

PGDM Communications – 2017 – 19 – Batch – RURAL MARKETING & COMMUNICATIONS – IV Trimester End Term Exam

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
Course : PGDM COMMUNICATIONS – 2017 – 19 Batch – IV Trimester End Term Exam
Sub : RURAL MARKETING & COMMUNICATIONS

Date of Exam : 27/09/2018

Time : ..3.. Hours

Marks: 50

Note : (i) Apply the theoretical framework for the case study
(ii) Quality and not Quantity will be given due weightage for Marks

I . Attempt the following Case Study – Compulsory

Can “Carry” Carry Itself ?

In 2016, The country’s largest passenger vehicle maker Maruti Suzuki India Limited announced that it will start sales of its first Light Commercial Vehicle (LCV) - Super Carry towards the end of August. Initially the vehicle will be sold in three cities – Ahmedabad, Kolkata and Ludhiana. With Super Carry, Maruti Suzuki marks its entry into the Light Commercial Vehicle (LCV) segment.

Super Carry is high on performance and strength, comes with bigger loading area and better safety features. It comes with Maruti Suzuki’s reliability and assurance of unmatched after-sales support

Super Carry is designed and developed basis detailed research and understanding of customer requirements. It offers best of both the worlds –power and strength as well as carrying capacity. We are confident Super Carry will enhance the profitability of our customers. The Company has invested about Rs. 300 Crores towards the development of Super Carry.

Superior Performance

Super Carry is powered by the 793 cc light weight and compact, 2-cylinder diesel engine. With a peak power of 24 KW @ 3500 RPM and max torque of 75 NM @ 2000 RPM Super Carry offers better load carrying capacity and pick up. The compact engine mated with the 5-speed manual transmission offers high fuel efficiency of 22.07 Km per litre and maximum speed of 80 Kmph. That means shorter turnaround time, more trips and more savings.

Super Carry offers an impressive payload of 740 Kg in all terrains. It is equipped with a lighter steering wheel, contributing to effortless drive even at full load. This leads to comfortable driving with less fatigue. Super Carry has longer wheel base of 2110 mm for greater stability. The lower loading bay and wider deck offers ample loading space to carry higher loads in a single trip. All these result in more number of trips and better earnings for the customer. Super Carry is offered with a warranty of 2 years / 72,000 KM (whichever is earlier).

Better Comfort & Convenience

The cabin of Super Carry is designed to take care of the driver’s comfort and convenience. The driver’s cabin is spacious and comes with several ergonomically designed features like flat and

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extended co-passenger seat with thick glass fibre heat shield for better heat insulation and NVH, well positioned gear lever, ergonomically placed pedals etc., for a comfortable drive. Super Carry is rich in features. These include mobile charging socket, dual assist grip, odometer, trip meter, fuel meter, and digital clock, besides provision for a stereo. A few other features include integrated rain guard, readily openable sliding back window glass, and conveniently located spare wheel carrier for ease in replacement.

Simple & Clean Design

Super Carry is high on practical usage. The front is simple, clean and purposefully designed with horizontal lines at the bottom conveying stability. The bumper is bold representing strength and ruggedness. Vehicle interior carries simple & clean design with horizontal design character adding to the spaciousness and width of the interior. Interior has been designed with multi-purpose storage spaces, lockable glove box and bottle holder for driver and co-driver keeping in mind the practical usage.

High on Safety

Super Carry is fitted with front disc brake and Load Sensing Proportioning Valve (LSPV) braking system that provides better stability during braking. Bigger and wider wind screen, ORVMs (driver & co-driver), additional rear reflectors, headlamp leveller and robust packaging of electrical parts enhance the safety of the occupant. For added safety, high tensile material limits intrusion inside cabin. The galvanised material in the chassis area provides better rust resistance.

New commercial Sales Channel:

Maruti Suzuki has set up exclusive sales channel for selling Super Carry. The sales outlets are designed to cater to the very specific need of the LCV target customers. The channel will carry a Corporate Identity (CI) based on the principle of openness and transparency to deliver and reinforce the brand trust. In the first phase three Commercial channel outlets have been set up in Ahmedabad, Kolkata and Ludhiana. Priced (Exshowroom) at Ahmedabad Rs. 4,03,000, Kolkata Rs. 4,11,000 & Ludhiana Rs. 4,01,000

Current Scenario

Maruti Suzuki, which had forayed into the commercial vehicle segment with the launch of the Super Carry in September 2016 with a pilot in the three cities of Ludhiana, Kolkata and Ahmedabad, has announced it has reached the milestone of 200 outlets which are selling this vehicle in more than 165 cities. While the Super Carry was slow in gaining sales traction in the initial few months, riding on the company's USP of affordability, quality after-sales and mass-market appeal, it has managed to establish a foothold in the light commercial vehicle (LCV) space in 2017-18, selling more than 10,000 units.

In fact, since its launch in September 2016, the company has sold over 12,400 units of this LCV—with April 2018 sales of 1,544 units the highest in a single month. The Super Carry is

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powered by a 793cc turbocharged diesel engine which generates 32bhp of maximum output and produces 75Nm of torque (pulling power) at a low 2000rpm.

The vehicle, which has a five-speed manual transmission and a car-like gear-shift, delivers a claimed fuel efficiency of 22.07kpl and has a maximum speed of 80kph. The Super Carry complies with BS-IV emission norms. Its payload capacity is 740kg, its broader wheelbase of 2110mm provides good stability even with heavy loads, and its small turning radius of 4.3 metres ensures easy manoeuvring in narrow lanes. However, in the Indian LCV segment, Maruti Suzuki is still a niche player. The market is dominated by Tata Motors and Mahindra. Tata Ace is by far the largest-selling vehicle in its segment, followed by others such as Mahindra Jeeto.

Questions:

1. *If you are the Strategic Planner Team at “Hands that Help”, the ad agency specialized for Social & Rural Side of Corporate Identity Creation, Design the following: (20)*
 - a) *Social Connect through Brand Positioning*
 - b) *Visual Communication for the Brand Carry, Illustrate and explain*
 - c) *Festival Connect for the Brand (Select any one Festival)*

2. *Mahindra and Tata Group are Leaders in the LCV segment in India, although Maruti Suzuki tried selling the Maruti Omni Van in Urban India, somehow the customer could not relate with the Brand, it failed miserably, hence the company wants to launch it in Rural Markets, What sort of Rural Media can you identify (any 2 Media Tools for Conventional Media & any 2 for Non Conventional Media) to create an impact for this brand in Rural Markets ? (10)*

3. *As Maruti is reputed for Petrol Engines, however, LCV segment mostly is comprised of Diesel Engines. Create a Sales Force Strategy for Maruti Suzuki by targeting Gujarat as the first test market, where the main job of the Sales Force is convince the customers to buy Petrol Engines for their new brand “Carry”. Illustrate and explain the same for designing the Sales Force Strategy? (10)*

4. *Design a Distribution Channel Strategy for Maruti Suzuki exclusively to connect with the Rural Markets for the Launch of “ Carry”. Select any one North Indian State for the launch of this vehicle to create an impact as a Test Market (10)*
