



**TATA MOTORS**  
Connecting Aspirations



 **MARUTI SUZUKI**

Automobile Industry

# Company Analysis

- *Tata Motors*
- *Maruti Suzuki*

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# Overview

## Tata Motors

VS

## Maruti Suzuki

**Tata Motors Limited** is a multinational automotive manufacturing company, headquartered in the city of **Mumbai**, India as a part of Tata Group. The company produces passenger cars, trucks, vans, coaches, buses, luxury cars, sports cars, construction equipment. Formerly known as **Tata Engineering and Locomotive Company (TELCO)**, the company was founded in India, 1945 as a manufacturer of locomotives.



Maruti Suzuki India Limited, formerly known as **Maruti Udyog Limited**, is an Indian automobile manufacturer, based in New Delhi. It was founded in 1981 and owned by the Government of India until 2003. Maruti Suzuki was a result of a joint venture between Indian Maruti Udyog Limited And Japanese Suzuki Motor Corporation. when it was **sold to Suzuki Motor Corporation**. As of September 2021, Maruti Suzuki has a **market share of 49 percent** in the Indian passenger car market.

# CSR Initiative

## Tata Motors

VS

## Maruti Suzuki

Tata motors' CSR initiatives focus on improving the quality of life of underprivileged communities, neighboring their business operations. Keeping up with the SDGs their interventions focus on health, education, employability, and environment, with a special focus on the historically and socially deprived Scheduled Caste and Scheduled Tribe communities. In the year 2020-21, **their CSR interventions have touched 7.5 lakh lives in India with total spending of ₹ 25.19 crores. And an additional ₹3.34 crores spending on Covid-19 relief Activities.**

Maruti Suzuki strives to be a people's company. It is completely **dedicated to the customers and the communities** around the facilities. In the **community development program**, Maruti Suzuki identifies their needs through formal surveys, one-to-one contact, and engaging with the leaders. Their **CSR programs tackle social issues at both local and national levels** in order to develop scalable, impactful, and sustainable social programs that leave a visible impact for future generations. **In 2019-20, it spent a total of ₹ 168.2 crores on CSR Activities.**

# Future Prospects

## Tata Motors

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- Having being implicated by the covid 19 outbreak, their JRL subsidiary is expected to see a gradual recovery in the second half of FY22
- Tata Motors will launch **ten new battery-electric vehicles** across its commercial and passenger vehicle businesses in India, by 2025, in its quest to lead the domestic electric vehicle market.
- It's expected that Tata Motors will spend as much as **\$2 billion on EV project**



- According to the mid-term plan, Maruti Suzuki will focus on promoting hybrid vehicles in its range, and also introduce a **fully electric vehicle**.
- A greater emphasis on **CO2 emissions reduction** led to Suzuki's focus on developing electrification technologies by 2025, fully implementing them into its products, and eventually making a full-scale qualitative increase by 2030.
- It is expected that the company is likely to spend a **3,30,000 crores in R&D**.

# USP

## Tata Motors

Tata Motors is one of the oldest and trusted brands, markets upon the fact that it makes capable vehicles that are truly Indian. With its **safe, reliable, and made-in-India** vehicles. Each and every vehicle by Tata motors stand at par with those manufactured by the foreign giants. It has made a reputation for making some of the **safest cars** running on Indian roads. **Full efficient and easy-to-drive cars** are one of its core competencies. Tata Motors is one of India's largest OEMs which offers an extensive range of **integrated, smart, and e-mobility solutions**

VS

## Maruti Suzuki

Apart from being the most reliable name in the Indian automobile market, Maruti Suzuki has car models in every segment with a **wide price range** to choose from, catering to a wide range of the Indian population. Years of quality service and customer satisfaction are what make a successful brand. A huge part of Maruti Suzuki's success is their **efficient range of engines** that are often dubbed as one of the most efficient units across segments. Plus, an added advantage of **easy availability of spare parts** and **better resale value** gives it an edge over its competition.

# Marketing Strategies

## Tata Motors

VS

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- In spite of being a **front-runner in the industry** for many years, Tata Motors is known for its aggressive marketing strategies.
- From signing Famous **Bollywood Stars for its Commercial Vehicle business** or appointing **The Star Footballer Lionel Messi** for endorsing its passenger cars globally, Tata leaves no stone unturned.
- Tata Motors is the **prime sponsor** of many events and it helped in creating awareness about its new products such as Tata Tiago in the minds of the consumers.



- Having decades of presence in India enables it to leverage its brand value. It also helps Maruti cut down on promotional costs. It often ropes in **stars and celebrities as brand ambassadors for various cars models**
- Maruti Suzuki also used a pint of sale and mobile promotions and the message across all the above platforms is focused on fuel efficiency, looks, comfort, and space for its cars.
- Maruti has utilized heavily the online promotion space for the launch of its Brezza, Ignis, and S Cross

# Highlights

## Tata Motors

Based in Mumbai, TATA Motors is currently headed by Chairman Natarajan Chandrasekaran. The **inventor** of the **world's Cheapest car** TATA Nano, in 2008, unveiled **India's first electric SUV**, the Nexon EV. It was launched **India's first compact truck** TATA INTRA.

Today, the Tata Motors group is present in over **125 countries**, with a worldwide network comprising over 8,800 touchpoints. Tata Motors has R&D centers in **UK, Italy, India, and South Korea**.

VS

## Maruti Suzuki

Based in New Delhi, Maruti Suzuki is currently headed by Chairman R.C. Bhargava and CEO Kenichi Ayukawa. With the values and knowledge of India as well as Japan, Maruti Suzuki has the leading share in the Indian passenger car market with a whopping **48% in FY21**

Maruti Suzuki exports cars to over **125 countries** around the world, including major countries like **Australia, Indonesia, France, and Italy**.