

**Mahindra & Mahindra**

**Parent Company**

**Mahindra**

**Category**

Sedans, SUV's, Two-wheelers

**Sector**

Automobiles

**Tagline/ Slogan**

Rise; Every 2 minutes a Mahindra is born

**USP**

Mahindra SUV's have a stronghold in the Indian commercial taxi market which have good performance

**STP**

**Segment**

Complete automobile segment including sedans & SUV's

**Target Group**

Young executives from the upper-middle income bracket

**Positioning**

A brand which promotes new thinking, accepts no limits and drives positive change

**Product Portfolio**

**Brands**

1. Mahindra Bolero 2. Mahindra Renault Logan

3. Mahindra Scorpio 4. Mahindra Verito

5. Mahindra Xylo

## SWOT Analysis

### Strengths

1. Mahindra has been one of the strongest brands in the Indian automobile market
2. Mahindra group give employment to over 110,000 employees
3. Excellent branding and advertising, and low after sales service cost
4. Sturdy SUV's good for Indian roads and off-road terrain

### Weaknesses

1. Mahindra's partnership with Renault did not live up to international quality standards through their br

### Opportunities

1. Developing hybrid cars and fuel efficient cars for the future
2. Tapping emerging markets across the world and building a global brand
3. Fast growing automobile market

4. Growing in the market through electric car Reva (controlling stake) and entry into two-wheeler segment

### Threats

1. Government policies for the automobile sector across the world
2. Ever increasing fuel prices
3. Intense competition from global automobile brands
4. Substitute modes of public transport like buses, metro trains etc

### Competition

### Competitors

1. Tata Motors

2. Maruti Suzuki

3. Kia Motors

4. Toyota

5. Volkswagen

6. Volvo

7. Hyundai

8. Honda