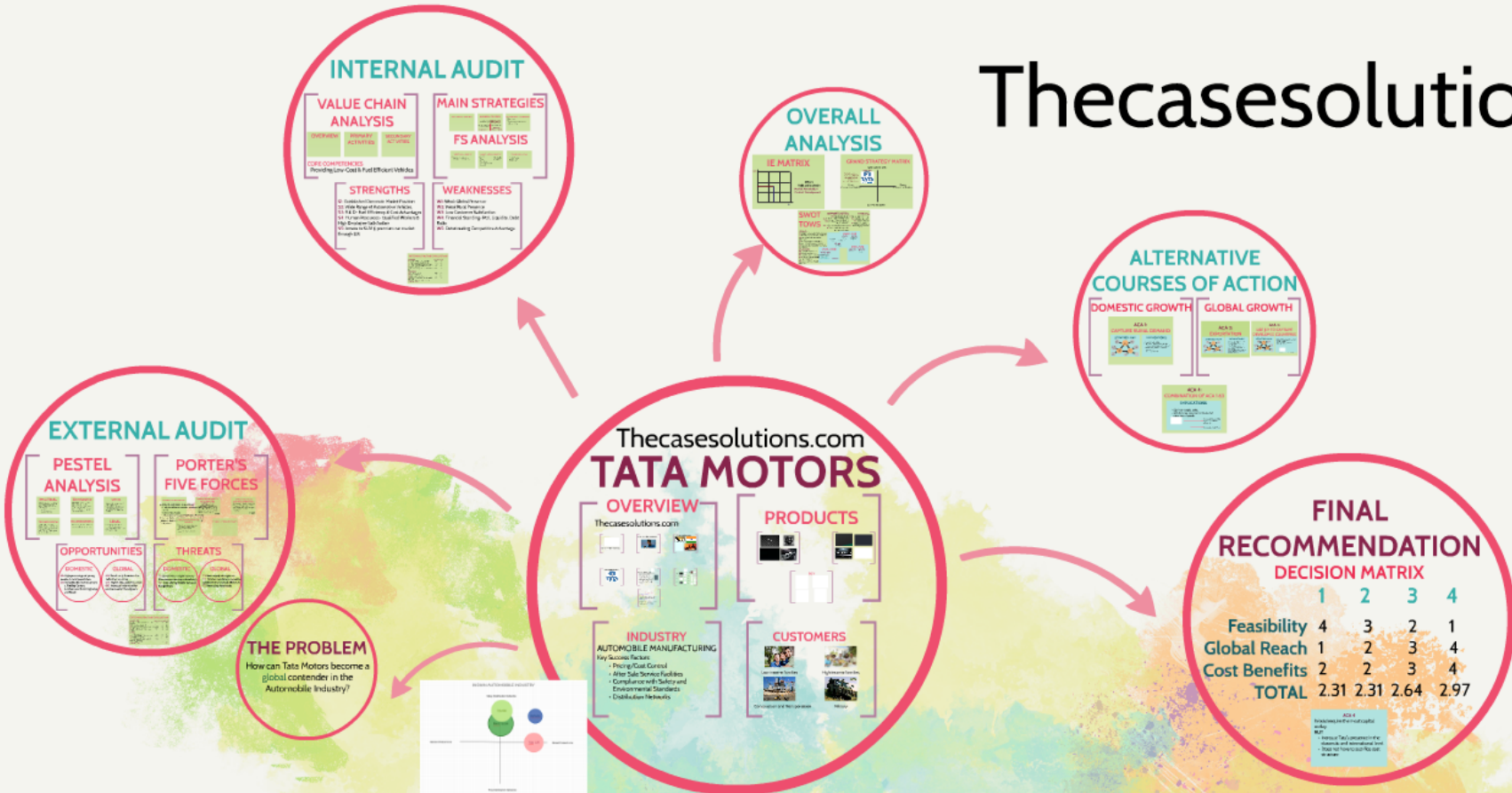


# JUST DIAL'S IPO



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# Thecasesolutions.com TATA MOTORS

## OVERVIEW

Thecasesolutions.com



## PRODUCTS



## INDUSTRY AUTOMOBILE MANUFACTURING

Key Success Factors

- Pricing/Cost Control
- After Sale Service Facilities
- Compliance with Safety and Environmental Standards
- Distribution Networks

## CUSTOMERS



### INDIAN AUTOMOBILE INDUSTRY

Many Distribution Networks



Hyundai

Maruti Suzuki

Tata JLR

Erased Product Line

Few Distribution Networks



# OVERVIEW

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1. Tata motors established under the parent company, Tata Group in 1945
2. It was founded by J. R. D. Tata
3. They have been developing strategy for entering foreign markets through alliance, joint venture and other cooperative agreements with foreign companies.



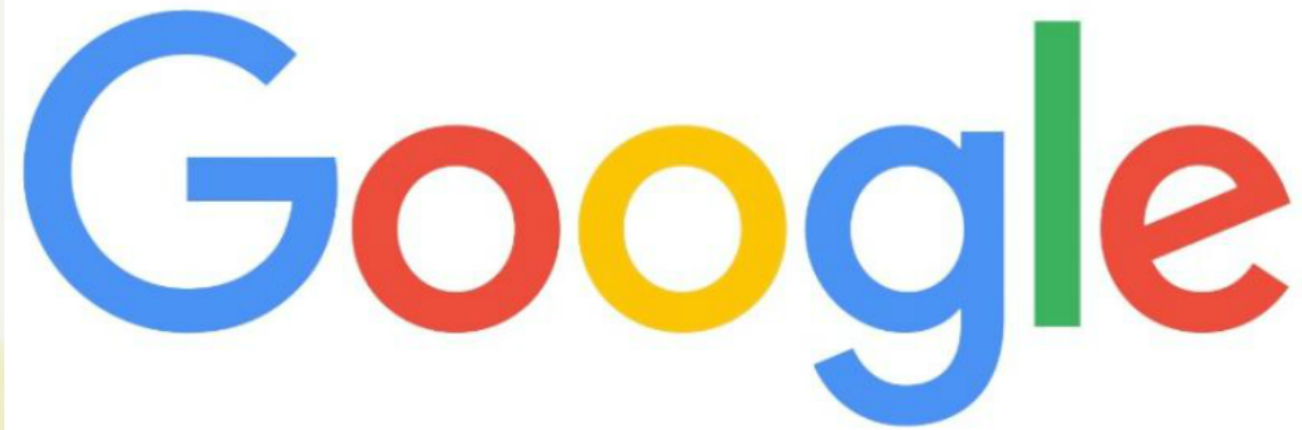
### Prevailing Strategy

#### International Strategy

**Transnational**  
Tata offers the same products to different countries but removes some of the choices from the line-up. In the Philippines, there are only 4 passenger car models.

#### Key Strategy Issues

1. Retention and Expansion of Market Share Amidst Increasing Competition
2. Compliance with Stricter Product Regulations
3. Low Global Brand Awareness & the Management of its Numerous Subsidiaries, alliances and ventures

The Google logo is centered on a white rectangular background. The letters are in their signature colors: 'G' is blue, the first 'o' is red, the second 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red. The background of the slide features a faint, colorful map of the world in shades of green, yellow, and blue, framed by a purple L-shaped border in the corners.

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