

Brand Strategies of Select Automobile Companies for Fast Changing Market Segments in India

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Abstract

Automobile Industry will be the main driving force behind manufacturing growth in India. The 'Make in India' Program aims at attracting Foreign Direct Investment and turning the country into a manufacturing hub. Passenger and Commercial Vehicles are growing at a CAGR of 9-10% in 2013-14. Considering all these angles, India will soon be seen as the biggest ever market for Passenger Vehicles and many International Carmakers foresee this opportunity and gearing up to grab it. Marketing is a long drawn process that creates value for customers and builds customer relationships while delivering the promise.

This paper deals with the India specific strategies developed by automobile companies to cater the different market segments of the country.

Keywords: *Automobile Industry, Make in India, Passenger Vehicles, Strategy*