

MARKETING STRATEGIES OF APOLLO TYRES

**A Master thesis Report for
Masters of Business Administration**

Under the guidance of

**Dr Md Chand Rashid
Asst. Professor
Galgotias University**

**Submitted By
Saurabh 22GSOB2010238**

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**School of Business
Galgotias University**

CHAPTER- 1

INTRODUCTION

Apollo Tyres Limited is an Indian Multinational tyre manufacturing company headquartered in Gurugram, Haryana. It was incorporated in 1972, and its first plant was commissioned in Perambra in Chalakudy, Kerala (India.) The company now has five manufacturing units in India, one in Netherlands and one in Hungary. It has a network of nearly 5,000 dealerships in India, of which over 2,500 are exclusive outlets.

The company generates 69% of its revenues from India, 26% from Europe and 5% from other countries.

Apollo announced its entry into the two-wheeler tyre segment with contract manufacturing in March 2016.

The company's second plant in Europe, was inaugurated by the Hungarian Prime Minister, Viktor Orban. in April 2017. Shares of Apollo Tyres Ltd. rose to their highest in little over two years in February, 2021 trading at ₹253.10.

Incorporated under the name Apollo Tires Limited

Apollo Tyres Limited has been slowed down by a slowdown in the tyre market and high rubber procurement costs (ATL). In the truck and bus tyre segments, the company has long been the market leader. ATL focuses on the domestic market's replacement segment. Since acquiring Premier Tyres, ATL's share of the market has risen dramatically. In addition to its primary business of truck and bus tyres, the company has invested in a plant in Pune, India, to produce automotive tubes and flaps. Demand for truck tyres was not encouraging, despite a turnaround in the automotive industry, the company's primary customer base for its products. Government proposals to allow free imports of used and second-hand tyres drew criticism from the industry, which was already dealing with over-capacity and high levels of inventory. TCIL, Stallino Tyres, and Rado are among the companies with which ATL has tyre conversion agreements.

Exports to the United States, Germany, Brazil, Sudan, Egypt, etc. are handled by Apollo International. Natural rubber and carbon black, two key inputs that have been declining in price, may provide some relief to ATL's razor-thin profit margins, according to a well-established position in the replacement market. The scrip has emerged as an attractive buy at the current price level; therefore, it is best to buy a small number of shares at a time.

CHAPTER 2

LITRATURE REVIEW

MARKETING for APOLLO

. Having a global brand means that you are seen as embodying the same set of ideals in every country. When doing business abroad, national and linguistic barriers are no longer an issue for a global brand. The fundamentals of building a brand also apply to a global branding strategy. For a brand to be successful, there must be a genuine market demand or psychological need. To understand the global market today we must acknowledge that, as Maslow explains, all humans have basic physiological and safety needs that are the same throughout the world.

Depending on the stage of civilization or nation's development, customers' social, cultural, and esteem needs can be vastly different from those of other customers in the same geographic area. One common belief is that these needs have remained as important as ever, despite centuries of technological advancement. The best we can say is that cultural and social processes have changed/modified them.

One of the most difficult tasks for any brand manager to face is informing customers about what they can expect from a product or service in a way that is easily identifiable, whether it is through the use of a name, logo, or colour. There are many factors that contribute to a brand's strength, including its ability to be recognised and the quality of its product. There is more to a

brand than just a guarantee of quality. The strong emotional need is met by strong global brands. Nike, for example, encourages its customers to believe in their own limitless potential.

CHAPTER 3

OBJECTIVE , SCOPE AND IMPORTANCE OF THE STUDY

OBJECTIVE OF THE STUDY

To complete my management studies, I must also complete this study as part of my curriculum. Apollo Tyres Limited's six-week training programme will expose you to a wide range of practical applications. I am accomplishing the goals of my education.

During this six-week practical experience. In Muzaffarpur, I've gathered some important data for Apollo Tyres LTD. Managers should pay attention to this. This makes it easier for customers to get into the market. This is a critical tool in any marketing job, so determining its usefulness is an important objective of this research.

For the purpose of this study, the findings and recommendations regarding consumer awareness of Apollo tyres are the most important part of the research.

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The study's goal is to learn more about the Apollo Tyres LTD. market and how to improve sales.

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For the purpose of this study, we are comparing Apollo Tyres to other brands.

The purpose of this study is to gather information and attitudes from Tyres customers.

Specifically, we want to know the level of awareness of Apollo Tyres customers, as well as their thoughts on future purchases of Apollo Tyres.

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The study's main goal is to improve customer and producer relations so that Apollo Tyres can achieve its full potential.

To keep up with the latest complaints from customers.

CHAPTER 4

RESEARCH METHODOLOGY

The Purpose of the Study

To gain an understanding of Apollo Tyres' marketing goals.

For the Apollo tyres, research into the various product differentiation was conducted.

Analysis of customer and retailer perspectives on Apollo tyre sales. Objective:

To make practical suggestions for enhancements to the marketing approach employed by Apollo Tyres.

People from Apollo tyres, such as marketing managers or senior management, are the primary sources of data for this study. Customers and retailers of Apollo tyres will be asked to participate in interviews and a questionnaire to gather the bulk of the data.

Survey – Structured questionnaire with open ended multiple choice options.

Interview with the Candidate

Non-Specific Topics of Interest

Graphing Tools: Bar Chart, Pie Chart

sampling method: random sampling chosen from the data collected

AVERAGE NUMBER OF PEOPLE IN SAMPLE: 100

Retailers and customers in Delhi and NCR are the primary target audience for this campaign.

OBJECTIVES OF THE JOB

In order to assess the current performance marketing strategy used by Apollo tyres, its efficacy, and recommendations and measures to improve procedure within the company,

RATIONALE FOR SELECTING THE TOPIC

In the last year, the tyre industry has struggled. Due to the automobile industry's slowdown and rising raw material prices, margins were severely impacted. In addition, the high cost of funding exacerbated the situation. In contrast to the price spikes of 2009, prices have fallen significantly since then. Rubber and crude oil are both at a much lower point. Tyre majors have received a significant lift from the rising costs of crude oil derivatives such as carbon black, synthetic rubber, nylon cord fabric, and rubber chemicals.

Secondary data consists of information that already exists in other documents, such as spreadsheets or databases. Newspapers, expert reports, the internet, and the Apollo Tyres Company website will all be used to gather secondary data.

You can find a lot of information on the internet:

Information gleaned from the past

There are a lot of books, magazines, and journals available.

In order to perform the analysis, both primary and secondary data will be gathered:

Current market conditions in India's automobile industry.

Customers' perspectives on the Indian automobile industry.

Experts' views on the Indian economy and Apollo tyres' role in it.

CHAPTER 5

DATA ANALYSIS AND FINDING

ANALYSIS OF CUSTOMER MEETING AND CAMPAIGN

1.What is the general rating that customers might give to Apollo tiers?

Customer feedback on Apollo Tyres was as follows: approximately 23% of customers said that Apollo Tyres is excellent, 56% said that Apollo Tyres is very good, and 21% said that Apollo Tyres is average. Below is a graph that displays the following data.

2.Where do most of the customers go for the purchasing Apollo tyres?

Customer feedback revealed the following when asked where they go to buy Apollo Tyres in the first place: Customers said that they buy Apollo Tyres from the exclusive dealer of Apollo Tyres, 20% said that they buy from MBDs (Multi brand dealers) so that they could compare the costs of Apollo and other brands available and the remaining 5% said that they buy Apollo Tyres from other tyres traders. The graph below gives better information on this subject.

3.How easily customers get Apollo Tyres ?

Approximately 82% of Apollo Tyres Ltd. customers stated that they can easily obtain Apollo Tyres from the nearest dealer, while 18% of customers stated that the most popular Apollo Tyres Ltd. brands are always in short supply. Such as Aspire, AcelereSportz, Acelere, Hawkz, and Amazer XL...

The graph below illustrates the precise location of the object.

4.What is degree of level of satisfaction of Apollo tyres users?

% AGE OF SATISFIED AND DISSATISFIED USER OF APOLLO TYRES

83 percent of Apollo Tyres customers are satisfied, and just 17 percent of Apollo Tyres customers are not. Each customer was greeted by us. Apollo Tyre's quality was praised by the customer. Apollo Tyres are expensive, but their performance is superior to other tyres. They said that Apollo Tyre's claim policy was excellent. The majority of our customers are friendly and cooperative, but a few of them acted extremely rudely. Customers are pleased with the campaign and say they learned a great deal from it, and they want to see it continue in different areas.

5. Which brand is being preferred for front wheel by respondents?

\These things give us a good experience and obtain good knowledge about customers attitude.

Table showing Brand preference for front wheel as per respondents

Table-2.1(a)

Brand	No. Of Respondents	Per Cent
JK	31	31%
APOLLO	28	28%
MRF	8	8%
BIRLA	23	23%
OTHERS	10	10%
TOTAL	100	100%

Source- Primary data

5.1 Which brand is being preferred for front wheel by respondents?

Interpretation: More than three out of four respondents (31%) prefer JK tyres for front wheels because they provide smooth driving. To get the best mileage, 28 percent of respondents picked the APOLLO tyre. For quick service, 8 percent of respondents prefer MRF tyres. Birla tyres are preferred by 23% of respondents because of their better claim policy. Other brands are preferred by 10% of the respondents.

6. Which brand is being best preferred for rear wheel by respondents?

Table showing Brand preference for rear wheel as per respondents

Brand	No. Of Respondents	Per Cent
JK	28	28%
APOLLO	18	18%
MRF	10	10%
BIRLA	27	27%
OTHERS	17	17%
TOTAL	100	100%

Source- Primary data

6.1 Which brand is being preferred for rearwheel by respondents?

Interpretation: From the above table it is shown that majority of the respondents [28%] prefer JK tyres for rear wheel because of smooth driving. 18% of respondents prefer APOLLO tyre for better mileage. 10% of respondents prefer MRF tyre for quick service. 27% of the respondents prefer Birla tyre for better claim policy. 17% of the respondents prefer other brands.

CHAPTER 6

CONCLUSIONS AND BIBLIOGRAPHY

CONCLUSION

Apollo Tyres as a brand has its own unique story on the road to success. The brand is sticking to its essence when it comes to connecting to its audience through its educational as well as innovative advertisements. With the upcoming digital technology, the brand's loyal services are what gains them the most customers. Along with that, their marketing strategies are also improving.

We all know that the importance of Digital marketing has increased tremendously over years. Each industry's marketing strategy includes exceptional branding on digital platforms to make themselves more visible nowadays. If you are interested in expanding your skills or keen to learn Digital Marketing, then IIDE provides many short-term as well as long-term courses too. Just sign up for the course and learn from top digital experts.

Thank you for taking the time to read the blog. Any suggestions are welcomed in the comment section. Also, share and educate your friends with the knowledge. Hope you have a great day ahead.

CHAPTER -8

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