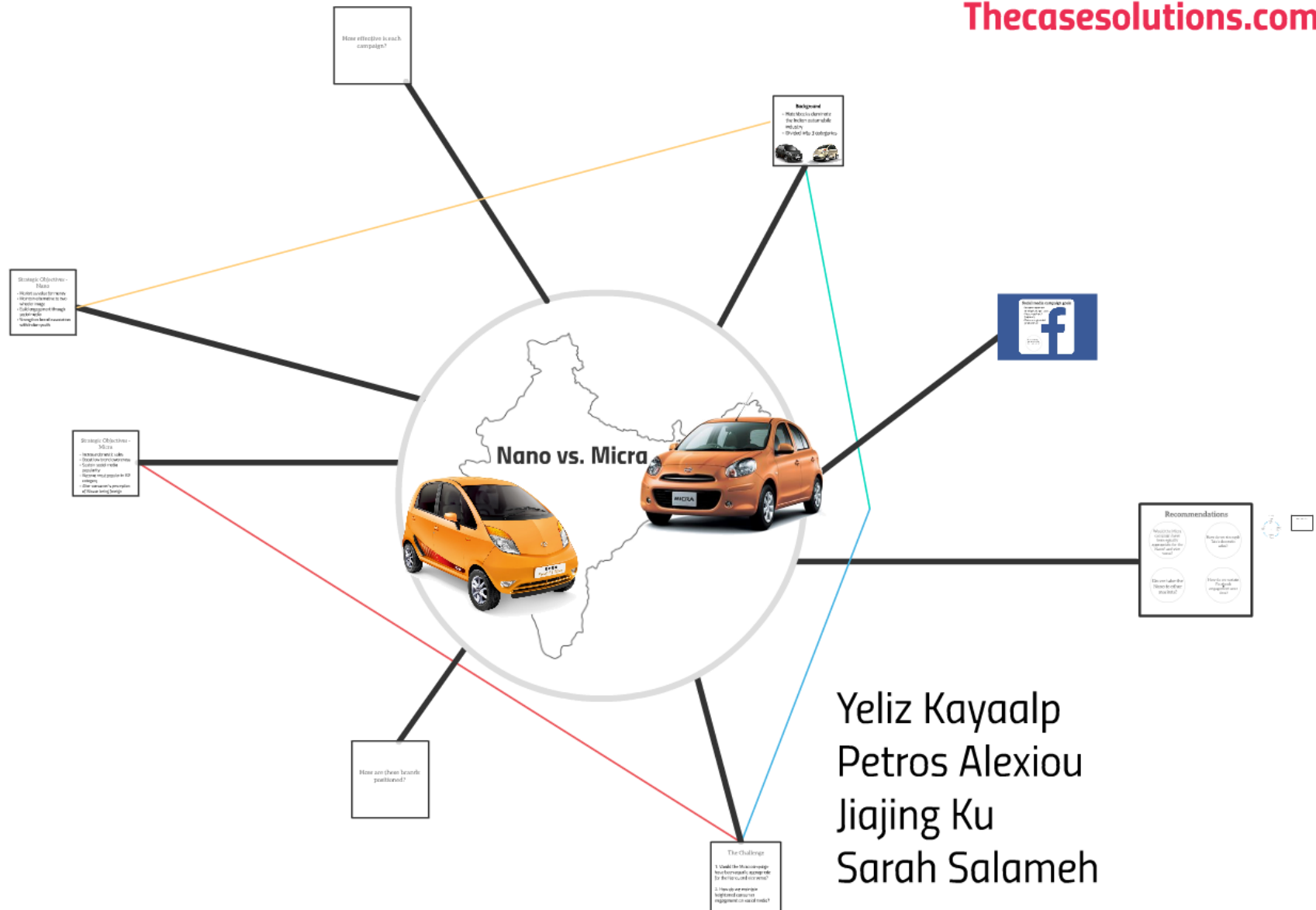


# Marketing the Nissan Micra and Tata Nano Using Social Media

# Nano vs. Micra





# Marketing the Nissan Micra and Tata Nano Using Social Media

# Background

- Hatchbacks dominate the Indian automobile industry
- Divided into 3 categories

