

TVS Motors

Parent Company

TVS Group

Category

Motorcycles, Scooters

Sector

Two-wheeler

Tagline/ Slogan

We love to see you smile

USP

One of the largest three two-wheeler manufacturers in India

STP

Segment

Middle-class people who want a bike that is stylish and gives a good mileage

Target Group

Middle class youth from the age bracket of 25-35

Positioning

Bikes which will bring a smile in the lives of customers

Product Portfolio

Brands

1. TVS Apache

2. TVS Scooty

3. TVS Victor

SWOT Analysis

Strengths

1. Huge brand equity and one of the biggest players in the two wheelers Indian market

2. Excellent R&D, and wide variety of products in every segment

3. Excellent distribution and good number of service centers
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4. TVS Group has over 40,000 employees and a customer reach of over 15 million
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5. Associating itself with celebrity brand ambassadors
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6. 'Scooty' as a brand has become a second name for the scooter rate segment
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Weaknesses

1. Absence in the premium bike segment
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Opportunities

1. Two-wheeler segment is one of the most growing industries
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2.Export of bikes is limited i.e. untapped international markets

Threats

1. Strong competition from Indian as well as international brands
2. Dependence on government policies and rising fuel prices
3. Better public transport will affect two-wheeler sales

Competition

Competitors

1. Bajaj Auto

2. Hero MotoCorp

3. Yamaha

4. Suzuki

5. Harley Davidson

6. Royal Enfield

7. Ducati

8. Honda