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Marketing Strategy of Automotive Industry

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ABSTRACT: This article's purpose is to examine the elements that influence the advertising approaches used by automotive industry companies. This research suggests a theoretical framework for financing practises in various industries by providing a variety of standard and novel finance solutions suitable for certain marketing and expansion stages. Companies like Tata, Mahindra & Mahindra, Maruti Suzuki, and others are operating at a loss, yet they have grown rapidly to become unicorns thanks to savvy marketing. Therefore, this research details the elements that affect promotional strategies and, by extension, the economic growth of the industry in India.

KEYWORDS:-Marketing Strategies, Exemptions, Deductions, Net Worth, Financing Patterns.

I. INTRODUCTION

Automotive Industry

Multiple industries contribute to the Automotive Industry's overall mission of manufacturing and distributing automobiles. The automobile industry plays a crucial role in global GDP. Meanwhile, cars are really a side business. In addition, this industry does not include gas stations, vehicle repair shops, and other establishments whose primary concentration is on cars.

"Original Equipment Manufacturer" (OEM) is a catchall phrase for the manufacturers that make up the industry but does not provide a comprehensive definition for them. Manufacturers of construction equipment, motorbikes, autos, light trucks, and heavy trucks are all considered original equipment manufacturers. Wholesalers, suppliers, distributors, dealers, and importers of automobiles are all part of the Original Equipment Manufacturer sector.

Manufacturers of both complete vehicles and their component components are considered part of the automotive industry. These days' cars are better equipped with high-tech gadgets and systems than ever before. Supply increases when production shifts from original equipment manufacturers to component suppliers.

Fig. (i)

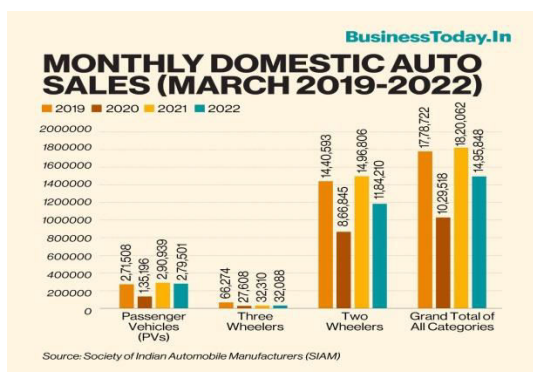


Fig. (iii)

Fig. (ii)

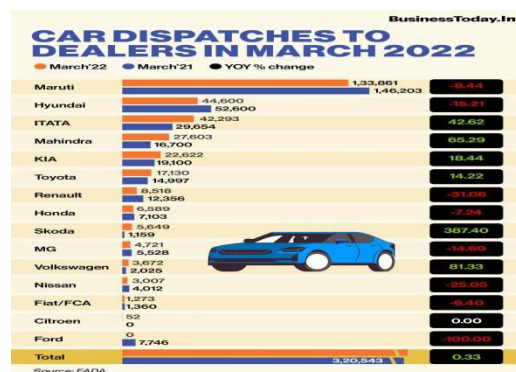


Fig. (iv)

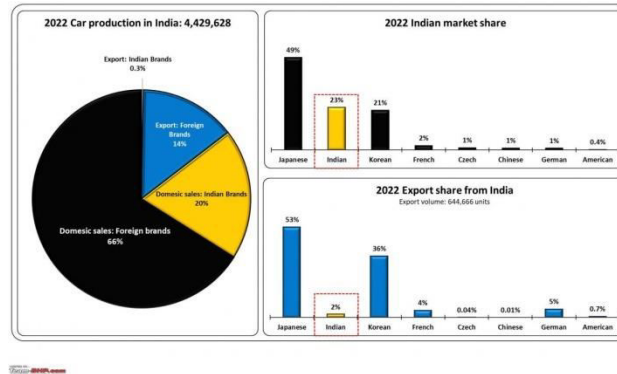


Fig. (v)

It's no secret that the startup scene took a hit during the financial crisis of 2008. Investors were apprehensive of making fresh investments after the startup bubble broke. As can be seen in fig. (i), the total amount invested in startups from 2014 and 2020 varied widely, reaching a peak of \$419 billion in 2019.

When a business raises above \$1 billion, it is considered a unicorn. Figure (ii) depicts the valuation at which companies in a certain sector become "unicorns." There are a variety of proven ways that may be used to determine a company's worth.

c. Figure (iii) shows an increase in startup funding after a drop due to the Bubble Burst and Financial Crisis of 2008. A record-breaking 3,560 companies, or 11% of all startups, raised capital in 2017.

d. The success rate of a company is the same no matter where it is first introduced to the market. Growing one's client base is a top priority for every startup. Figure (iv) shows that among the states, Bangalore has the highest rate of new business formation (34.78%), while Pune has the lowest (1.90%).

e. Investment is crucial to the growth and survival of any company. Figure (v) shows that there were 930 investments made in 2015, while just 111 will be made this year.

However, I will describe the challenges and opportunities that come with starting a firm.

II. CHALLENGES

- a) There are also such a lot of challenges even as beginning a begin-up due to the fact begin-up is something that starts off evolved from the very scratch. So there are such a lot of demanding situations while at toddler is born.
 - i. Lack of investment
 - ii. Lack of felony expertise
 - iii. Lack of purchaser base
 - iv. High Competition
- b) We additionally saw that quantity of automotive dealers have been multiplied inside the current years as compared to beyond years. This is due to the fact that government of India is supporting automotive industry. Thoughts with a purpose to make contributions closer to the GDP of the country and also closer to

the employment era.

- c) People have invested less within the latest years compared to previous years due to the amount of growing scams in India or happening of fraudulent sports.
- d) But, whilst there comes a task, there additionally comes the possibility. Automotive Industry being very tough have a few opportunities.

III. OPPORTUNITIES

Despite having a lower overall population than China, India has a demographic edge because to its 356 million young people between the ages of 10 and 24. Since high rates of education and healthcare may be beneficial to the economy, this information is crucial to know. New ideas and innovations, as well as the development of the country's future leaders, are propelled forward by the country's young population. The demands and preferences of an individual are greatly influenced by their age. Young people have a major effect on the demand and spending habits of a nation.

The country has a substantial home market, therefore expanding internationally may not be essential for certain domestic companies. India's over one billion inhabitants provide a tremendous market for any service or item. Due to expanding disposable income and rising demands of mushrooming middle-class beauty, manufacturers are in a strong position. The growing number of consumers is a natural consequence of a larger population.

The young people of India may represent the country's greatest reservoir of innovation, insight, and potential future leaders. Inequality is growing, and there are issues with education, healthcare, and infrastructure in India.

IV. FINDINGS AND SUGGESTIONS

From this observe, we came to recognize that:-

- a) Automotive Industry are the maximum critical part of the country. As they make contributions close to such a lot of causes:
 - i. GDP of the country
 - ii. Generates employment
 - iii. Ease of availability
 - iv. Generation of alternatives
- b) There are also such a lot of challenges even as beginning a begin-up due to the fact begin-up is something that starts off evolved from the very scratch. So there are such a lot of demanding situations while a toddler is born.
 - v. Lack of investment
 - vi. Lack of felony expertise
 - vii. Lack of purchaser base
 - viii. High Competition
- c) We additionally saw that quantity of automotive dealers have been multiplied inside the current years as compared to beyond years. This is due to the fact that government of India is supporting automotive industry. Thoughts with a purpose to make contributions closer to the GDP of the country and also close to

the employment era.

- d) People have invested less within the latest years compared to previous years due to the amount of growing scams in India or happening of fraudulent sports.
- e) But, whilst there comes a task, there additionally comes the possibility. Automotive Industry being very tough have a few opportunities.
 - ix. Demographic Advantage
 - x. Large Population
 - xi. Perception of operating elegance
 - xii. Innovative Society
- f) With the assist of this have a look at, we want to indicate all of the new entrepreneurs that

Getelement oriented information approximately your start-up. The investment thing, the capital shape element etc.

Does a systematic observe on needs of human beings?

V. CONCLUSION

Currently, India's economy is expanding at a lightning pace. The Indian government is increasingly demonstrating greater excitement for boosting the country's GDP growth rate by passing business-friendly policies and programmes such as "Make in India," "Startup India," MUDRA, and others. The "Make in India" initiative is a great chance for the country's automotive sector. If the government were to put all of its energy on fostering an entrepreneurial spirit, it may be able to slow the outflow of skilled workers. The car business has obstacles in a number of areas, including finance, talent acquisition, product development, and sustainable expansion. With such a large clientele, companies have their choice of several prospects in the food, retail, and sanitation sectors, as well as affordable solar and IT options for resolving everyday issues. It's worth noting that these businesses have a chance to become global powerhouses and "unicorns" if they can successfully expand into other developing nations.

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