


The Tata Nano: The People's Car (B)

Price

- "The Cheapest Car in the World!"
- Cost savings, Legacy Costs & Efficiency
- Competitor prices



Conclusion

Does Tata Nano represent an **EVOLUTION** or a **REVOLUTION** in automobile marketing?

Has Tata chosen the **RIGHT** marketing strategy?




Place

- Tata Motors: An Indian Multinational Corporate Company
- Manufacturing & Assembly: India, Malaysia, Kenya, Bangladesh, Spain, Ukraine, Russia and Senegal
- Global Markets: Europe, Africa, Asia, Middle East and Australia




Concerns

- "Environmental nightmare"
- Low Price = Low Quality?
- Sales-satisfaction
- Distribution plan
- Marketing plan




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Segment & Targeting





Families (Middle class)



College Students

Promotion



Launch Ad VS Current Ad


Positioning



"The People's Car"



Low Price



Small Size

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Presentation Overview

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Product

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Product

- Tata Motors

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- Tata Nano



Product: Tata Motors

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- Presence in India
- Founded in 1945
- Approximately 60,000 employees
- New York Stock Exchange

Product: Tata Nano

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- "The Cheapest Car in the World"

- "The World's Smallest Car"



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What year

was

Tata Motors

founded?

Competitors



HYUNDAI



HONDA



BAJAJ

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