

Maruti Suzuki & the Indian Automobile Industry: The Shift from Production Break Down to Break Through Sales

Tripshita Saha* & Kushal D

ABSTRACT

April to October 2019, the period of 7 months showed an abrupt downturn in the growth of Indian Automobile Industry with the struggle of survival leading to production cuts, job retrenchments and disappointing sales figures which adversely affected all the players of auto industry. The case attempts to uplift a picture of the then, existing scenario of the Industry as a whole with a special focus to Maruti Suzuki India, which had played the first mover role in turning around the prolonged de-growth, by addressing its shortcomings, detailing its market stimuli strategies and trusting the industry growth apprehensions which resulted in outperforming its own previous sales records. The case also tries to develop a sceptical attitude regarding the fortune of Indian Auto industry in the days ahead.

Keywords: De-growth, Production Cuts, Sales Record, Stimuli Strategies]

"Sales in October this year will be comparable to the sales in October last year, staying optimistic about the festive season." October 23, 2019

"Slash in prices is not something I can announce here...wait a couple of days and you'll have the answer." September 21, 2019

"What has happened this year is that we (government) decided that all standards of automobiles in India will now match the standards followed in European Countries. But the ability of Indian to pay is not the same as Europeans. No one talked about difference in the cost of production (of cars not the two standards) before changing the regulations." India Today Conclave, 2019

-R C Bhargava, Chairman, Maruti Suzuki India

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DR. SANJIB KUMAR BASU
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10. **A Comparative Study on Non-Performing Assets of the Two New Private Banks of Bandhan and IDFC** 107-117
CMA (Dr.) Sudarshan Maity, Dr. Tarak Nath Sahu & Dr. Anusri Mallik
11. **Impact of Corporate Governance on Financial Performance: A Study of 15 BSE Sensex Companies** 118-125
Risav Adhikari
12. **Impact of Demographics of Women Investors on Select Investment Avenues-A Study of West Bengal** 126-135
Dr. Amalendu Bhunia & Dr. Humaira Siddika
13. **Identifying the Motivational Factors Behind Participation Penetration in Micro Enterprises: An Assessment in India with Special Reference to West Burdwan, West Bengal** 136-158
Dr. Manidipa Dasgupta & Sourav Sarkar
14. **Sustainability Reporting Practices in India: A Study on Consumer Goods Industry** 159-171
Sandip Basak
15. **A Look into the Performance of Selected Aggressive Hybrid Equity Fund of Seven Fund Houses in India** 172-185
Baitali Paul, Dr. Ajoy Kumar Pramanik & Atanu Ghosh
16. **Maruti Suzuki & the Indian Automobile Industry: The Shift from Production Break Down to Break Through Sales** 186-192
Tripshita Saha & Kushal Dey
17. **Prevalance of Game Theory in Finance** 193-200
Mehul Jatania
18. **Role of Banks in Achieving Financial Inclusion: An Empirical Analysis** 201-212
Dr. Anusri Mallik
19. **A Study towards Developing A Port Indexing Model on the Basis of Operational Performance Parameters** 213 -219
Debangsu Sarma Chaudhuri
20. **A Study on the Role of FDI & FII from the National Growth Perspective in a VUCA World** 220 -227
Suchitra Kumari
21. **Trends in Ease of Doing Business - A Study with Reference to India** 228-236
Labani Mitra & Dr. Bappaditya Biswas
22. **Impact of NPAs on Profitability: A Comparative Study of Public and Private Sector Commercial Banks in India** 237-245
Prasanta Saha
23. **Financial Efficiency Assessment of Indian Pharmaceutical Industry in Post Liberalisation Era- with Special Focus on Large Bulk and Formulation Companies** 246-254
Sucharita Bhattacharyya

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