

MARKETING STRATEGIES OF APOLLO TYRES

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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 Tyres 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.

tyres for the following years: 2015-16 2016-17

128.39 128.37 Truck and Bus (-)

2

165.70 1 164.37 165.70

Jeep 14.67 14.69 0.2

a light-duty truck

53.20 52.98 (-)0.4

Tractor Front 18.14 x 18.42 x 2

Front 12.34 13.15 7 of the tractor

trailer to be pulled by a tractor 8.86 7.58

Vehicular Transported by an Animal 4.09 2.81

116.04 108.83 (-)6 Scooter/Moped

Motorcycle 279, 21 301, 48 8

Industrial 7.33 5.68 (-)23

off-the-beaten-path OTR 1.41.1.36 (-)4

Total 811.03 821.07 1

South India is being considered as a location for an Apollo Tyres Ltd. plant. Both Tamil Nadu and Andhra Pradesh are on the table as potential sites for the project. An Apollo vice chairman and managing director says that "the project outlay will be around Rs 300 crore and the plant capacity will be around 100 tonnes per day." There will be no external funding for this project. There will be no equity injection from Kanwar. Apollo Tyres recently issued partially convertible debentures to the promoters, in case you forgot about that.

Truck and bus (radial and bial) and earthmoving equipment tyres are expected to be produced at the proposed facility according to Mr Kanwar. The plant will also produce car radials if negotiations with Hyundai Motors (India) Ltd for original equipment supplies succeed. In addition to the previously announced Rs 400 million investment, the company has made a new investment. An 80-crore rupee plant in Baroda, which can produce 1 lakh radial tyres per year, was officially opened in January.

Apollo Tyres' decision to build a plant in Chennai is based on economics. Since Ashok Leyland's earthmoving equipment, as well as Tafe's tractor rear tyres and Hindustan Motors' truck tyres, all are located in or near Chennai, the company will be able to cut freight costs while still meeting demand in the southern replacement market. Apollo Tyres currently has two manufacturing facilities in Kerala from which it serves customers in the southern United States. According to Mr Kanwar, "the south accounts for 15-18% of the total country's truck tyre market."

For Apollo Tyres, the peaceful working conditions in Tamil Nadu would be beneficial. There have been major issues with labour at the company's facilities. Tyre Corporation of India Ltd, S Kumars, and Stallion currently supply a significant portion of the company's tyre needs. With its new facility, the company will be able to better control costs. As a port city, Chennai's exports will also be more competitive.

According to Apollo Tyres' chief manufacturing and strategic planning officer Neeraj Kanwar, "We are evaluating the economics - incentives, sales tax exemptions, etc. - of locating the plant in Chennai and Andhra Pradesh." Apollo Tyres' current capacity of 2.44 million tyres per year will be increased by the new facility, if and when it is built.

Meanwhile, negotiations between Apollo Tyres and Continental AG have remained deadlocked. "The final decision will be taken in three months," says Onkar S Kanwar, when asked about the negotiations, which could result in the German company taking a 15% stake in the Indian tyre maker's equity.

The Rs 8,500 crore tyre industry in India has received a lot of attention from foreign investors. Bridgestone and Michelin, two global giants, have already established production facilities in India. Imports of Korean tyres have begun. Apollo Tyres will gain access to cutting-edge technology if it forms an equity partnership with Continental. All of the world's major tyre companies invest heavily in research and development. The R&D budget of Apollo Tyres is a paltry Rs 15 crore. According to Neeraj Kanwar, the focus of this effort is on the investigation of the use of various types of rubber chords and chemicals in tyre manufacturing. In addition to JK Tyres and Modi Rubber, Continental is also in contact with two other Indian firms because of their technical collaboration.

Apollo Tyres was a minor player in the tyre industry a decade ago, but now dominates the heavy vehicle and car radial replacement market. Through acquisitions and contract manufacturing, it has been able to

accomplish this. Apollo Tyres' confidence in growing its market share is one of the reasons for embarking on a greenfield project. Onkar Kanwar explains that the goal is to boost the company's overall share from 15-18 percent by the end of the year.

Tyres for buses and trucks make up a large portion of the industry's revenue. Heavy-vehicle manufacturers are taking advantage of a lucrative replacement market, especially in light-vehicle applications. In the truck tyre replacement market, "the size is 4 lakh tyres per month, and our share in that is 25 per cent," says Satish Sharma, product manager at Apollo Tyres.

Talks with Volvo India have already begun, despite the small volume. MRF Ltd, the market leader in car tyres, is also being challenged by Apollo Tyres. Customers have reacted positively to its Apollo Excel tyres, which were manufactured in Baroda, India. MRF has been losing ground to Bridgestone in the OE market. Apollo Tyres has also grown to be a significant competitor in the aftermarket replacement tyre market. They're currently in talks to sell their OE tyres to both Hyundai and Hindustan Motors. By March 2001, the Kanwars hope to be the market leader in light commercial vehicles. Apollo is concentrating its efforts on the motorcycle tyre market in the two-wheeler industry.

With the help of Castrol India and Kotak Mahindra Finance, Apollo Tyres has partnered with the two companies in order to increase sales. Dealers of Apollo Tyres will be able to increase their profits by stocking Castrol lubricants. For the first time in India, tyre purchases will be financed through a tie-up with Kotak Mahindra. In order to boost sales, Apollo Tyres has increased its advertising budget from Rs 25 crore to Rs 35 crore.

As all automobile manufacturers prepare to expand their production capabilities, the car radial market is expected to grow rapidly. 1.1 million of the country's 5 million monthly car tyres are sold by Apollo, the company's executives claim. Tread is currently used as original equipment on Hindustan Motor's Ambassador and Contessa models, as well as tractors from TAFE and Punjab Tractors and Mahindra & Mahindra's trucks and Ashok Leyland's tractors.

Before the end of FY08, business was going swimmingly. In the five years from FY03 to FY08, the industry's tonnage production grew by 8.02 percent CAGR. T&B tyres grew at a 5.90 percent CAGR over

a 5-year period, while LCV, motorcycle, and car tyres grew at a rate of 13.34 percent, 12.27 percent, and 13.98 percent in the same time frame.

Tyre sales were hit hard in FY09 as the economy and the automobile industry were both affected by the downturn. As of the first nine months of FY09, the industry's tonnage growth was only 2.19 percent, compared to 7.38 percent in the same period in 2008. This period saw a 6.17 percent drop in tyre sales to Original Equipment Manufacturers (OEMs). To put it simply, the T&B tyre category was worst hit, with a 0.01 percent drop in the first nine months. The export market offtake decreased by 9.82 percent during this time period as well, owing to the global slowdown and fierce Chinese competition.

This demand-side pressure led to production adjustments in the tyre industry from all major players in the last few months. Additionally, the government reduced excise taxes across the board by 6% in an effort to stimulate the economy from the outside (the excise duty for tyres was brought down from 14 percent to 10 percent w.e.f. December 7, 2014, and then further reduced to 8 percent w.e.f. February 25, 2015). There has been one bright spot in all this doom and gloom: raw material prices have come down since September 2014. Companies' results for the first nine months of the year were largely unaffected by the fall in commodity prices due to high-priced inventories. In the final quarter of FY09, if demand is strong, raw material prices will begin to have an impact on the bottom line.

Domestically, China is challenging the tyre industry's business model. It was estimated that in FY14, imports made up 10 percent of total T&B tyre production in China. Since Chinese T&B bias tyres are already subject to anti-dumping duties, the industry is pushing to have those levied on Chinese T&B radial tyre imports as well. Customs duty relief on non-domestic raw materials is also important to the industry in order to compete with Chinese tyres.

T&B radial tyres are just beginning to see the benefits of radialization. The majority of tyre manufacturers plan to increase capacity for radial T&B tyres, but not for bias tyres. In other words, the T&B tyre industry expects radialization to gain traction in the future. Radialization in the passenger car market has risen to 97%, from 95% a year ago. The industry is also increasing capacity in the Off-Road (OTR) tyre category.

Manufacturers in India are looking to expand their global reach. Apollo is expanding its Dunlop plant in South Africa with a new facility. Also, a Mexican tyre manufacturer, Tornel, was purchased by JK Tyres &

Industries (JKI). Tyres bearing the JK brand will also be manufactured in China under a joint venture agreement between the company and a Chinese manufacturer.

CHAPTER 2

LITERATURE 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.

delivers in a unique way to this motivation It is because of this that they have distinct brand ideas. In the marketplace, the product is viewed as an expression of the brand's values. The product is merely a vehicle for delivering the brand's message in a tangible form to the customer.

Consequently, clients in all of these countries are only exposed to the brand concept as a result of the marketing strategy used by the company to attract them to the brand. Organizations such as these send market signals that are in accordance with the ideas that they maintain and promote. Everything about the brand's messaging is consistent across all markets, from the visible attribution of the product to the integrated marketing communication strategy and implementation. The greater the consistency of this marketing signal across the country, the more distinct the global brand image is across the country, and

vice versa. In accordance with the findings of this study, powerful brands and reputations are the culmination of years of effort and attention on the part of their owners. In the long run, trust in a brand is built as the result of a number of positive interactions with the brand. A strong and powerful driver who is driving an essential central idea can thus be compared to a network of psychological and market structural issues that include the conditions, affiliations, behaviour, and feelings of a strong and powerful driver who is driving an essential central idea.

The following are the two options available for establishing a presence in the market in order to develop a successful marketing strategy:

If the competition cannot be eliminated by regular communication and promotion, the brand must use communication to persuade people to buy its products rather than those of competitors. When a well-established global brand builds ties between the brand and particular practical and emotional benefits, as well as related meanings and ideas that are reinforced by the brand itself, customers' perceptions of the brand are influenced. The outcome of these efforts is that only firms that give added value, such as higher quality or a clear emotional benefit, are willing to charge a premium for their products. As a brand, you must communicate with and build a connection with your target audience in order to be successful. Throughout history, the influence of Britannia on health may be traced to several locations around the world. This link allows individuals to justify the greater money required to purchase the brand as a result of their increased understanding of it. As a result of this interconnectedness, successful businesses have been able to survive and thrive for decades.

For example, it is not only able to satisfy customers from around the world, but it also reaches out to a new generation of consumers with their own set of values.

dreams and aspirations. This means that it must be able to connect across generations and the global market in order to be a globally successful brand.

It's imperative for businesses to expand their customer base outside of their home territory in today's global economy. When a company enters a new market or launches a new product, a strong brand acts as an ambassador. It also aids in correcting the company's strategy by defining which initiatives are compatible with the brand's concept. For service companies, this means rethinking how they build their brand. Accenture, Anderson Consulting, and other APOLLO professional services firms have come to understand

the importance of building trust and communicating a common purpose when competing for multimillion-dollar contracts around the world. We're all now global citizens thanks to the power of information and the media. With this in mind, an APOLLO can take advantage of economies of scale by internationalising its product and service marketing.

Issues in Developing a Global Brand

The selection of a global branding strategy is impacted by two strategic factors. The transferability of APOLLO on a worldwide scale, as well as the extent to which globalisation forces are evident in that industry, are the deciding criteria. If globalisation forces are weak and the company's assets, including the brand, are not transferrable, such as patents, then there is no need for the APOLLO to have an international brand. It must concentrate on the home market in order to establish a more powerful brand image. A corporation with assets that can be transferred might consider expanding into a market that already has a global brand, especially if globalisation pressures are not strong. The advantage of having a strong brand proposition at home may be leveraged to establish a brand in certain areas, such as the United States, according to the company. As a result of this arrangement, APOLLO will benefit from greater revenue and economies of scale, as well as important experience in worldwide marketing. It is the goal of this form of global brand extension to examine international markets that are similar to the domestic market in terms of customer desire, geographic closeness, cultural similarity, or even government regulations. A case in point is LG AC's entry into the South Asian three-wheeler sector, which is an example of brand success in a comparable market. Another example of a successful brand is the widespread popularity of Indian films, which place a heavy emphasis on the emotions of the audience. For corporations, one alternative is to look for countries with a shared cultural and linguistic background, such as those in Europe. Another example is the popularity of RamanandABHISHEK SHARMA's serial "Ramayan" across Asia, which was created by SHARMA himself. In order to further strengthen the "AC" brand name, Asian Paints' success in the Indian market has prompted the business to expand its global branding efforts into Nepal, Fiji, and Korea as a result of its market success in India. Companies from emerging regions can also establish global brands and grow their operations across borders and borders.

For a global brand, however, a different set of possibilities and constraints must be taken into account. In addition, the low cost of labour and close proximity to raw materials give domestic firms a competitive edge when going global. A global brand will be a challenge for these players if they can overcome their lack of skills and financial resources. For high-tech companies, global branding success is demonstrated by Infosys and Air conditioning's global success as brands.

Global marketing strategies, on the other hand, face numerous challenges. For example, consumer durables are better suited to standardisation than non-durables in this regard), the specifics of a given market, and even a company's past.

Common Approaches to Global Branding

There are numerous aspects that influence the formulation and implementation of standard marketing strategies; for example, should the strategy be based on qualities that are common to the global mass market or on the discovery of common clusters across different countries? The challenge for a multinational company like APOLLO is that it must change its products and practises in each region, which is time-consuming and expensive. As a result, it is asserted that standardising aspects of the marketing mix through the implementation of an international strategy will significantly boost efficiency.

However, some doubts remain about whether or not a single marketing strategy can be successfully implemented. Physical conditions, marketing infrastructure, and political and cultural issues can all have an impact on a company's brand and advertising strategy across different geographic markets. As a result of cultural differences, the development of transnational brands can be hindered. To address some of these issues, initiatives like the APOLLO World Trade Organization (WTO) are obvious attempts to remove national differences and create borderless world. The rationalisation of product mixes will allow for the elimination of brands tailored to specific local needs, according to the theory.

Technology as a Means of Standardizing Products Cross-border advertising and promotion has been made possible by the rise of the Internet and satellite television. It's also important to note that Mead and others have acknowledged the importance of cultural similarities. Japanese, American, and European consumer demands and lifestyles share many similarities. Many people believe that the harmonisation of cultures will be facilitated by an increase in travel and electronic communication.

The criticism of Maslow's Hierarchy was based on its rigidity in that it does not allow for a person's life cycle. Nearly a year ago, Dr. Rangarajan argued in his class that people whose meagre basic needs aren't met aren't human.

I've always been fascinated by the early system of warfare and how it has evolved over time. In the realm of marketing warfare, I've always drawn a similar analogy. A brief look at modern warfare tactics and methods will serve to emphasise the modern implications of my multibranding thesis before laying out the various strategic components of a dynamic marketing mix that ultimately should lead to multibranding.

In the earliest eras of warfare, the battle to conquer new lands and frontiers was almost always decided on the open field. Thousands of soldiers would line up in front of each other and engage in fierce combat according to predetermined guidelines. Generals on the battlefield began taking advantage of their superior weapons as soon as they became available. Strategists turned to tactical warfare and devised gamelans in an effort to outmanoeuvre their opponents. As the situation changed, many tactical moves were planned, such as redeploying forces and resources or activating hit-and-run measures, to keep the long-term goal of winning the war in mind.

In today's marketing wars, the battle lines have been drawn.

In today's competitive marketplace, the quality, reputation, and market share of one brand are constantly being fought against the other. On a regional, national, and global scale, brands are pitted against one another. One of the most significant developments in marketing strategy was the development of brand strategy. When it comes to products and services, a brand serves as their entire packaging. The multibranding strategy was critical due to the fierce competition among FMCG companies on a number of fronts. There is always a desire to capture a market with the highest gross margins no matter what type of product is being sold. All of the one-on-one battles that are taking place are aimed at securing a larger share of the market.

FMCG companies were the first to implement multibranding as a marketing strategy, followed closely by manufacturers of consumer goods. There are signs that it will soon inundate the hospitality and other service-oriented industries as well, as it has already made its way into the packaged food sector.

Identification Of The Core Brand

As the number of competitors grows, it becomes more and more important to identify your primary brand. An established brand must take this first step in multibranding. For the brand to be successful, it must essentially produce the highest volume and cash flow. The most appealing aspect of the business is that this brand must be at or near the top of its game. Now is the time to begin the series of steps necessary to safeguard the core brand. After fortifying the top and the rear with a slew of other aggressive products, create one or more smaller product categories to protect the flanks.

Lux developed a multibranding strategy in the soap industry to combat an onslaught of new and aggressive competitors. At the heart of the company was Lux, the primary brand, which competed with all of its rivals and conveyed the image of a dominant soap brand. As a result, Lux introduced a number of soaps that went

on to become big sellers and provided a cushion for Lux. Lux introduced Jai into the market as a last-ditch effort to secure its overall market share. As with Colgate, the market leader in high-decibel, high-activity toothpaste, this is exactly what we have seen.

From market leadership to overall brand consolidation, Apollo Suvtyres has come a long way.

A closer look at the case of Apollo Suvtyres reveals a classic example of multibranding success. Apollo suvtyres was a mass brand with a middle-class 'character' in the consumer electronics industry. The Sony, Panasonic, and VFM Korean product lines all threatened to overtake the company's core brand, which had no counterparts at the top or on the periphery. Because of this, Apollo suvtyres created the Bazooka to spearhead a frontal assault. As part of this strategy to take on all challengers, Toshiba was also introduced. The introduction of Private as a sub-brand protected the brand from price-aggressive competitors in all size categories. Complete protection of Apollo suvtyres from virtually all angles was achieved by bringing in Sansui to protect its flanks.

Nonetheless, Newton's law states that every force has a corresponding reaction. The core brand, however, tends to get compressed over a medium- to long-term period if a new range of brands and sub-brands is introduced. Similarly, Apollo's market share dropped from 26% to just 19%. Other brands that were part of the overall multi-branding campaign gained significant market share, however. In other words, while capacity was increased, brand shares became more dispersed. As a result, the company's core brand, Apollo suvtyres, saw its sales increase by 40%. As a result, a multi-branding exercise can lead to a significant consolidation of the core brand once it is started.

Multibranding can also be used to segment products based solely on socioeconomic factors, a specialty of Raymond's as a core brand. Park Avenue, Raymond's ready-to-wear brand, was designed to meet the needs of a new generation of professionals in the post-liberalization era. The Parx line of casuals, available in a variety of product categories, catered to young people who preferred more informal attire. Next, Manzoni, a top-of-the-line collection of ties and suits and jackets, debuted. While Manzoni has sold out in six months, other brands have flourished, reinforcing the brand values of the core brand, Raymond, and securing the overall market share.

Multi-Branding: A Game for the Pros

If you're going to play the "big bucks" game of multibranding, you'd better make sure you're one of the big players in your industry. Brand promotion and brand protection can only be supported by profitable businesses with the necessary operational efficiencies. Aside from that, they are the only ones able to allocate large budgets, deploy massive resources, and adopt tactical retreats or aggressive postures in the event of a ticklish situation arising. Also, as the stronger brand grows, it will have the resources to not only

erect entry barriers but also contend with aggressive competitors who have already established themselves in the market.

There will be a dynamic role for technology and the Internet in expanding the tremendous value of multibranding in the future. In the long run, there will be blocks of corporate houses that will take over and consolidate their space. The major brands and sub-brands will cross over and gain their own independent status once they reach critical mass. Acquisitions, mergers, and buyouts will be used to implement multibranding here. The multi-branding concept will take on a new dimension as a result of information management and the resulting competitive advantages. Knowledge-based marketing is inevitable as a direct result of this.

A significant portion of a company's enterprise value is now represented by brands and other tangible assets. There has been a shift in the marketing APOLLO away from the traditional approach to brand management. Rather than relying on a system to manage all aspects of a brand's business, this new trend puts the emphasis on an individual brand manager.

When it comes to branding, there are five key environmental aspects that influence consumer behaviour that may be analysed in order to assist managers in better understanding how to manage a brand. In addition to taking the reactive component of brand management into consideration when establishing these variables, which are all interconnected, the proactive part of brand management is also considered. We can reasonably assume that as product marketplaces and technological advances accelerate, the decision-making processes and organisational structures that are currently in use to create and implement brand decisions will be reviewed in light of these advancements.

Whenever the increasing importance of brand coordination across the organisation must be balanced against the pressures to decentralise decision-making and remove entire management levels in an effort to reduce costs, a trade-off must be made. Low and Fullerton (1994) use historical data to demonstrate the history of brand management from the origins of national brands to the current day. [page needed] As a result of their historical history, many of the challenges that brand managers face today can be regarded in a new way. As a number of scholars have noted, brand management has shown to be remarkably adaptable throughout its history, allowing it to be used to a diverse range of organisations and marketing circumstances. In modern organisations, the brand manager may find himself or herself on cross-functional teams as a result of the inclusion of horizontal coordinating structures within the organisation. Because the corporation had multiple brands, it was predicted that internal competition for resources would result in increased efforts on behalf of each brand's marketing. Chemical giant Procter and Gamble was responsible for the development of popular brands such as Cheer, Bold, Oxydol, and Tide detergents, to name a few

examples of severe competition between managers of equivalent brands in the same product category. Firms such as Procter & Gamble have recently decided to centralise decision-making at the category level in order to better coordinate marketing programmes for each brand while also meeting the demands of the trade for a more coherent approach to managing an entire category of products. Other companies are either following suit or actively investigating this possibility. A weakness of traditional brand management, according to Low and Fullerton (1994), is that more experienced executives can engage in the brand management position through category management, which is a function of the marketing department. Traditionally, brand management has a number of flaws, and this is one of them.

The increased ability of a firm to coordinate pricing and other marketing efforts for a varied range of products and brands, as stated by Zenor (1994), encourages the usage of a category version of brand management known as APOLLO, according to Zenor (1994). Game theory is used to determine the amount of profit advantage that category management provides when different levels of cross-brand price elasticities are considered. He demonstrates that when opponents are organised in the same way, the success of category management is increased, as he does in his example. The predicted advantages of a category management system and the associated expenses can be compared to determine whether or not a change is worthwhile in a particular situation.

Brand managers must respond to the changing needs of customers in a market that is getting increasingly congested as a result of the entry of new global competitors and the expansion of existing territorial markets. Because of increased deregulation and competitive initiatives, which have the dual benefit of spurring product and service development while also lowering costs, businesses and consumers must deal with the blurring of product-market boundaries, which has the potential to harm both consumers and businesses.

According to the authors, another factor contributing to the blurring of product market borders is the increased power and independence of distribution channels as intermediate customers, which is often made feasible by advancements in information technology. Investors are also putting pressure on profitability and other financial measurements, as they want to see more predictable growth in revenue and earnings over the long term. All of these influences have an impact on the expectations and opportunities of customers. Customers, in turn, have an impact on themselves and their environment.

In spite of the fact that brand managers have the ability to make use of new abilities and options, the actions they do have an impact on the pressures to which they are initially responding. Several noteworthy contributions have been highlighted, and a number of research avenues have been identified that may be pursued further in the future.

Continuous adaptation and instigation of change are the only ways to obtain a competitive advantage. A product or programme that is creative loses its competitive advantage and the ability to command higher pricing and/or larger share premiums from customers if competitors are able to imitate or counter the capabilities of the product or programme. In other words, if a company's marketing actions are guided by a thorough grasp of the forces at play in the market, as well as insights into how to establish long-term competitive advantages, they will be more likely to be effective.

Today's world is characterised by two positive trends: increasing international competition and increased market transparency.

A growing number of people are confronted with significant difficulties as the global economy becomes more linked. In the motorcycling and consumer electronics industries, Japanese manufacturers have achieved unparalleled success as a result of their reputations for high quality and long-lasting products. Consumer Reports' December 1993 issue includes product reviews on six different categories of products, including pocket knives, breadmakers, SLR cameras, fragrances, rack stereos, and small televisions, among others. Pocket knives, breadmakers, SLR cameras, fragrances, rack stereos, and small televisions are among the products reviewed. There is at least one foreign-owned brand at the top of every category, with foreign-owned brands accounting for more than 60% of the top ten brands in each category.

As a result of the tremendous international rivalry that brand managers must contend with, many restless nights have been experienced by them. There are various situations in which the success of a brand is directly related to the success of the brand on a global scale. To better understand how brand management and its impact on competitive advantage vary through time, models are being developed. In this section of the marketing literature, the systems model of brand management proposed by Meade and Nason (1991) will be addressed in further depth. If we look at a system in terms of relationships, we may characterise its structure, and this refers to the set of relationships that have been identified as existing in that system. An important aspect of this study is the identification of possible interdependence among components, i.e., how one or more sets of relationships may have an impact on other sets of relationships. This is important because it allows for the identification of possible interdependence among components (Dixon, 1991). The model presented in this research tries to determine the levels of interaction among brand management systems in order to hypothesise correlations between variables. It may be broken down into three parts: gathering information from within the organisation, establishing a framework to meet the needs of both internal and external stakeholders, and developing tactics to gain a competitive edge. To enable the system

to adapt to changes, feedback loops are implemented, which collect information from a number of sources and send it back into the system.

Marketing A new brand management system has been implemented at APOLLO as a result of these changes in the external environment (Shocker, 1994) and APOLLO-specific variables, and the manager's position has been transformed as a result of the new system. The factors of strategy, structure, and environment, according to Miller (1987), were discovered to be interconnected in his examination of brand management, and he asserted that comparable changes are also occurring at the corporate level. Moreover, according to the findings of another study, organisations that are capable of adapting their organisational structures to the needs of the external environment are far more likely to be able to meet the expectations of that environment. Recent turmoil in marketing organisations, and in particular the reconfiguration of brand management systems, have reflected these conclusions. In response to these shifts, improvements have been made to micro-level brand strategy and competitive advantages, as well. The next sections will provide an overview of the model, as well as research issues relevant to the system of brand management

that will be covered in the following sections of the paper.

Strategic Alliances

Local businesses may seek partnerships with international competitors in order to co-opt them and prevent them from becoming available to their domestic peers and competitors in the face of global competition. In the automobile industry, these types of alliances have become the norm rather than the exception. Alternatively, as a result of diminishing margins and profitability at home, firms may look for bigger opportunities in the global arena to expand their reach. It is necessary for organisations to collaborate on a regular basis in order to survive. This includes sharing expenses, risks, and profits. They are increasingly being driven to collaborate on knowledge, distribution, and even money as a result of strategic partnerships, which has the potential to strain organisational capabilities and change the character of brand management. Additionally, the brand manager is responsible for collaborating with counterparts outside the organisation in addition to dealing with traditional partnerships within the organisation. In order to preserve or increase their competitive power in the future, many firms find it necessary to form strategic alliances with specific suppliers, distributors, and even former competitors. Cobranding can also apply to collaborations between complementary brand names of independent producers, such as Ford's Citibank MasterCard and Toyota's Toyota Camry, or between complementary brand names of multinational corporations.

Collaborating with competitors :

However, even individuals who are directly opposed to one another may be able to come up with reasons to collaborate when it comes to their direct competitors. A fully natural and understandable occurrence, this is what has happened here. In order to fight the threat from overseas, domestic competitors have formed alliances, which has necessitated the revision of antitrust legislation in order to make the alliance possible. If global alliances succeed, it is feasible that antitrust restrictions will be relaxed as a result of this. Consequently, the brand manager will have to alter their way of thinking and develop what is known as a "dual personality," in which they collaborate in one area while being competitive in another. Therefore, it is possible that the firm will be compelled to adopt new organisational structures as a result of this event.

Products that are widely accepted around the world are being developed.

There are a wide range of factors that influence the behaviour of customers and competitors in international markets to consider. Products are designed on a worldwide scale, whereas marketing and other transactional components are completed on a regional or local scale, respectively. There is evidence that this newly created approach is effective. In addition, when working with employees, managers must be aware of any potential cultural or linguistic differences that may arise.

Taking a cultural perspective, the company's introduction into the European market was a rather uncomplicated process. Economic and political links between Japan and the United States have grown stronger in recent years, resulting in increasing cultural differences between the two countries. In fact, Asian countries are home to more than half of the world's population, and the region is expected to continue to experience even more significant cultural difficulties in the coming years. It will be necessary for American businesses to adapt to the cultures of their customers if they are going to be successful in the twenty-first century.

Product features that are essential in all markets can be promoted by the brand manager, as well as products that have alternatives that can be readily added to a basic design in order to meet local requirements can be promoted by the brand manager. Proactive brand management will be responsible for the identification, appraisal, and implementation of a diverse variety of potential opportunities.

Trading in closed markets is becoming more and more difficult to accomplish.

Increased competition from sources outside of the traditionally defined product-market boundaries is a common side effect of liberalisation, and it occurs in many circumstances. As a result of their existing client relationships, each of these newcomers is able to quickly establish themselves in the credit card

industry. As a response to these dangers, banks have partnered with airlines and phone companies to provide clients the opportunity to earn "frequent user" miles on their credit cards.

Import/export, health care, and transportation are just a few of the industries that have seen a major increase in deregulation. It is important to note that deregulation is frequently preceded by competitive factors, which should be taken into consideration when making policy decisions. In terms of causation, they can be considered both a cause and an effect. At times, managing a brand's reputation can be difficult due to the necessity of being proactive in responding to harsh new market realities before governmental protections are removed from the equation.

A time-based competitive advantage is becoming increasingly important in an era marked by rapid technical advancement, short product life cycles, and the consolidation of markets. Product development cycles that are shorter enable businesses to obtain an advantage over their competitors. Because of the fast-cycle methodology, APOLLO may employ market learning (for example, the features and functions that customers prefer or do not want) to improve the performance of each subsequent model iteration, ultimately increasing the success of the overall product line. Brand managers are in a position of increased authority. When your competitors have access to the same technology as you, the need for speed becomes even more critical. The ability to keep mental control over the corner store is the most crucial aspect of retaining consumers in any business.

Major shifts in product distribution and distributor behaviour have permitted increased competitiveness in many product marketplaces, which has been assisted by increased distribution power and the evolution of distribution channels in many product marketplaces. Orders will be completed in less time if: Customization: Previously, products travelled from producers through wholesalers and retailers to the final customer in a disjointed fashion; however, all levels of distribution and supply are now aware of the importance of systemwide coordination in order to improve operational efficiencies and increase customer satisfaction. A consequence of this is that some manufacturers have come to understand that distributors are customers with their own preferences, which is conveyed by the term "relationship management." When it used to be dismissed as a minor inconvenience, channel conflict has now been elevated to the status of a potentially catastrophic hindrance to the brand's success. As a result of the increased intensity of competition in the product market, there has been a movement in the boundaries of the product market itself. The great majority of enterprises have seen their distribution systems become more extensive as a result of globalisation. As a result, brand managers now have a better awareness of the enormous value of global brands, as well as the difficult responsibilities that go along with their creation and maintenance.

Manufacturers and distributors have been increasingly interwoven over the past few years, resulting in an increase in the dominance of merchants in the marketplace. It has become easier to transfer information power from manufacturers to retailers as a result of the increasing adoption of electronic scanner systems. This has the consequence of making store managers more capable of reacting more quickly to variations in client demand, as well as providing salespeople with critical knowledge into which approaches are effective and which ones are not in the marketplace. As a result, more frequent talks between the brand manager and distributors have taken place in order to gain a deeper understanding of their perspectives on the product.

Regarding private label products, merchants typically want access to the products of manufacturers and are effective in acquiring such access. When a private label is not in direct competition with a national brand, it may be forced to concentrate on a small number of flavours or varieties in order to maintain profitability. The use of marketing strategies focused at the trade rather than at the end customer has increased as a result of this shift in power away from the manufacturers of well-known products. The goal of gaining a competitive advantage in the marketplace is frequently achieved by distributors pitting one manufacturer against another (Zenor, 1994). As a result, both salespeople and brand managers are experiencing issues as a result of this. In order to better understand the requirements and expectations of its distributors, brand managers have conducted significant market research in order to better understand their own wants and expectations. The provision of consumer education on the subject of "everyday low pricing" (EDLP) and other ways by brand managers can help to transition customers away from promotional offers and into regular purchases.

NEW TRENDS OF THE MARKETING

This is a natural and understandable alliance. As a result of global threats, domestic rivals have formed alliances and have put pressure on the antitrust laws to allow this. Antitrust restraints may be eased by forming global alliances. This necessitates fresh thinking and, in some cases, a split personality on the part of the brand manager, who must work together while also remaining competitive in other areas. A new set of organisational structures may be required as a result.

Creating products that are accepted around the world:

Customers and competitors in foreign markets are affected by a variety of factors. This emerging strategy appears to be successful. Finally, managers need to be aware of cultural or language differences when interacting with their workforce.

It was relatively simple from a cultural point of view to expand into Europe. Because of Japan's development, American businesses found it increasingly difficult to operate there. From China to Indonesia to Thailand to India, the cultural challenges will be even greater in the future. These countries house more than half of the world's population. In order for American businesses to thrive in the 21st century, they will need to adapt to the cultural differences.

A variety of options will be actively sought out, selected from and implemented by brand management.

There has been a rise in market openness:

Because of the loosening of restrictions on trade, new competitors often enter previously established product markets. Each of these new entrants is taking advantage of their existing customer base to quickly enter the credit card market. A partnership between banks and airlines and telecommunications providers has resulted in "frequent user" credit cards.

Import and export, telecommunication, health care, and transportation are just some of the industries where deregulation has had a negative impact.. Keeping in mind that competition often precedes deregulation, it's worth noting They are both a cause and a result of the situation. There are times when it is difficult for brands to anticipate and prepare for changes in the market, especially if regulatory safeguards have not yet been put in place.

As a result of fast innovation, shorter product life cycles, and converging market conditions, time-based competition has become increasingly significant. When it comes to accessing new markets more rapidly, products developed by companies with shorter product development cycles have a unique advantage over their competitors. A short product cycle allows APOLLO to employ market learning (for example, features and functions that customers prefer or dislike) to improve the success of the next model by iterating on the existing model. Brand managers are now in a position of more authority. It follows as a result that when your competitors have access to the same technology as you, speed becomes even more important. It is totally up to me to find and keep the most important clients; I am the sole determiner of my own fate.

Making a name for oneself as an inventor necessitates taking the steps outlined below: Efforts are being made to reduce order fulfilment times to new lows. The concept of mass customization has been around for a long time, and it continues to be popular today. The implementation of increased distribution power as well as channel evolution is underway. In recent decades, significant developments in product distribution and the behaviour of distributors have aided competition in a number of product categories. Previously, products moved from manufacturers through wholesalers and retailers before reaching the end customer in a disjointed fashion; however, all levels of distribution and supply today recognise the significance of

systemwide coordination in order to increase operational efficiency and reduce costs. In this newer understanding of the symbiotic interorganizational requirements for creating customer value, which has been encapsulated by the phrase "relationship management," the term "relationship management" is used to refer to the practise of managing client relationships. In recent years, an increasing number of manufacturers have begun to treat distributors as customers with their own preferences, rather than just a source of revenue. In the past, channel conflict was considered a nuisance; however, it is now recognised as a threat to the brand's success and is being treated as such. Competition in the product market has also resulted in a shift in the geographic boundaries of the market. Many organisations have expanded their distribution systems in response to an increase in the internationalisation of markets. As a result, a new generation of brand managers has emerged who understand the value of creating and managing global brands, as well as the problems that come with doing so.

Distributors, particularly retailers, have gained in importance as the level of interaction between manufacturers and distributors has expanded. The widespread use of electronic scanner systems in recent years has resulted in a shift of power away from manufacturers and toward retail locations, according to industry experts. Managers of retail organisations now have the capacity to act fast and efficiently by evaluating the performance of promotional campaigns and campaigns. They are capable of informing the salesman about which tactics are efficient and which ways are not effective in increasing sales. In order to have a better understanding of distributors' perspectives, the brand manager has increased the frequency with which distributors are consulted.

Product lines sold under private label and store brand labels by manufacturers are growing increasingly popular with merchants and customers. Private labels that do not compete with the national brand may be required to limit their product offerings to only certain flavours and varieties in order to avoid competing with the national brand in order to avoid competing with the national brand. It has been shown in numerous research studies that as a result of this shift of power, there has been an increase in the use of marketing techniques that are oriented at businesses rather than at the general public. Manufacturers can be pitted against one another when distributors are attempting to establish their own customer relationships, which can create difficulties for salespeople and brand managers alike (Zenor, 1994). As a result of gaining a better grasp of the demands of distributors, brand managers have gained an advantage over their competition. Trade clients can be weaned away from promotional offers through the use of "everyday low price" (EDLP) and other strategies employed by corporate brand managers, such as "everyday low pricing."

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.

□ □

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

□ □

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.

□ □

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.

SCOPE OF THE STUDY

"Consumer Preference" is all you need to know about marketing research's scope. The marketing system can be referred to as the "balance wheel" because it harmonises the factors of study and demand.

Surveying the entire marketing landscape is the goal of a marketing survey. Apollo Tyres' product, promotional policies, pricing, and customer behaviour are all areas of study that fall under its purview, according to the following categories:- it is concerned with the product of Apollo Tyres. research on promotional policies of Apollo Tyres. "

MARKETING STRATEGY

The development of successful marketing strategies for APOLLO tyres relies heavily on strategic thinking, which is essential. In order to do this, you'll need to conduct the following:

In order to gain a strategic perspective on the market, it is necessary to analyse trends and how they affect the market size and demand for the company's product.

When looking for a niche in the Indian market (b), price, service, convenience, and technology are just some examples.

Customer promotion of the brand, both for the company and its competitors, as well as an analysis of the customer's use of the product are all considered in (c) product and service planning.

Some of the most important factors affecting the distribution of goods in India will be structural changes in inventory management and mobile delivery.

Costs, prices, and margins are all under pressure, which means that marketers must make the most of every rupee they spend on marketing.

Apollo's tyres have the following market potential:

Before launching a new product or branching out into new markets, the management of affirm must first identify market opportunities. Analyzing the following is required:

Other firms' services and marketing strategies are also a factor in market size, as well as their quality and extent.

market programming is necessary to meet the needs of consumers. "

Identification of industry-specific success factors and how they relate to a company's assets and liabilities

Opportunities for growth in the industry

Size of the market, quality of service, potential inches, marketing mix, and core competencies are all factors to consider.

MARKETING MIX

Product, pricing, branding, place and quality are all factors in a marketing mix when it comes to creating a specific product. As far as the four P's of the marketing mix are concerned, the fundamentals of marketing typically refer to:- 1. Product 2.Price 3. Personnel and Packaging

3.Promotion

4.Place

Product

A large quantity of a tangible or intangible product or service is mass-produced or manufactured. The tourism and hotel industries, for example, are service-based industries that frequently produce intangible products. The tyre is a classic example of a mass-produced tangible good. Computer operating systems are an example of a service that isn't immediately obvious but is still widely available.

Price

The price a customer pays for a product is known as the selling price. Market share, competition, material costs, the product's uniqueness, and the value that customers place on it all go into determining the price of a product. If other retailers carry the same item, the company may choose to raise or lower the product's price.

A product's physical location is represented by the Place. The distribution channel is another name for it. Any physical store or online store can be included in this category.

Promotion

The term "promotion" refers to any and all means of communication a business may employ to reach potential customers. Advertising, public relations, word-of-mouth, and point of sale are all components of promotion. When the four main elements of film promotion are combined, there is a certain amount of crossover. Advertising encompasses all forms of paid communication, from commercials on television and in movies to radio spots and online banner ads. The Promotional Product, in the form of useful items that are given away without any obligation, is one of the most popular methods of promoting today. During the last decade, this category has seen annual growth while the majority of others have seen declines. Ads that

appeal to all five senses and have the recipient thanking the advertiser are the only forms of advertising that are truly effective. Press releases, sponsorship deals, exhibitions, conferences, seminars, and trade shows are all examples of public relations communication. Customers, satisfied customers, or people hired to spread word of mouth are all examples of word of mouth. When it comes to word-of-mouth marketing and public relations, sales representatives often play a key role. The primary responsibility of marketing, as a whole, is to optimise the marketing mix. Marketers can improve their results and marketing effectiveness by offering the product with the right combination of the four Ps. The term "tactical change" refers to making minor adjustments to the marketing mix. Changing any of the four Ps in a significant way can be viewed as strategic. It would be considered strategic to change the product's position in the market by raising the price from \$19.00 to \$39.00, for example. It would be considered a tactical change if the price went from \$131.99 to \$130.99, which may have been linked to a promotional offer.

Marketing Mix, on the other hand, does not imply that the 4P elements represent options. Rather than a choice between two options, these are fundamental marketing issues that must be dealt with at all times. Marketing requires these fundamental actions, whether they are determined explicitly or by accident.

Specifications of the Item

The Apollo Tyres Ltd. is India's largest tyre manufacturer, and the Apollo Tyres Company produces tyres for every market in which it operates (TRUCK, LCV, PCR, FARMS, OTR).

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	Peri Cent
JK	31	31%
APOLLO	28	28%
MRF	8	8%
BIRLA	23	23%
OTHERS	10	10%

TOTAL	100	100%
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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	Peri 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 rear wheel 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 IIIDE 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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