

### A CASE STUDY ON MARUTI SUZUKI CARS

J.Saravanan, Associate Professor,  
Department of Management Studies,  
SRM Arts and Science College  
Chennai – 600049

Dr.B.Devamaindhan, Director-Networking & Assistant Professor,  
DOMS (IDE), University of Madras

#### **Abstract:**

Maruti Suzuki made their platform and sustained in the market. The study helps to understand the life of Maruti Suzuki. Millions of Indians have faith in Maruti Suzuki and are behind Maruti Suzuki. To make the belief true, a team of over 12500 dedicated and passionate professionals turned out 14 cars with over 150 variants. Maruti Suzuki touched over 1454 cities and towns in service network and over 1097 cities in sales network. Maruti Suzuki made their foot prints in international market also. This study makes a remarkable mark on Maruti Suzuki Sustainability. The study ended with a research question as “what is behind what?” Is this sustainability is because of quality, innovation, performance or brand?

**Keywords:** Brand Personality, Maruti Suzuki, Performance, Case Study

#### **Background:**

Maruti Suzuki was established in 1982 in Gurgaon, Haryana, which became the epicentre of the automobile revolution in India. That year marked the birth of Maruti Suzuki factory. India turned out 40,000 cars every year. The new Maruti Suzuki 800 hit the streets to begin a whole new chapter in the Indian automobile industry. It created a road that was going to lead the world into a whole new direction, laid out by Maruti Suzuki.

#### **Vision:**

“The leader in the Indian automobile industry creating customer delight and shareholder’s wealth: a pride of India”

#### **Policies:**

Maruti Suzuki policy is that customer satisfaction through continuous improvement of product and services by following Plan-Do-Check-Analyse (PDCA) in all functions and levels of organisation.

The various other policies practised in Maruti Suzuki are,

- Quality Policy
- Environmental Policy
- Green Procurement
- Guidelines for Suppliers
- Occupation Health and Safety Policy
- Corporate Social Responsibility

**Models:**

Maruti Suzuki sustains by their mission “To provide a car for every individual, family, need, budget and way of life”. It has over 150 variants ranging from Alto 800 to the Life Utility Vehicle Maruti Suzuki Ertiga.

Maruti Suzuki extended its version to 14 brands such as Alto 800, Alto K10, Wagon R, Celerio, Stingray, Ritz, Swift, DZire, Ertiga, Omni, Eeco, Gypsy, Grand Vitara and Ciaz.

**Future of Maruti Suzuki:**

The upcoming models in 2017,

- Maruti Suzuki Wagon R Diesel
- Maruti Suzuki Baleno RS
- Maruti Suzuki Ignis (Hatchback)
- Maruti Suzuki MR Wagon (Hatchback)
- Maruti Suzuki Cervo (Hatchback)
- Maruti Suzuki Wagon R MPV (MPV)
- Maruti Suzuki XA Alpha (SUV)
- Maruti Suzuki Vitara Brezza (SUV)
- Maruti Suzuki Vitara (SUV)
- Maruti Suzuki Jimny (SUV)

**Financial Outlook:**

**Table 1: Financial Details**

YEAR	SALES VOLUME (Units)		NET SALES (in Rs.million)	PROFIT (in Rs.million)
	Export	Domestic		
2007	39,295	6,35,629	1,45,922	15,620
2008	53,024	7,11,818	1,78,603	17,308
2009	70,023	7,22,144	2,03,583	12,187
2010	1,47,575	8,70,790	2,89,585	24,976
2011	1,38,266	11,32,739	3,58,490	22,886
2012	1,27,379	10,06,316	3,47,059	16,352
2013	1,20,388	10,51,046	4,26,125	23,921
2014	1,01,352	10,53,689	4,26,448	27,830
2015	1,21,713	11,70,702	4,86,055	37,112
2016	1,23,897	13,05,351	5,63,504	45,714

**Discussion:**

Maruti Suzuki believed in customer delight, actually it is heard in the corridors of automobile manufacturers then. They created value through innovation, quality, creativity, partnerships, openness and learning. Today, Maruti Suzuki alone makes a 1.5million family car every year that is one car every 12 seconds.

Instead of making a mark they tried their best to attain it as revolutionary cars that is great performance, efficiency, and environment friendliness with low cost of ownership. They made it, Maruti

Suzuki entered the global auto company. Excellence, quality, technology and reliability made them to explore other lands and people.

Australia, Indonesia, France, Italy, Netherlands, Germany, France and UK know the excellence of Maruti Suzuki cars. Today, Maruti Suzuki exports cars to over 125 countries. Maruti Suzuki sales increased year over year both in export and domestic volume. Even their sales and profit increased year by year. But during 2012 their performance fluctuated, but they sustained themselves the next year itself. Consistent and stable performance made them to sustain in the market. Maruti Suzuki sets an example for sustainability in the market.

#### Conclusion:

Maruti Suzuki sustained in the market with their stable performance. Their consistent performance was acknowledged in the international market also. They started with a belief in small cars for a big future. Maruti Suzuki reached millions of Indians to make driving a way of life. So what drives Maruti Suzuki? Its consistent performance? If so how performance is consistent? Is it because of quality and innovation? Or it is because of its BRAND name? Sustainability of Maruti Suzuki gives a way to do research on any of the above questions. The above questions are the research question which confirms the research gap. Which runs behind what is always a question mark?

The solution could be a research work on Maruti Suzuki on their success. The above study helped to understand the Maruti Suzuki life. The researcher planned to carry on forward to address the research questions. So that the solution will help the marketers and the automobile industry to understand “what is behind what?” which in turn will help them to concentrate on the right side.

#### References

- Bejoy John Thomas and P C Sekar (2008), Measurement and Validity of Jennifer Aaker’s Brand Personality Scale for Colgate Brand, Vikalpa, Volume 33, Issue 3, pp 49-61
- Gita Venkataramani Johar, Jaideep Sengupta and Jennifer L.Aaker (2005), Two Roads to Updating Brand Personality Impressions: Trait Vs Evaluative Inferencing, Journal of Marketing Research, pp 458-469
- Jennifer Aaker.J (1997), Dimensions of Brand Personality, Journal of Marketing Research, Volume 34, Issue3, pp 347 – 356, doi:10.2307/3151897
- Jose I.Rojas-Mendez, Isabel Erenchum-Podlech and Elizabeth Silva-Olave Universidad de Talca (2004), The Ford Brand Personality in Chile, Corporate Reputation Review, Volume 7, Issue 3, pp 232-251
- Maruti Suzuki Annual Reports
- [www.marutisuzuki.com](http://www.marutisuzuki.com)