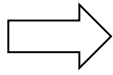


# Global Automobile Brand Analysis

# Mahindra Truck Brand Analysis

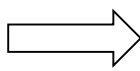
"Designing – Brand – Identity"



Key objective of the branding

Built Trust within fleet owners

Old Brand Image



Target Customers:  
Fleet owners/  
Contractors

Introduce New name for Branding

MN 25

Replace product name

Torro 25



Blazo 25

Product Branding



New Brand Image

New Product attributes?



New Coke

Emotion



Commitment

New Product attributes?

Creating new Brand Image and Perception help to change Brand perception of Mahindra Truck

THE NEW MAHINDRA  
BLAZO



MORE MILEAGE GUARANTEED  
"Competitive"

GET MORE MILEAGE  
OR GIVE THE TRUCK BACK

"Trust" & Market communication

\*Terms & Conditions apply

SERVICE GUARANTEE

GET BACK ON ROAD IN 48 HOURS.  
OR GET ₹1000 A DAY.

"Trust"

Brand Building, Awareness & Extend loyalty

Key Communication : Mileage & Product Support

Change Consumer-perception

Brand building within company

Company triad to shift customer perception about mileage and After sales of Mahindra Truck business

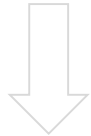
Brand Portfolio Strategy

Corporate Dominance

Source: ACG Global Brand Book

# Volvo Product Portfolio Strategy

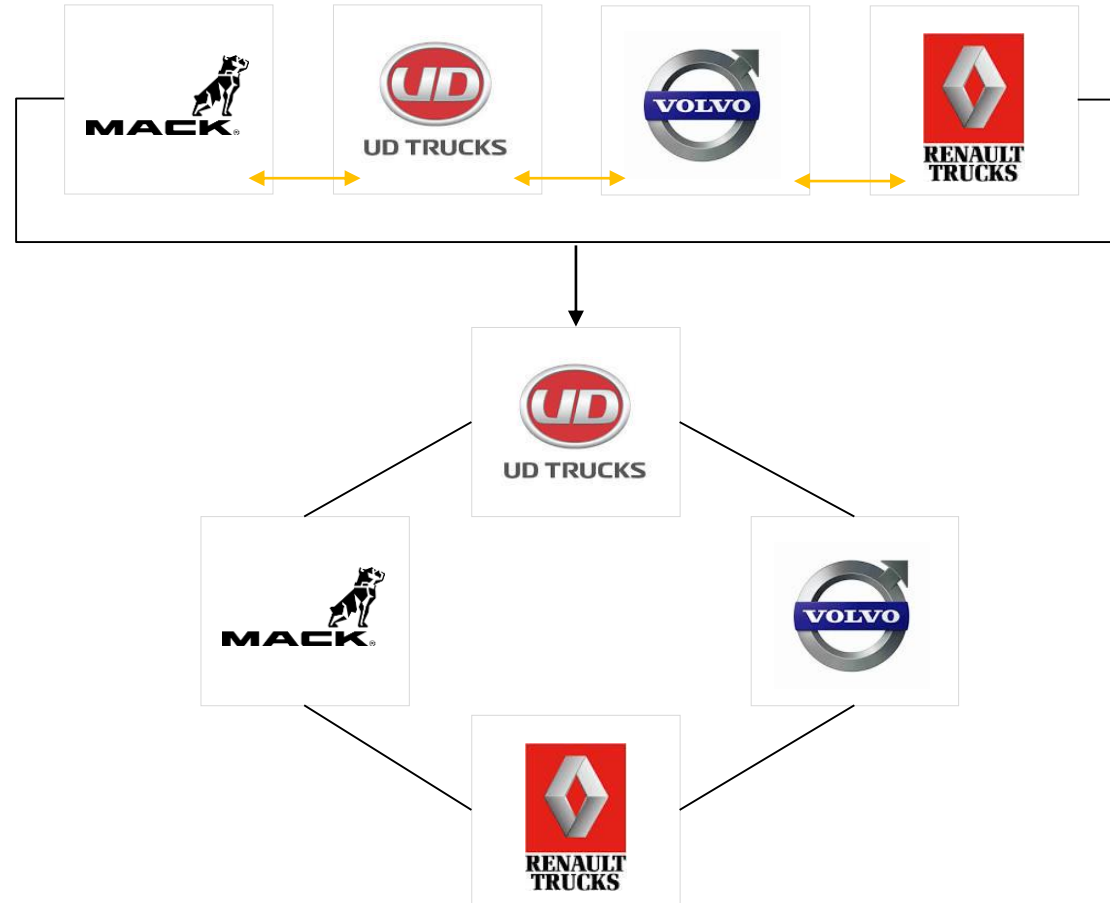
Compete with Each other  
"Multi Sub Brand"

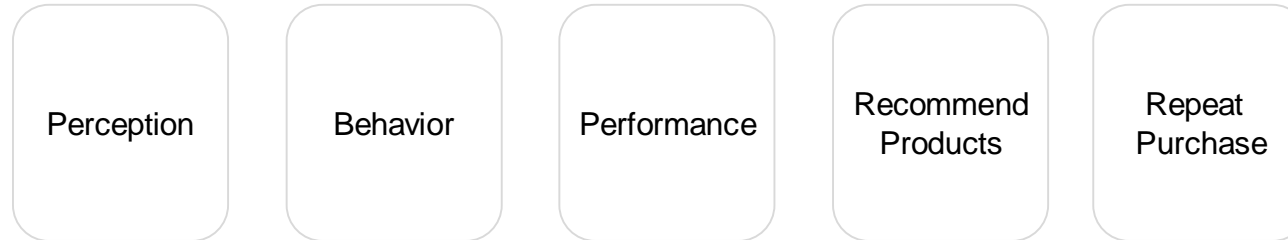


Asia Truck Operation



Synchronize with each other  
"Multi Sub Brand"





**What :** Fuel Efficient Car

**How :** Affordable, Easy Serviceable

**Who:** Common Man Car

**Where:** Mostly in India

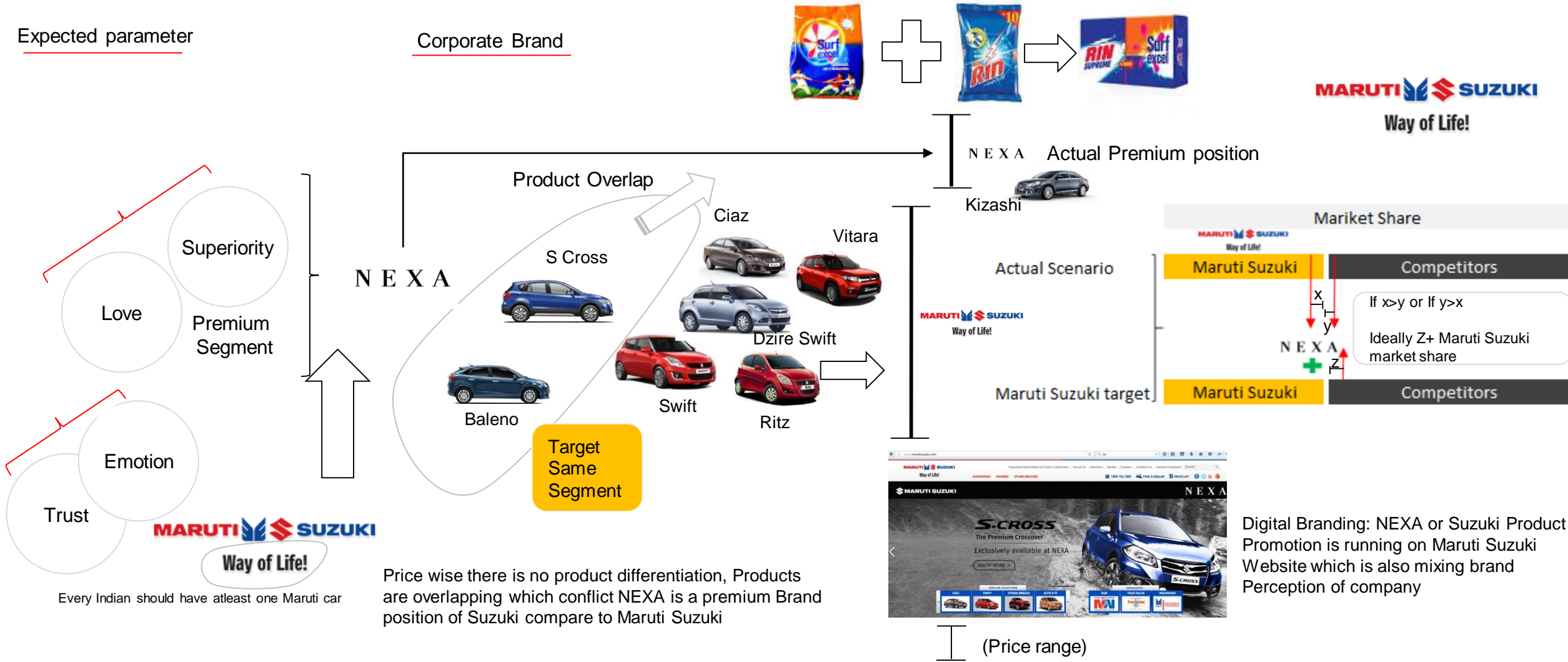
**Why:** For people who wants a car at home

**When:** Wants to travel with family

**MARUTI**  **SUZUKI**  
**Way of Life!**



# Maruti Suzuki and NEXA Brand Position based on perception



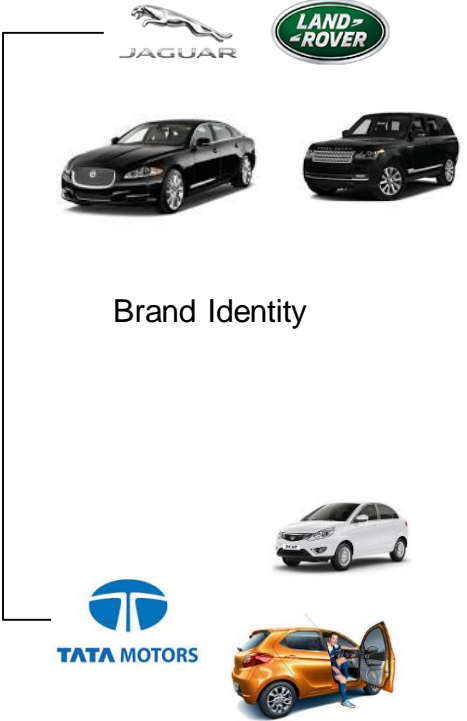
*Building a brand requires an immense amount of focus on branding effort to fully synthesise the life cycle of the product or service. This will amount to the creation of a functional long term, unique brand to call one's own. How the word prestige equivocates to a Mercedes or the word safety to a Volvo, one needs to own a word to mirror one's brand. Lack of expertise in any aspect will result in hurdles while trying to form a unique brand experience in the mind of the customer. One needs to learn to leverage the available strengths and customer opportunities available to heighten the name of the brand.*



Atul Singh Chandel  
Director – Autobei Consulting Group

# Global Brand position

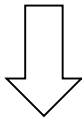
## Tata - JLR



## German market Brand position



## Emerging Brand position



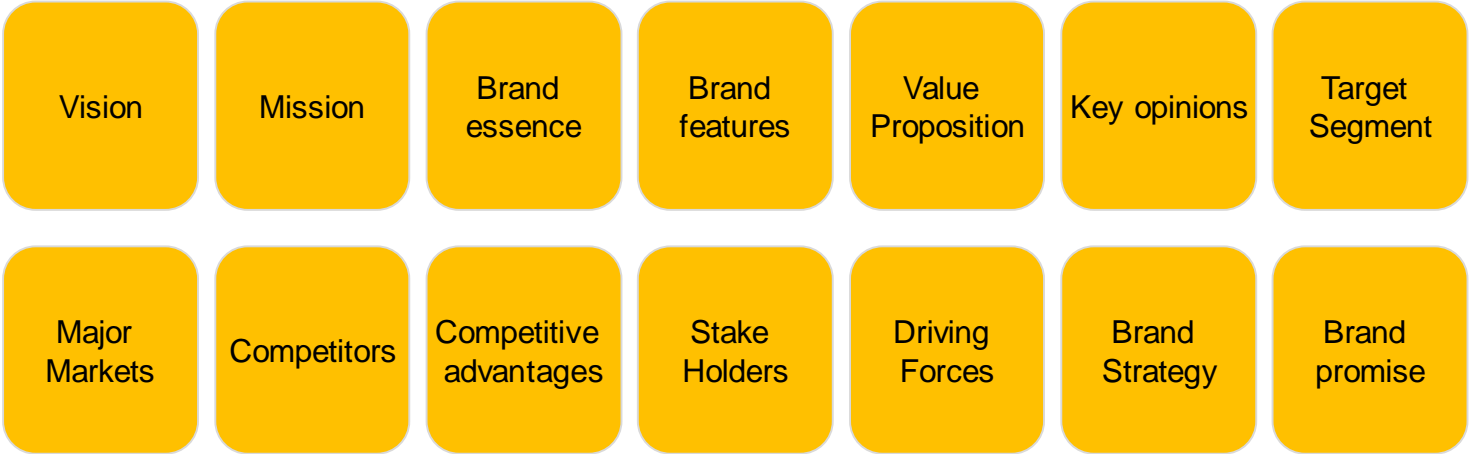
Product Brand



India (CLA Brand)

India (BharatBenz Brand)

China (Auman Brand)







Cash rich company  
Min Brand penetration  
Could not established Vespa

Vespa Relunched  
Exit – lost trust  
LML

Vespa was a brand

Corporate brand trust first then product brand

Need more products





## Atul Singh Chandel

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### About **Autobei Consulting Group (ACG)**:

'Autobei Consulting Group - ACG' is a management consulting group which has leveraged on its expertise and proprietary databases to provide "Customized Solutions" in areas such 'Sales Analysis', 'Business Planning', 'Market assessment' and 'Project Feasibility' on Global Automotive Industry. We are capable of providing exclusively Global markets, State wise, segment data like Tipper, Tractor and Haulage, Passenger vehicles. Two wheeler, Commercial vehicle and Brand wise business reviews. With a strong network for primary data procurement, we can get any tailor made research reports ready within a short interval of time. 'ACG' also serve as a web-platform where one can find all the required information regarding Passenger vehicles, Commercial vehicle, two wheelers etc across the globe. We provide a Global Platform for Truck and Bus Manufacturers, Dealers, Vendors and Fleet Owners to come together and gather required information within seconds without jumping websites.

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