

Delhi Corporate Visit: **Maruti-Suzuki Limited**

Mysore Corporate Visit: **TVS Motors**

Maruti-Suzuki

- Formerly Maruti Udyog Limited
- Started in 1982 in Gurgaon, Haryana; a suburb of New Delhi)
- One of the largest makers of petrol and diesel cars in India
- 1983: First lot of Maruti cars manufactured
- 1900: India's first luxury sedan is launched
- 2002: Suzuki Motor Corporation acquires a majority stake



Vision and Core Values

- “The leader in the Indian Automobile industry, creating customer delight and shareholder wealth; A pride of India.”
- Customer Obsession
- Fast, Flexible, and First Mover
- Innovation and Creativity
- Networking and Partnership
- Openness and Learning
- Mission to provide a car for every person, budget and lifestyle

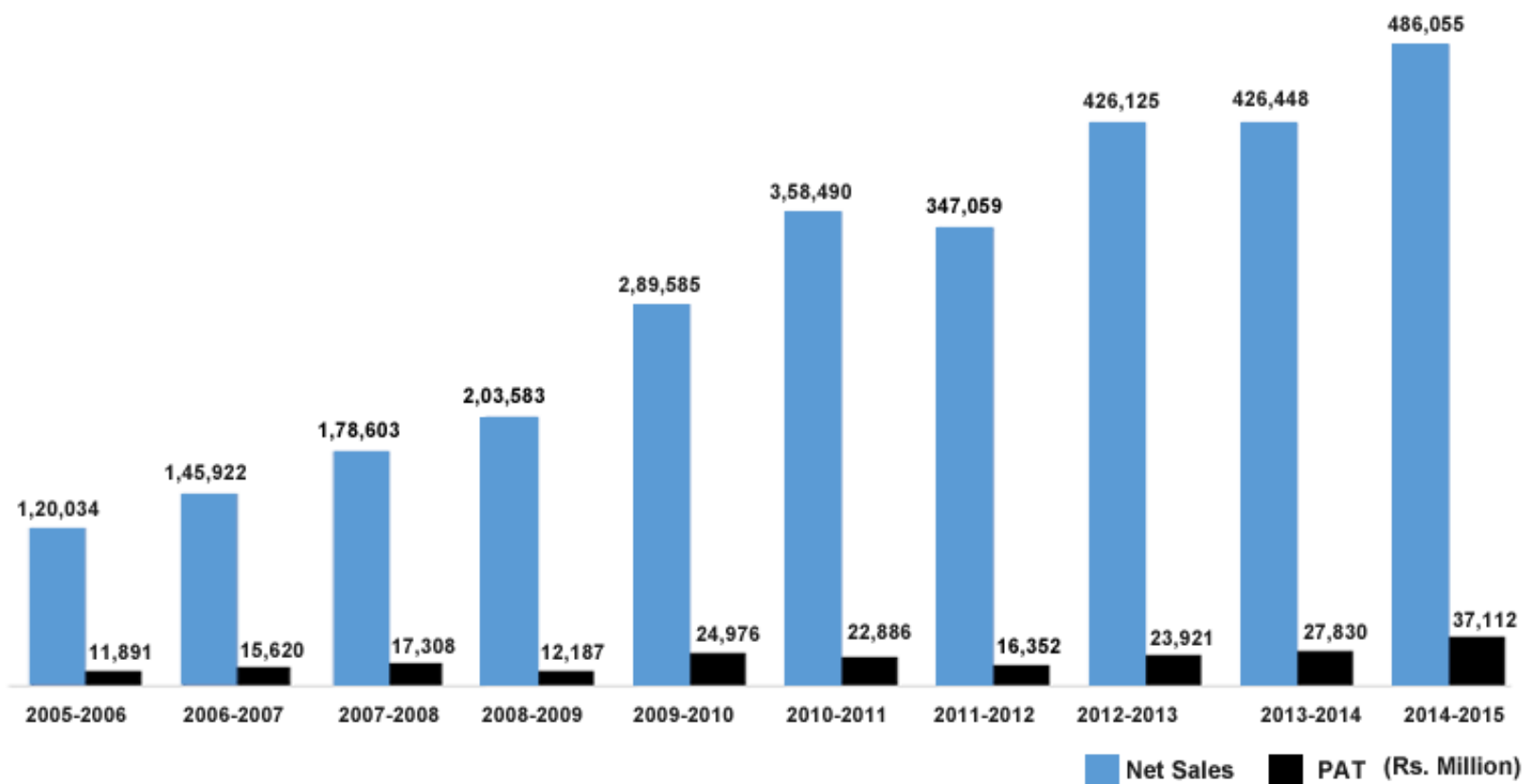
Maruti-Suzuki Today

- Mr. R.C. Bargava, Chairman
- Mr. Kenichi Ayukawa, Director and CEO
- Production of 1.5 million cars every year; one car every 12 seconds
- 14 cars, 150 varieties
- 3060 service stations in 1454 cities across India
- Sales network in 1097 cities in India
- 2 state of the art factories and a diesel engine plant
- As of 2012, Maruti-Suzuki held a 50% market share in the Indian Passenger car market

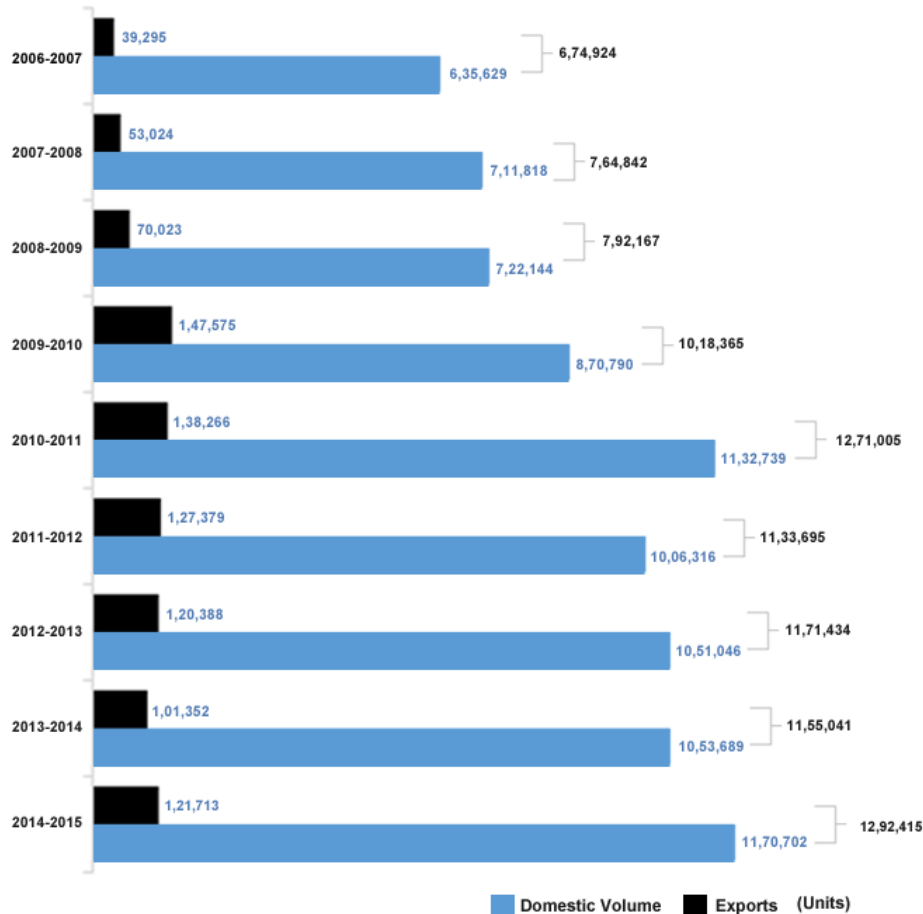
Accomplishments

- Ranked 91st on Forbes' World's 200 Most Reputable Companies
- 1991 Corporate Performance Award- Harvard Business School Association
- 1996: Launches India's first 24 hour roadside service
- April 2005: 5 millionth car is produced
- Corporate Social Responsibility: National Road Safety Programme
- March 2010: Production of 1 million cars in one year
- Number 1 in JD Power Customer Satisfaction Award for 14 years in a row

Net Sales



Sales Volume



- Primarily domestic sales
- Exports to 125 countries including Australia, Indonesia, Italy

Other Products and Services

- Insurance and Financing
- Car Accessories and Parts
- Driving School
- AutoCard Loyalty Program



TVS Motors

- 1911: founded by T V Sundaram lyengar
- 3rd largest two-wheeler manufacturer in India and among the top ten in the world
- The TVS group spans across many industries including: Automobile, Aviation, Education, Electronics, Energy, Finance, Housing, Insurance, Investment, Logistics, Service and Textiles
- TVS Motor Company Ltd is the largest member of the TVS group in terms of size and turnover



TVS Motors

- “Green Bikes. Greener Tomorrow”
 - 1996: TVS brought the first bike to use the catalytic converter in India (TVS Shogun)
 - All vehicles are 85% recyclable (complies with world standards of recyclability)
 - Currently exploring new age fuel alternatives
- Annual revenue of around 1.6 billion US dollars
- Production capacity of 3 million 2 wheelers and 1.2 Lakh 3 wheelers per year
- Manufacturing Locations:
 - India: Hosur, Tamil Nadu and Mysore, Karnataka and Nalagarh, Himachal Pradesh
 - Indonesia: Karawang



Mission & Vision

- Driven by the customer
- The industry leader
- Global overview
- At the cutting edge
- Committed to total quality
- The human factor
- Responsible corporate citizen



Venu Srinivasan

- Current chairman and managing director of TVS Motor Company India
- Past president of Confederation of Indian Industry (CII)
- Winner of various awards including Star of Asia Award, Deming Application prize, and the JRD Tata Award



TVS-Suzuki Relationship

- TVS & Suzuki shared a 19 year long relationship aimed at technology transfer to enable design and manufacture of two-wheelers specifically for the Indian market
- In 2001, the partners went separate ways and became separate entities
- During this time there was a 30 month moratorium period where Suzuki promised not to enter the Indian market with competing vehicles

“A Vehicle for Everyone”

- TVS motors prides themselves in innovation and once released seven new vehicles in one day, a rare feat in automotive history
- Motorcycles, Scooters & Mopeds



Works Cited

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