

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 tax i 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