

Chapter-04

MARKETING STRATEGIES OF APOLLO TYRES

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INTRODUCTION

Phases of the Indian Automobile Industry's growth have occurred over a period of more than two decades. Suzuki Corporation's entry into Indian passenger car manufacturing is frequently cited as the first sign that India is moving toward a market economy. Since then, the automobile industry has seen a steady rise in sales. Self-reliance in engine and component manufacturing emerged in the late 1990s from a position of a large-scale importer

There has been a steady increase in automobile production since 2016-17, according to data obtained from the Ministry of Commerce and Industry. April-December 2017 saw annual growth of 16.0%, compared to a 15.1% increase in 2016-17. Between 2013 and 2017, the CAGR (compound annual growth rate) for the automobile industry was 22%. MRF Ltd., a leading tyre manufacturer, has an impressive track record. Despite the recessionary winds blowing across the economy, the company has continued on its current path and is posting excellent results.

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. 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.

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.

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.

APOLLO will benefit from greater revenue and economies of scale, as well as an important experience in worldwide marketing. It is the goal of this form of a 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.

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.

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.

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. 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.

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.

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.

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.

The Objective of the Study

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

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 supply and demand.

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
4. Promotion
5. Place

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 differentiations was conducted.

CONCLUSION

Between 2003 and 2009, a wide range of promotional campaigns were launched in the Indian market. Free gift offers, price reductions and additional product offers are just some of the different promotions that can be found on the company's website. The free gift offer is the most frequently launched promotion, followed by sweepstakes and an additional product offer. The Consumer Durables and Service industries show some variation in trends. For each promotion, a detailed description is provided in order to highlight the various incentives that are available.

RECOMMENDATION

An empirical study of Indian market promotions from 2003 to 2009 is presented here. You'll find a wide range of offers from free gifts to price reductions to extra products to exchanges to buy more and save money. Most often, a free gift is offered as a promotional incentive, followed by a contest or bonus offer. Trends differ between the Consumer Durables and the Service industries in some respects.

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