. Keshub Mahindra was awarded the “Business Visionary Award 2006” instituted by the National Institute of Industrial Engineering (NITIE).

Chairman, Mr. Keshub Mahindra was also awarded the prestigious IBS Kolkata Lifetime Achievement Award for his ‘unparalleled contribution to industrial growth and social and economic development of the community’.

The Institute of Chartered Financial Analysts of India’s (ICFAI) India Business School (IBS) presented it, Kolkata, at the Strategy Summit 2007, held in Kolkata.
SLEW OF HONOURS FOR MR. ANAND MAHINDRA

Mr. Anand Mahindra, VC & MD, Mahindra Group, received a number of prestigious awards in 2006-07, including:

- The prestigious CNBC Asia Business Leader of the Year Award for the Year 2006 as well as the CNBC TV India “Business Leader of the Year Award”.

- The ‘CEO of the Year’ award at the India Brand Summit 2006 co-sponsored by Business Standard and ITM Business School in association with Times Now and DNA newspaper.

- The LMA Entrepreneur of the Year 2006 award, instituted by the Ludhiana Management Association (LMA).

- The Most Inspiring Corporate Leader of the Year’ Award by NDTV

HIGHEST CRISIL RATING FOR M&M

M&M has received the highest Governance & Value Creation rating, CRISIL GVC Level - I from CRISIL for the ability to create value for all stakeholders, while adopting sound corporate governance practices.
CUSTOMER SATISFACTION TOWARDS
MAHINDRA & MAHINDRA SUV’S

DUN & BRADSTREET AMERICAN EXPRESS
CORPORATE AWARDS 2006

Mahindra & Mahindra was rated as the leading Indian company in the Automobile - Tractors sector in the ‘Dun & Bradstreet – American Express Corporate Awards 2006’. The Automobile Sector comprises of three categories – Passenger Vehicles, Commercial Vehicles and Tractors. These awards recognize the virtues of size and growth in the awards methodology. M&M ranked No. 1 in these two segments in the premier Dun & Bradstreet India publication, India’s Top 500 Companies 2006.

MAHINDRA RECEIVES AMITY HR EXCELLENCE AWARD

Mahindra & Mahindra was honored with the Amity HR Excellence Award at the Fourth Amity Global HR Summit 2007 held at the Amity International Business School, Noida. The Amity HR Excellence Award recognized Mahindra as one the most admired companies across the global on account of its innovative strategies for Human Resources Management and Development.
GLOBAL HR EXCELLENCE AWARD FOR M&M

Mahindra & Mahindra won the Global HR Excellence Award for Innovative HR practices (Manufacturing Sector), in the Asia Pacific HRM Congress, held in Mumbai. These awards recognize organizations and individuals who have embraced change, encouraged constructive challenges and demonstrated entrepreneurial skills in the corporate world.

M&M WINS BOMBAY CHAMBER GOOD CORPORATE CITIZEN AWARD 2006-07

M&M was presented with the coveted Bombay Chamber Good Corporate Citizen Award 2006-07 at a glittering ceremony held to celebrate the Chamber’s 172nd Foundation Day on September 21, 2007. Mr. Bharat Doshi, Executive Director, M&M Ltd. and Mr. Rajeev Dubey, Member of the Group Management Board and Chairman, Mahindra & Mahindra CSR Council, received the award on behalf of the company. This Award recognizes and honors conspicuous achievement by corporate organizations by way of service to the civic community, in addition to outstanding operational performance. It takes into account several parameters, including Business Performance, Corporate Interests, Employee Welfare, Customer and Stakeholder Satisfaction and Social Investment.
CUSTOMER SATISFACTION TOWARDS
MAHINDRA & MAHINDRA SUV’S

GOLDEN PEACOCK AWARD FOR EXCELLENCE IN CORPORATE GOVERNANCE

Mahindra & Mahindra won the coveted Golden Peacock Award for Excellence in Corporate Governance 2006. This award validates the company’s ‘Best-in-Class’ corporate governance practices and reflects its transparent and ethical dealings with stakeholders across the entire value chain. It recognizes the Management’s commitment to the highest standards of corporate conduct and its commitment to Corporate Social Responsibility as a distinct activity that helps build commendable social values and adds to the ethical fiber of the organization.

BEST AUTOMOTIVE MANUFACTURING SUPPLY CHAIN EXCELLENCE AWARD

Mahindra & Mahindra has been awarded as the organization with the “Best Automotive Manufacturing Supply Chain Excellence”. The awards were presented by India Times Mindscape (Times of India Group) along with the Business India Group at the Express, Logistics & Supply Chain Awards held in Mumbai on September 28, 2007. A. C. Neilson is accredited with the research for the award nominees and winners.

HIGH RANKINGS FOR MAHINDRA

M&M was ranked second in the prestigious e Most Trusted Car Company in India study conducted by TNS. M&M scored 127 points, just seven points below the top ranking company, according to a TNS communiqué.
• M&M was ranked 14th in The Economic Times prestigious ‘ET 500’ list of top achieving companies in India. The company has moved up four ranks from last year. To quote from the ‘ET 500’ write-up: “M&M’s ‘art-to-part’ strategy of diversification into the auto parts value chain and its plans for new platforms for utility vehicles and joint venture with Renault for Logan have led to a gain in ranks.”

• M&M was ranked 22nd in Business India’s annual survey of the country’s top companies - Super 100

• M&M was ranked 31st in Business Today’s annual survey of India’s most valuable companies
CUSTOMER SATISFACTION TOWARDS
MAHINDRA & MAHINDRA SUV’S

PRODUCT PROFILE

MAHINDRA “SCORPIO”

MAHINDRA “BOLERO”

MAHINDRA “XYLO”

MAHINDRA “XUV-500”
CUSTOMER SATISFACTION TOWARDS
MAHINDRA & MAHINDRA SUV’S

**BOLERO**

**Features and Specification**

<table>
<thead>
<tr>
<th>Make</th>
<th>Mahindra</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>Bolero</td>
</tr>
<tr>
<td>Variant</td>
<td>ZLX</td>
</tr>
<tr>
<td>Body Type</td>
<td>SUV</td>
</tr>
<tr>
<td>No. of Doors</td>
<td>5</td>
</tr>
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</table>

**Fuel Efficiency:**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Mileage</td>
<td>9.4 kmpl</td>
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<tr>
<td>Highway Mileage</td>
<td>12.4 kmpl</td>
</tr>
<tr>
<td>Fuel Capacity</td>
<td>60 liters</td>
</tr>
<tr>
<td>Fuel Type</td>
<td>Diesel</td>
</tr>
<tr>
<td>Fuel Grade</td>
<td>-</td>
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</table>
## Engine Parameters:

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Displacement</td>
<td>2523cc</td>
</tr>
<tr>
<td>Bore</td>
<td>-</td>
</tr>
<tr>
<td>Stroke</td>
<td>-</td>
</tr>
<tr>
<td>Cylinder Configuration</td>
<td>4 inline</td>
</tr>
<tr>
<td>Valve Gear Operation</td>
<td>-</td>
</tr>
<tr>
<td>Compression Ratio</td>
<td>-</td>
</tr>
<tr>
<td>No. of Valves</td>
<td>8</td>
</tr>
<tr>
<td>Aspiration</td>
<td>Turbo Charged</td>
</tr>
<tr>
<td>Fuel System</td>
<td>DI</td>
</tr>
<tr>
<td>Horse Power</td>
<td>46.3@3200 ps@rpm</td>
</tr>
<tr>
<td>Torque</td>
<td>195@1500-1800 Nm@rpm</td>
</tr>
</tbody>
</table>
# Steering and Suspension

<table>
<thead>
<tr>
<th>Steering Type</th>
<th>Rack and pinion, power assist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Steering</td>
<td>Yes</td>
</tr>
<tr>
<td>Front Suspension</td>
<td>Independent with coil spring</td>
</tr>
<tr>
<td>Rear Suspension</td>
<td>Leaf spring</td>
</tr>
</tbody>
</table>

## Dimensions:

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>4056 mm</td>
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<tr>
<td>Height</td>
<td>1880 mm</td>
</tr>
<tr>
<td>Width</td>
<td>1660 mm</td>
</tr>
<tr>
<td>Wheel Base</td>
<td>2680 mm</td>
</tr>
<tr>
<td>Clearance</td>
<td>200 mm</td>
</tr>
<tr>
<td>Boot</td>
<td>-</td>
</tr>
<tr>
<td>Front Head Room</td>
<td>Min: 60mm, Max: 60mm</td>
</tr>
</tbody>
</table>
CUSTOMER SATISFACTION TOWARDS MAHINDRA & MAHINDRA SUV’S

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Leg Room</td>
<td>-</td>
</tr>
<tr>
<td>Rear Head Room</td>
<td>Min: 60mm Max: 60mm</td>
</tr>
<tr>
<td>Rear Leg Room</td>
<td>Min: 74mm Max: 94mm</td>
</tr>
<tr>
<td>Krebs Weight</td>
<td>Min: 1615kg Max: 1615 kg</td>
</tr>
</tbody>
</table>

**Drive Train**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>Manual</td>
</tr>
<tr>
<td>Gears</td>
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</tr>
<tr>
<td>Drive Line</td>
<td>RWD</td>
</tr>
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</table>

**Comforts Features**

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<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>AM / FM Radio</td>
<td>Present</td>
</tr>
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# SCORPIO

## Feature and Specification

<table>
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</thead>
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<tr>
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<tr>
<td>Variant</td>
<td>SLE</td>
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<tr>
<td>Body Type</td>
<td>SUV</td>
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<tr>
<td>Number of Doors</td>
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## Fuel Efficiency:

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<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>City Mileage</td>
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<td>13.2 kmpl</td>
</tr>
<tr>
<td>Fuel Capacity</td>
<td>60 liters</td>
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<tr>
<td>Fuel Type</td>
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</tr>
<tr>
<td>Fuel Grade</td>
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## Engine Parameters:

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<tbody>
<tr>
<td>Displacement</td>
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<td>Stroke</td>
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<td>Cylinder Configuration</td>
<td>4 inline</td>
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<td>Valve Gear Operation</td>
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</tr>
<tr>
<td>Aspiration</td>
<td>Turbo Charged</td>
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<td>Fuel System</td>
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# Steering and Suspension

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<tr>
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<tbody>
<tr>
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</tr>
<tr>
<td>Front Suspension</td>
<td>Independent with coil spring</td>
</tr>
<tr>
<td>Rear Suspension</td>
<td>Parabolic Leaf spring</td>
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</tbody>
</table>

## Dimensions:

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<td>Clearance</td>
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<tr>
<td>Boot</td>
<td>-</td>
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<tr>
<td>Front Head Room</td>
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</table>
### CUSTOMER SATISFACTION TOWARDS MAHINDRA & MAHINDRA SUV’S

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<tbody>
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<td>-</td>
</tr>
<tr>
<td>Rear Leg Room</td>
<td>-</td>
</tr>
<tr>
<td>Krebs weight</td>
<td>Min: 1615kg Max: 1615 kg</td>
</tr>
<tr>
<td>Gross weight</td>
<td>-</td>
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**Drive Train**

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<tr>
<td>Gears</td>
<td>5</td>
</tr>
<tr>
<td>Drive Line</td>
<td>RWD</td>
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**Comfort Features**

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<th></th>
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<tbody>
<tr>
<td>Air-Conditioning</td>
<td>Yes</td>
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XYLO

Feature and Specification

<table>
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<tbody>
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<td>Number of Doors</td>
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**Fuel Efficiency:**

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<tr>
<td>Bore</td>
<td>-</td>
</tr>
<tr>
<td>Stroke</td>
<td>-</td>
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<tr>
<td>Cylinder Configuration</td>
<td>4 inline</td>
</tr>
<tr>
<td>Valve Gear Operation</td>
<td>-</td>
</tr>
<tr>
<td>Compression Ratio</td>
<td>-</td>
</tr>
<tr>
<td>No. of Valves</td>
<td>8</td>
</tr>
<tr>
<td>Aspiration</td>
<td>-</td>
</tr>
<tr>
<td>Fuel System</td>
<td>DI</td>
</tr>
<tr>
<td>Horse Power</td>
<td>63.12@3200 ps@rpm</td>
</tr>
<tr>
<td>Torque</td>
<td>137.5@2000-2500 Nm@rpm</td>
</tr>
</tbody>
</table>
# CUSTOMER SATISFACTION TOWARDS

**MAHINDRA & MAHINDRA SUV’S**

## Steering and Suspension

<table>
<thead>
<tr>
<th>Steering Type</th>
<th>Rack and pinion, power assist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Steering</td>
<td>Yes</td>
</tr>
<tr>
<td>Front Suspension</td>
<td>Independent with coil spring &amp; anti roll bar</td>
</tr>
<tr>
<td>Rear Suspension</td>
<td>Parabolic Leaf springs</td>
</tr>
</tbody>
</table>

## Dimensions:

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>4056 mm</td>
</tr>
<tr>
<td>Height</td>
<td>1880 mm</td>
</tr>
<tr>
<td>Width</td>
<td>1815 mm</td>
</tr>
<tr>
<td>Wheel Base</td>
<td>2680 mm</td>
</tr>
<tr>
<td>Clearance</td>
<td>200 mm</td>
</tr>
<tr>
<td>Boot</td>
<td>-</td>
</tr>
<tr>
<td>Front Head Room</td>
<td>-</td>
</tr>
</tbody>
</table>
# CUSTOMER SATISFACTION TOWARDS MAHINDRA & MAHINDRA SUV’S

| Front Leg Room | - |
| Rear Head Room | - |
| Rear Leg Room | - |
| Krebs weight | Min: 1615kg Max: 1615 kg |
| Gross weight | 5.4 kg |

## Drive Train

<table>
<thead>
<tr>
<th>Type</th>
<th>Manual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gears</td>
<td>5</td>
</tr>
<tr>
<td>Drive Line</td>
<td>RWD</td>
</tr>
</tbody>
</table>
# XUV-500

## Feature and Specification

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Make</td>
<td>Mahindra</td>
</tr>
<tr>
<td>Model</td>
<td>XUV-500</td>
</tr>
<tr>
<td>Variant</td>
<td>Plus</td>
</tr>
<tr>
<td>Body Type</td>
<td>SUV</td>
</tr>
<tr>
<td>Number of Doors</td>
<td>5</td>
</tr>
</tbody>
</table>

## Fuel Efficiency:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>City Mileage</td>
<td>9.4 kmpl</td>
</tr>
<tr>
<td>Highway Mileage</td>
<td>13.1 kmpl</td>
</tr>
<tr>
<td>Fuel Capacity</td>
<td>60 litre</td>
</tr>
<tr>
<td>Fuel Type</td>
<td>Diesel</td>
</tr>
<tr>
<td>Fuel Grade</td>
<td>-</td>
</tr>
</tbody>
</table>
# Engine Parameters:

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Displacement</td>
<td>2179cc</td>
</tr>
<tr>
<td>Bore</td>
<td>-</td>
</tr>
<tr>
<td>Stroke</td>
<td>-</td>
</tr>
<tr>
<td>Cylinder Configuration</td>
<td>4 inline</td>
</tr>
<tr>
<td>Valve Gear Operation</td>
<td>-</td>
</tr>
<tr>
<td>Compression Ratio</td>
<td>-</td>
</tr>
<tr>
<td>No. of Valves</td>
<td>8</td>
</tr>
<tr>
<td>Aspiration</td>
<td>Turbo Charged</td>
</tr>
<tr>
<td>Fuel System</td>
<td>Direct Injection</td>
</tr>
<tr>
<td>Horse Power</td>
<td>140.08@3750 ps@rpm</td>
</tr>
<tr>
<td>Torque</td>
<td>330@1600-1550 Nm@rpm</td>
</tr>
</tbody>
</table>
# Steering and Suspension

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Steering Type</strong></td>
<td>Rack and pinion, power assist</td>
</tr>
<tr>
<td><strong>Power Steering</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Front Suspension</strong></td>
<td>Independent with coil spring &amp; anti roll bar</td>
</tr>
<tr>
<td><strong>Rear Suspension</strong></td>
<td>Parabolic Leaf springs</td>
</tr>
</tbody>
</table>

## Dimensions:

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Length</strong></td>
<td>4585 mm</td>
</tr>
<tr>
<td><strong>Height</strong></td>
<td>1785 mm</td>
</tr>
<tr>
<td><strong>Width</strong></td>
<td>1660 mm</td>
</tr>
<tr>
<td><strong>Wheel Base</strong></td>
<td>2794 mm</td>
</tr>
<tr>
<td><strong>Clearance</strong></td>
<td>195 mm</td>
</tr>
<tr>
<td><strong>Boot</strong></td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td>------------------</td>
</tr>
<tr>
<td><strong>Front Head Room</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Front Leg Room</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Rear Head Room</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Rear Leg Room</strong></td>
<td>Min: 74mm Max: 94mm</td>
</tr>
<tr>
<td><strong>Krebs weight</strong></td>
<td>Min: 1615kg Max: 1615 kg</td>
</tr>
<tr>
<td><strong>Gross weight</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Drive Train**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type</strong></td>
<td>Manual</td>
</tr>
<tr>
<td><strong>Gears</strong></td>
<td>5</td>
</tr>
<tr>
<td><strong>Drive Line</strong></td>
<td>RWD</td>
</tr>
</tbody>
</table>
Our Distinction:

SIREESH AUTO PVT LTD., one of the largest authorized dealers for Mahindra & Mahindra Automotives. Record sales in the first year of operation.

Partners in Progress:

We are the preferred partners of M&M automotives, chiefly due to our successful sales record and quality. Our facilities have remained unsurpassed, as we strive everyday to better our self.

Sireesh Auto Private Limited., the addition to the Authorised Agency list of Mahindra & Mahindra commenced operations on April 30th 2006 with the first SHOW ROOM and SERVICE CENTRE at Hosur road with Scorpio and Bolero as the main products and LOGAN to follow upon Launch by Mahindra & Mahindra.

A year and a half into the dealership business , Sireesh Auto now has 2 Show rooms and three workshops to cater to the needs of the Mahindra & Mahindra customers.

Mr Kupendra Reddy, the promoter of the company, took up the business as a diversification from his other business of Infrastructure Development
wherein many IT Parks have been built in Bangalore and leased out to prestigious MNCs and Indian Companies.

Mr Kupendra Reddy’s interest comes from a passion for automobiles and a wish to provide employment to locals in a big way and have a customer care challenge in the retail space which was missing in the other business enterprises Mr Kupendra Reddy currently runs.

Having catered to the myriad demands of the MNCs on service level expectations, Mr. Kupendra Reddy is confident of re defining customer satisfaction in the automobile industry and SIREESH AUTO (PVT) LTD hopes to be the market leader in the automobile business in Bangalore delivering the best of service to its customers.

Sireesh Auto family is about 250 strong now with specialists in all fields of Sales, Service, After sales Service Etc., and the numbers are expected to grow further with another service centre to be opened shortly in Yelahanka. The desire to have service out lets serve 24/7 and from all strategic points to facilitate Scorpio and Logan owners get easy access has been addressed by having service centres at Hosur Road, Marathalli and at Yelahanka covering one half of Bangalore.

**Commanding Presence:**

Sireesh Auto Pvt Ltd. is a centralized air-conditioned showroom of M&M automotives in Bangalore, spread gracefully and decorated elegantly over an impressive 8100 sq.ft at Yelahanka, Being equipped with affable front office staff and adept professional technicians, Provide a perfect of quality Service and Reliability.
CUSTOMER SATISFACTION TOWARDS MAHINDRA & MAHINDRA SUV’S

Space Friendly:

The interiors are aimed at making you feel completely at ease, in luxury. Because for us customer is the king, one who deserves a regal offering. The setting is apt for times when you need to switch into a relaxed state of mind.

Technology to Stay Ahead:

We are equipped with the latest technological advancement in the industry, in order to give the best of services when it matters. Not just to be part of, but to build the future, is our motto.

Service with Commitment:

Our dedicated team of mechanical specialty offers expert treatment for your vehicle. We ensure consistency in performance each time, without fail.

Attention to Details:

We provide genuine spare parts and accessories to ensure exceptional performance. Every single aspect related to your vehicle is taken care of at our premises.

Dealing Made Convenient:

It is a part of our commitment policy to give advantage to the customer at every juncture. We offer assistance of every kind at our premises itself, which makes it a one stop facility.
Expert Guidance at Every Step:

Our sales team gives utmost priority to your satisfaction. When you need help to make the right choice, it is ensured that the result is beyond your expectations. Thus making it a point that you get the best in both luxury and comfort always.

Models: Mahindra & Mahindra has been launching various type of MUVs and cars from the year of 1945, keeping in mind the quality, design, driving, comfort, fuel efficiency, and service and resale value. These from a formidable force that gives our customers the pride and the joy of value forever. What drives M&M is

- Commitment
- Leadership
- Any an eye for appropriate technology.

Since 1945, when M&M first began manufacturing MUVs & LCVs, M&M have been engaged in a single-minded endeavor to bring you cars that only state-of-the-art, but are also some f the most environment-friendly vehicles in this world—a reflection of our commitment and care, for better environment.

At the heart of every M&M is a unique engineering and an optimal mix of power and economy.

All this is supported by M&M nation – wide dealership network and automated workshop that provide excellent after sale service.
The company has constantly exploring new opportunity to define the shape to tomorrow’s driving technology.

**Promotional Activities:**

The promotional activities adopted by Sireesh Auto Pvt. Ltd., are

- Test Driving
- Free Driving
- Hoarding
- Discounts
- Advertisement in Newspaper and magazines
- Gift Schemes
- Free Services
- Mileage Contents

Promotional expenses have been borne by both Sireesh Auto Pvt Ltd. and M&M, shares in advertisement cost.
Service Offered:

Six Service and paid service after sale of Cars.

- Free checkups campaigns
- Finance through bank
- Demonstration for new products
- Acceptance of warranty claims

Working Time:

Working hours in Sireesh Auto Pvt Ltd. are 12 hours per day starting from 08:30 am to 7:30 pm with one-hour break for lunch and 15 minutes for evening tea and coffee.
PRODUCT AVAILABLE AT SIREESH AUTO PVT LTD.:

Sireesh Auto Pvt Ltd. has franchise of M&M Company. M&M Company manufacturer’s various types of MUVs and LCVs.

MAHINDRA “XYLO”

<table>
<thead>
<tr>
<th>XYLO VARIANTS</th>
<th>EX-SHOWROOM PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>D2 (BASE VERSION)</td>
<td>7,48,408</td>
</tr>
<tr>
<td>E4 (LOWER VERSION)</td>
<td>8,47,330</td>
</tr>
<tr>
<td>E8 (SPORTZ VERSION)</td>
<td>9,93,404</td>
</tr>
<tr>
<td>E9 (TOP VERSION)</td>
<td>10,77,655</td>
</tr>
</tbody>
</table>
## CUSTOMER SATISFACTION TOWARDS MAHINDRA & MAHINDRA SUV’S

### MAHINDRA “SCORPIO”

<table>
<thead>
<tr>
<th>SCORPIO VARIANTS</th>
<th>EX- SHOWROOM PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCORPIO M2DI</td>
<td>6,92,873</td>
</tr>
<tr>
<td>SCORPIO Lx mHawk</td>
<td>9,91,397</td>
</tr>
<tr>
<td>SCORPIO Sle mHawk</td>
<td>9,88,514</td>
</tr>
<tr>
<td>SCORPIO Vlx mHaw</td>
<td>12,56,819</td>
</tr>
<tr>
<td>SCORPIO Vle mHawk</td>
<td>10,18,427</td>
</tr>
</tbody>
</table>
# CUSTOMER SATISFACTION TOWARDS MAHINDRA & MAHINDRA SUV’S

**MAHINDRA “BOLERO”**

<table>
<thead>
<tr>
<th>BOLERO VARIANTS</th>
<th>EX-SHOWROOM PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOLERO SLE</td>
<td>6,75,809</td>
</tr>
<tr>
<td>BOLERO SLX</td>
<td>7,27,758</td>
</tr>
<tr>
<td>BOLERO ZLX</td>
<td>7,44,391</td>
</tr>
</tbody>
</table>
MAHINDRA “XUV-500”

<table>
<thead>
<tr>
<th>XUV-500 VARIANTS</th>
<th>EX-SHOWROOM PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS4 W6 FWD</td>
<td>12,25,200</td>
</tr>
<tr>
<td>BS4 W8 FWD</td>
<td>13,86,220</td>
</tr>
<tr>
<td>BS4 W8 AWD</td>
<td>14,98,362</td>
</tr>
</tbody>
</table>

![Image of Mahindra XUV-500 SUV](image-url)
SWOT ANALYSIS

Strength:

(a) People are having trust in the brand name Mahindra motors.

(b) Strong relationship with dealers.

(c) Number of authorize service station is in good number than that of competitors

(d) Product is based on M-HAEK and CRD engine which are successfully running on roads.

(e) Most of the market is credit driven so easy finance provided by Mahindra motors (Mahindra finance) itself and others is an edge over competitors.

(f) Stylish when compared to Tata product.

(g) More spacious than Tata product.

(h) Safer than Tata product.

(i) The size of fuel cylinder is large. Therefore to go number of times to a petrol pump for filing.
CUSTOMER SATISFACTION TOWARDS
MAHINDRA & MAHINDRA SUV’S

Weakness:

(a) Dealers are selling vehicles at different prices in a single city. Changing of original parts by dealers.

(b) Tyre of MRF is not having a very good claim processing system. Claim processing is carried out only twice a week.

(c) Average is less than that of tata product.

(d) Maintenance cost is high.

(e) Vehicle is out of the reach middle class because initial of Mahindra sports utility vehicle is above 6 lakhs.

(f) Rising cost of raw materials resulting in low margins. Therefore discounts cant be offered
Opportunities:

(a) Improving road infrastructure.

(b) Standard of living of country people are improving day by day because of increasing per capita income so there is a chance of spreading the business in every nook corner of the city.

(c) Lenient norms for generation of permits.
Threats:

(a) Demand contraction due to market upheaval.

(b) Strong presence of Tata and Maruti cars
Research Methodology

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate actions. The research process provides a systematic, planned approach to the research project and ensures that all aspects of the research project are consistent with each other.

Research studies evolve through a series of steps, each representing the answer to a key question.

INTRODUCTION

This chapter aims to understand the research methodology establishing a framework of evaluation and revaluation of primary and secondary research. The techniques and concepts used during primary research in order to arrive at findings; which are also dealt with and lead to a logical deduction towards the analysis and results.

RESEARCH DESIGN

I propose to first conduct a intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which I feel remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research. This stage shall help me to restrict and select only the important question and issue, which inhabit growth and segmentation in the industry.
The various tasks that I have undertaken in the research design process are:

- Defining the information need
- Design the exploratory, descriptive and causal research.

RESEARCH PROCESS

The research process has four distinct yet interrelated steps for research analysis

It has a logical and hierarchical ordering:

- Determination of information research problem.
- Development of appropriate research design.
- Execution of research design.
- Communication of results.

Each step is viewed as a separate process that includes a combination of task, step and specific procedure. The steps undertake are logical, objective, systematic, reliable, valid, impersonal and ongoing.
EXPLORATORY RESEARCH

The method I used for exploratory research was

- Primary Data
- Secondary data

PRIMARY DATA

New data gathered to help solve the problem at hand. As compared to secondary data which is previously gathered data. An example is information gathered by a questionnaire. Qualitative or quantitative data that are newly collected in the course of research, Consists of original information that comes from people and includes information gathered from surveys, focus groups, independent observations and test results.

Data gathered by the researcher in the act of conducting research. This is contrasted to secondary data, which entails the use of data gathered by someone other than the researcher information that is obtained directly from first-hand sources by means of surveys, observation or experimentation.

Primary data is basically collected by getting questionnaire filled by the respondents.
SECONDARY DATA

Information that already exists somewhere, having been collected for another purpose. Sources include census reports, trade publications, and subscription services. There are two types of secondary data: internal and external secondary data. Information compiled inside or outside the organization for some purpose other than the current investigation. Researching information, which has already been published? Market information compiled for purposes other than the current research effort; it can be internal data, such as existing sales-tracking information, or it can be research conducted by someone else, such as a market research company or the U.S. government.

Secondary source & websites

My proposal is to first conduct a intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which I feel remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research.

DESCRIPTIVE RESEARCH

STEPS in the descriptive research:

Statement of the problem

- Identification of information needed to solve the problem
- Selection or development of instruments for gathering the information
CUSTOMER SATISFACTION TOWARDS MAHINDRA & MAHINDRA SUV’S

• Identification of target population and determination of sampling Plan.

• Design of procedure for information collection

• Collection of information

• Analysis of information

• Generalizations and/or predictions

DATA COLLECTION

Data collection took place with the help of filling of questionnaires. The questionnaire method has come to the more widely used and economical means of data collection. The common factor in all varieties of the questionnaire method is this reliance on verbal responses to questions, written or oral. I found it essential to make sure the questionnaire was easy to read and understand to all spectrums of people in the sample. It was also important as researcher to respect the samples time and energy hence the questionnaire was designed in such a way, that its administration would not exceed 4-5 mins. These questionnaires were personally administered.

The first hand information was collected by making the people fill the questionnaires. The primary data collected by directly interacting with the people. The respondents were contacted at shopping malls, markets, places that were near to showrooms of the consumer durable products etc. The data was collected by interacting with 200 respondents who filled the questionnaires and gave me the required necessary information. The
respondents consisted of housewives, students, businessmen, professionals etc. the required information was collected by directly interacting with these respondents.

**DETERMINATION OF THE SAMPLE PLAN AND SAMPLE SIZE**

**TARGET POPULATION**

It is a description of the characteristics of that group of people from whom a course is intended. It attempts to describe them as they are rather than as the describer would like them to be. Also called the audience the audience to be served by our project includes key demographic information (i.e.; age, sex etc.).The specific population intended as beneficiaries of a program. This will be either all or a subset of potential users, such as adolescents, women, rural residents, or the residents of a particular geographic area. Topic areas: Governance, Accountability and Evaluation, Operations Management and Leadership. A population to be reached through some action or intervention; may refer to groups with specific demographic or geographic characteristics. The group of people you are trying to reach with a particular strategy or activity. The target population is the population I want to make conclude an ideal situation; the sampling frames to matches the target population. A specific resource set that is the object or target of investigation. The audience defined in age, background, ability, and preferences, among other things, for which a given course of instruction is intended.

I have selected the sample through Simple random Sampling
SAMPLE SIZE:

This involves figuring out how many samples one need.

The numbers of samples you need are affected by the following factors:

- Project goals
- How you plan to analyze your data
- How variable your data are or are likely to be
- How precisely you want to measure change or trend
- The number of years over which you want to detect a trend
- How many times a year you will sample each point

SAMPLE SIZE

I have targeted 150 people in the age group above 21 years for the purpose of the research. The target population influences the sample size. The target population represents the Bangalore regions. The people were from different professional backgrounds.

The details of our sample are explained in chapter named primary research where the divisions are explained in demographics section.
ERRORS IN THE STUDY

Interviewer error

There is interviewer bias in the questionnaire method. Open-ended questions can be biased by the interviewer’s views or probing, as interviewers are guiding the respondent while the questionnaire is being filled out. The attitudes the interviewer revels to the respondent during the interview can greatly affect their level of interest and willingness to answer openly. As interviewers, probing and clarifications maximize respondent understanding and yield complete answers, these advantages are offset by the problems of prestige seeking, social desirability and courtesy biases.

Questionnaire error

The questionnaire designing has to be careful so that only required data is concisely reveled and there is no redundant data generated. The questions have to be worded carefully so that the questions are not loaded and does not lead to a bias in the respondents mind.

Respondent error

The respondents selected to be interviewed were not always available and willing to co-operate also in most cases the respondents were found to not have the knowledge, opinion, attitudes or facts required additionally uninformed response errors and response styles also led to survey error.
Sampling error

We have taken the sample size of 150, which cannot determine the buying behavior of the total population. The sample has been drawn from only Capital Region.

Research Design

Research design is a conceptual structure within which research was conducted. A research design is the detailed blueprint used to guide a research study towards its objective. It is a series of advanced decision taken together comprising a master plan or a model for conducting the research in consonance with the research objectives. Research design is needed because it facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximum information with the minimum effort, time and money.

Scope and the Limitation of the study

- The scope of study is limited to the respondents are selected from in and around Bangalore.
- The project is carried out for the period of 30-45 days only.
- Measurement of customer satisfaction is complex subjects, which uses non-objectives method, which is not reliable.
- The sample unit was also 150 respondents.
CUSTOMER SATISFACTION TOWARDS
MAHINDRA & MAHINDRA SUV’S

FINDINGS

Based on the data gathered by administering schedules to customers the following observations are made.

1. Mahindra SUV has excellent percentage of customer satisfaction according to the data shown in table 1 of the data analysis and Interpretation topic.

2. Most of the people are satisfied with its low maintenance cost and after sales service provided by Mahindra.

3. Based on the fuel consumption, most of the people are satisfied with it.

4. Based on Safety and Comfort, Design, Space, Maintenance most of the people are satisfied with it.

5. Large numbers of SUV users are aware of its power steering.

6. If we take the satisfaction level of people towards Mahindra SUV, it’s good.

7. Its features and style satisfy most of the people.
DATA ANALYSIS & INTERPRETATION

Table No.(1) Do you own a SUV?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Source: Questionnaire

Observation: Most of the respondents approached have owned SUV
Table No: 2 Factors affecting customer satisfaction towards Mahindra SUV

<table>
<thead>
<tr>
<th>Factor</th>
<th>No. of Respondent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Features</td>
<td>18</td>
<td>12%</td>
</tr>
<tr>
<td>Low Maintenance</td>
<td>51</td>
<td>34%</td>
</tr>
<tr>
<td>Comfort</td>
<td>27</td>
<td>18%</td>
</tr>
<tr>
<td>Style</td>
<td>24</td>
<td>16%</td>
</tr>
<tr>
<td>After Sales Service</td>
<td>30</td>
<td>20%</td>
</tr>
</tbody>
</table>
Interpretation 2: The sample drawn on the probability basis clearly shows that 34% (51 respondents) are the opinion that low maintenance is the satisfaction factor and 20% (30 respondents) of them who view After Sales Service as a vital factor for customer satisfaction. Followed by Comfort which corresponds to 18% (27 respondents), Style with 16% (27 respondents) and only 12% (18 respondents) of them view that feature of satisfaction factor.

Observation: Majority of the respondent are of the idea that low maintenance of the top most feature contributing to customer satisfaction followed by after sales services comfort style and features.

As such, Mahindra should focus on the aspects, which will enhance the customer satisfaction and thus the market share.
Table No: 3 Customer opinions towards fuel consumption.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Satisfied</td>
<td>27%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>49%</td>
</tr>
<tr>
<td>Neutral</td>
<td>17%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
Interpretation 3: 100% of the respondents 49% of the respondents approached were satisfied with the fuel consumption. Followed by 27% was extremely satisfied, 17% are neutral and rest of the 7% is more dissatisfied with fuel consumption.

Observation: As majority of the respondents are satisfied with the fuel consumption, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.
### Table No: 4 Customer opinions toward Safety and Comfort.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Satisfied</td>
<td>23%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>47%</td>
</tr>
<tr>
<td>Neither Satisfied &amp; Dissatisfied</td>
<td>20%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
Interpretation 4: 100% of the respondents 47% of the respondents approached were satisfied with the safety and comfort. Followed by 27% was extremely satisfied, 17% are neutral and rest of the 7% was dissatisfied with safety and comfort feature of SUV.

Observation: As majority of the respondents are satisfied with the safety and comfort feature, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.
Table No: 5 Customer opinions toward Design.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Satisfied</td>
<td>20%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>40%</td>
</tr>
<tr>
<td>Neutral</td>
<td>27%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>13%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
Source: Questionnaire

Figure: 5

**Interpretation 5:** Out of 100% of respondents, 40% of the respondents approached were satisfied with the Design. 20% were more satisfied, 27% of them neutral and 13% are dissatisfied with the design.

**Observation:** As majority of the respondents are satisfied with the design, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.
Table No: 6. Customer opinion towards space availability.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Satisfied</td>
<td>27%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>53%</td>
</tr>
<tr>
<td>Neither Satisfied &amp; Dissatisfied</td>
<td>17%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
Source: Questionnaire

Figure: 6

**Interpretation 6:** The sample drawn on the probability basis shows that out of 100% of respondents 53% of the respondents approached were satisfied with the space availability. 27% were extremely satisfied, 17% of neither satisfied nor dissatisfied and 3% are dissatisfied with the space availability.

**Observation:** As 80% of the respondents are happy with the space availability of the, it can be conducted that the company has undertaken proper R&D in this aspect.
Table No: 7 Customer satisfactions toward Maintenance SUV

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Satisfied</td>
<td>23%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>51%</td>
</tr>
<tr>
<td>Neutral</td>
<td>21%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
Source: Questionnaire

Figure: 7

**Interpretation 7:** The sample drawn on the probability basis shows that out of 100% of respondents 51% of the respondents approached were satisfied with the maintenance of. 23% were extremely satisfied, 21% of neutral and 5% are dissatisfied with the maintenance.

**Observation:** Though majority of the customer are satisfied that the maintenance cost of is less, around 20% are not satisfied which may be because of comparison with the newly launched competing brands coming with even lower maintenance cost.
Table No: 8 Customer awareness about power steering.

<table>
<thead>
<tr>
<th>Option</th>
<th>No. Of Respondent</th>
<th>No. Of Respondents(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware</td>
<td>120</td>
<td>80%</td>
</tr>
<tr>
<td>Unaware</td>
<td>30</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100%</td>
</tr>
</tbody>
</table>
Source: Questionnaire

Figure: 8

**Interpretation 8:** Out of 100% of respondents, 80% of the respondents approached were aware of the power steering and 20% were not aware of the power steering.

**Observation:** Most of the respondents approached were aware of power steering system.
Table No: 9 Customer perceptions

<table>
<thead>
<tr>
<th></th>
<th>Very Good</th>
<th>Good</th>
<th>Average</th>
<th>Bad</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20%</td>
<td>47%</td>
<td>21%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: Questionnaire

Figure: 9

Interpretation 9: The sample drawn on the probability basis shows that out of 100% of respondents 47% of the respondents gave Good response. 20% gave Very Good response, 21% gave Average response and 12% gave bad response.

Observation: As 67% of the respondents are satisfied, it shows that the customer satisfaction levels are very high. If the company were to identify the pitfalls in their product and undertake remedial measure, thus it will lead to more good word of mouth publicity.
CUSTOMER SATISFACTION TOWARDS
MAHINDRA & MAHINDRA SUV’S

RECOMMENDATION

Mahindra Company has to implement good customer relationship management strategy that enhances customer satisfaction level.

The company can undertake R&D to improve the existing feature which helps to increase the customer satisfaction.

The company should promote about the entire features offered by it.

As majority of the customer give opinion that they are satisfied by the factor, services and design of the product, the company should not only maintain the existing standard but also enhance them.

As majority of the respondents are satisfied with the safety and comfort feature of Mahindra SUV, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.

As such, Mahindra should focus on the aspects, which will enhance the customer satisfaction and thus the market share.
Limitation of the survey

Though best effort have been made to make the study fair transparent and error free yet there might be some inevitable and limitations. Although outright measures area undertaken to make the report most accurate some inadvertent errors might have crept in and suggestions to improve or eliminate the same are most welcome.

The limitations of the survey are narrated below:

The project is valid for the predefined area of work Yelahanka (Bangalore)

There may be some biased response from the respondents.

Some respondents did not provide the full data.

Due to different RTO norms, the response of people might differ from those of other cities and state if any.
CONCLUSIONS

Mahindra and Mahindra Motors have a very good market share in Bangalore for the SUV segment.

The company is offering good services, which is reflected on the satisfaction of the customer.

Majority of the customer are satisfied with the design of the vehicle.

Mahindra & Mahindra motors are providing better facilities compared to other brands.

As 67% of the respondents are satisfied, it shows that the customer satisfaction levels are very high. If the company were to identify the pitfalls in their product and undertake remedial measure, thus it will lead to more good word of mouth publicity.

Though majority of the customer are satisfied that the maintenance cost of Mahindra is less, around 20% are not satisfied which may be because of comparison with the newly launched competing brands coming with even lower maintenance cost.

As 80% of the respondents are happy with the space availability of the Mahindra SUV, it can be stated that the company has undertaken proper R&D in this aspect.

The 20% of the respondents who have answered negatively may be comparing with the vehicle in the same category launched very recently.
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Annexure

QUESTIONNAIRE

Customer profile

a) Name   b) Occupation

c) Age   d) Income

e) Address

1) Do you own a SUV?

(a) Yes

(b) No

2) Factors affecting customer satisfaction towards Mahindra SUV?

(a) Feature

(b) Low Maintenance

(c) Looks

(d) After Sales Service
3) Customer opinions towards fuel consumption?
(a) Extremely Satisfied
(b) Satisfied
(c) Neutral
(d) Dissatisfied

4) Customer opinions toward Safety and Comfort?
(a) Extremely Satisfied
(b) Satisfied
(c) Neither Satisfied & Dissatisfied
(d) Dissatisfied

5) Customer opinions towards Design?
(a) Extremely Satisfied
(b) Satisfied
(c) Neutral
(d) Dissatisfied
6) Customer opinions toward space availability in Mahindra SUV?

(a) Extremely Satisfied

(b) Satisfied

(c) Neither Satisfied nor Dissatisfied

(d) Dissatisfied

7) Customer satisfactions towards Maintenance of Mahindra SUV?

(a) Extremely Satisfied

(b) Satisfied

(c) Neutral

(d) Dissatisfied

8) Are you aware about power steering present in Mahindra SUV?

(a) Yes

(b) No

9) Customer perceptions about Mahindra SUV?

(a) Very Good

(b) Good

(c) Average

(d) Bad
10) Do you want to give any suggestion about any change in the Mahindra and Mahindra Motors?