**"A study on consumer perception towards HATCHBACK SEGMENT in AUTOMOBILE INDUSTRY Ref with *(Maruti Suzuki Swift & Hyundai i10)* in Urban Bangalore city"**

# INTRODUCTION

## 1.1 INTRODUCTION TO MARKETING

Marketing occupies an important position in organization of business unit. Traditional view of the marketing asserts that the consumer will accept whatever product the seller present to them. In this way, the main concern of the producer is to produce without considering behavior of the customer. but this point of view of marketing has now changed.

The modern marketing concept is viewed from the consumer's point of view marketing is centered on the consumer. Producer doest not produce whatever he likes but whatever the consumer wants.

**PHILIP KOTLER** has rightly remarked, "Marketing is analysis, organizing, planning and controlling the firms customer impinging resources, policies, activities with a view to satisfying the needs and wants to chosen customer group at a profit.

He defines marketing as "A social and managerial process by which individuals and groups acquire what they need and want by creating and exchanging products and utilities and with others".

The **AMERICAN MARKETING ASSOCIATION** states “Marketing is the performance of business activities that direct the flow of goods and services from producer to customer or user.

**WILLIAM STANTONS** definition of marketing includes both psychological and physical point of view and is quiet comprehensive and consumer oriented.

In a business firm, marketing generates the revenues that are managed by the financial people and used by the production people in creating products and services. The challenge of marketing is to generate those revenues by satisfying customer’s wants at profit and in a socially responsible manner.

## IMPORTANTS OF MARKETING

Management occupies the most important place in any business organisation Main reason is that, the ultimate aim of any business unit is to earn profit by selling goods and services to customers for the business. Marketing provides the necessary customers for the business to produce goods. Marketing help in matching the markets means determining the wants and needs of potential customers and supplying products which meet those demands. Marketing helps not only the producers, but also customers and society.

Marketing management performs all management functions in fields of marketing. It has to plan and develop the product on the marketing policies and programs. Marketing management organizes, directs and controls all marketing activities included in the process of marketing all goods and services.

## 1.2 MARKETING TERMS AND CONCEPTS

### MARKETING

'Marketing' is a social and managerial by which individuals and group obtain what they need and want through creating, offering, and exchanging products of value with others.

### MARKET

A 'Market' consists of all potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want or in other words a market is a area of potential exchange where a group of buyers and sellers are interested in negotiating the terms of purchase and sale of goods and services.

### SELLER (salesman)

One who induces and assists a prospective buyer to a commodity a service or to a act favorable upon an idea that has commercial
Significance to one self.

### BUYER

One who decides all possible human ways to evaluate and purchase a product or service to be used?

## USRES (consumer)

One who is the ultimate of the product or service irrespective of who buys it (answer can be a buyer also vice versa).

## PRODUCER

One who has the capacity to think of a product/service which can be used or consumed by a person and latter creates it.

## PRODUCT

A product is a bundle of utility consisting of various features and accompanying services. This bundle of utility is composed of those physical and psychological attributes that the buyer receive when he buys the product and which the seller provides by selling a particular combination of product feature and associate service.
The product is the most tangible and important single component of the marketing programme

## MARKETING MANAGEMENT..

**Marketing management** is the process of planning and executing the conception, pricing, and distribution of ideas, goods and services to create exchange that satisfy individuals and organizational goals and objectives.

Marketing management has the task of influencing the level, timing and composition of demanding in a way that will help the organization achieve its objectives

## NEEDS

A human need is a state of felt deprivation. When a need is not satisfied a person will do one of two things, look for an object that will satisfy it or try to reduce the need.

## WANTS

Wants are described in terms of objects that will satisfy needs. It is the form taken by human needs as they are shared by cultural and individual personality.

### DEMAND

Wants are unlimited. People choose products that provide the most satisfaction for their money. Wants backed by buying power becomes demands.

## DEFINATION OF BRAND

A brand is a name, term, symbol or design or a combination of them intended to identify the goods or services of one seller or group of seller and differentiate them from those of competitors.

## CHARACTERISTICS OF BRAND

1. It should suggest some thing about the products benefits.
2. It should suggest products qualities such as actions or color.
3. It should be easy to pronounce and remember.
4. It should be distinctive.
5. It should not carry poor meaning in other countries and languages.

## MARKETING RESEARCH

Market research involves perdition of the unknown market circumstances with numerous variables (controllable variables such as over all services, speed of processing EMI, LTV and uncontrollable variables such as client perception, client satisfaction, and market potential economy of the country Government regulation etc…) that guide the company towards the path of success with out coming across any unforeseen calamity. In order to measure these factors, marketing research involves collecting relevant information to a specific marketing problem facing the company; towards this end any company involved in marketing needs has attached to its market function a market research department.

### Market research in company involves four steps

1. The researcher with the help of marketing manager carefully defining the problem and setting the research objectives.
2. Developing the research plan for collecting the data from
    - Primary sources
    - Secondary sources
3. Implementation of the market research plan by collecting, processing and analyzing information obtained as above.
4. Interpretation and reporting the cue finding with the help of statistics and operational methods.

‘Marketing research is a systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation.’

Basically, research is search of facts, therefore marketing research is said to be moving “away from simple surveys to action oriented, design oriented, problem solving research”. Reflecting this change in orientation, marketing research may be defined as the scientific and controlled process of gathering non-routine marketing information helping management to some marketing problems. Marketing research is concerned with all the factors, which have a direct impact upon the marketing of products and services i.e., problems relating to product, price promotion and distribution of the 4 P’s of marketing mix. It is the study of any part of the total marketing process. It concentrates on the study of product planning and development, pricing policies, effectiveness of personal selling, advertisement strategies, market competition and the entire area of buyer behavior and attitudes in the market place.

Marketing research is “the beginning and the end” of marketing management, in a dynamic economy. Marketing research is a tool for planning control cycle and acts as the investigate arm of marketing manager.

## Marketing research covers

1. Market research
2. Sales research
3. Product research
4. Advertising and promotion research
5. Research on sale methods and policies
6. Distribution research including the dealer research

Marketing concept emphasizes on customer orientation, marketing plans are integrated and programs built around customer needs and desires and designated to produce customer orientation. It also emphasizes the role of accomplishing the twin objective of customer satisfaction and profitability. Thus, marketing research has grown along with the expanded role of marketing of business decision-making.

## CONSUMER BEHAVIOUR

It is the behaviour whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services. Its is the process; the consumer deliberates within himself before he finally makes purchase money. This deliberation relates to many variables and aimed at solving consumption problems. This whole consumption behaviors consists of both physical and mental activities. The physical activities involve visiting a shop, examining products, and selecting products, that is the actual act of consumption. Whereas, on the others hand, mental activities involves deliberation within and farming of attitudes relates to many variables and is aimed at solving consumption problems. These whole consumption behaviors consist of both physical and mental activities. The physical activities involve visiting a shop, examining products, and selecting

Products that is the actual act of consumption.

Whereas, on the other hand, mental activities involve deliberation within and farming of attitudes perceiving material and learning to prefer a particular brand of product.

## EXPECTATIONS

Consumer expectation though many link realistic is very often build up on a very high platform. Then the quality of the product or service many not match the expectation. This again will affect the consumer’s satisfaction level.

So as to reduce the level of dissatisfaction amongst the customers, the marketing decision maker could adopt an approach wherein he can classify markets in relation to he degree of opportunity to deliver customer satisfaction. he could establish a list of common factors and then evaluate each market opportunity against these. The most probable factors which influence consumer behaviour are;

- Market size.
- Rate of growth of the market.
- Stability of demand.
- Purchase decision.
- The consumer’s expectation of pre and post purchase service.
- Consumer emphasis and the important given to the quality aspects.
- Customers desire for product innovation
- The level of competition.(inclusive of both existing and potential competitions).

The above aspects will help the firm to assess the various factors which can help them I building up consumer expectation and then deliver consumer satisfactions accordingly. Of course there are others sources of information which may also influence the consumer expectation. These may be the consumers own experiences (if has exposure to the products of service before), the experiences pf friends, neighbors and colleagues, price-as an indicator of quality and corporate image.

## OPERATIONAL DEFINATION OF THE CONCEPTS

## PERCEPTION;

Perceptions can be describe as “how we see the world around us”. It is defined as “The process by which an individual selects organizes, and interprets stimuli into a meaningful and coherent picture of the world”.

## PERSONALTY:

Personality can be defined as those inner psychological characteristics that both determine and reflect, how a person responds to his or her environment. Inner characteristics can be those specific qualities, traits, factors and mannerisms that distinguish one individual from another. The characteristic are highly useful in the development of a firm's market segments strategy. These market segmentation can be developed based on personality traits for specifics brands in such product categories.

## ATTITUDES :

Any body asks us whether we like dislike a product. We are asked to express our attitudes. Attitudes can be defined as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object. Attitude can be measure by observing consumer behaviour and differ from their behaviour.

## MEDIA HABITS:

To receive a massage an individuals must at the very least need to be exposed to the medium through which it is transmitted. There are so many different categories of media available totally and so many alternatives available in each categories that consumers tend to develop their own preferences. Thus to make a market segmentation these preferences should be studies.

## CULTURE:

Culture is a society personality. It can be defined as "The sum total of learned beliefs, values and customs which serve to regulate the consumer behaviour of members of particular society".

## BELIFES:

“Consist of the very large number of mental or verbal statement which reflect a person’s particulars knowledge and assessment of something”.

## VALUES

Values are also beliefs but differ in the following ways:

- They are relatively few in numbers.
- They serve as a guide for culturally appropriate behaviour.
- They are ending.
- They are not tied to specific objects or situation.
- They are widely accepted by the members of a society.

## CUSTOMS:

Are modes of behaviour that constitute culturally approved or acceptable ways of behaviour in specific situations.

Thus, while beliefs and values are guides for behaviour customers as usual and acceptable ways of behaving

# INTRODUCTION TO AUTOMOBILE SEGMENT

India has been the scene of some of the most frenetic deal making, big expansion announcements, and new car launches in the global auto industry. Consider that in the last 18 months alone General Motors, Fiat, Honda, Nissan, and Hyundai have announced Indian investments valued at roughly $1.5 billion. Ask any auto executive, and he or she will tell you that outside of China, India is the most intriguing emerging market opportunity out there.

In the recent years the Indian market has changed rapidly. Globalization has served as a boon at least so to the consumers. The Indian consumer until now had a limited choice has been presented with a wide range of quality products. In the ongoing trend the section that advanced with surprising results was the automobile sector.

The automobile industry was already giving one of the highest turnovers. The customer now had wide variety of cars to choose from. All of the Indian auto giants joined the trend. Foreign companies came in with brilliant products for the Indian markets. When zeroed down the ultimate progress was seen in the small car segment. This segment was virtually distributed only among

When viewed at the position almost all the companies are giving the customer more or less facilities at competitive prices. All the products are almost similar technically and it is hard to differentiate their attributes. In such a market environment these companies have aptly adopted marketing strategies as their tool to carve in a handsome market share.

Each company has taken up particular aspect and has exploited it to convert the consumer into a buyer. Despite a head start, the automotive industry in India has not quite match up to the performance of its counterparts in other parts of the world. The all-pervasive regularatory atmosphere prevailing till recently has been one of the primary reasons for this situation.

With the study we can get some suggestions from customer for service improvements in terms of quality and what he/she is expecting from the HATCHBACK SEGMENT CARS available and which are yet to be introduced and to understand what new features are being provided in the HATCHBACK SEGMENT CARS segment in the automobile industry. In the study we can find out the levels of customer satisfaction .We can also identify the causes for customer dissatisfaction like looks, seating, accessories, interiors, spare parts and engine noise.

The users of HATCHBACK SEGMENT CARS are geographically wide spread and hence contacting them is time consuming. The sample size of customer is limited to 100 because of time and cost factor.

The information collected may not be sufficient and reliable in terms of total market conditions in India as Bangalore represents only a small portion of the total national market.

When viewed at the position almost all the companies in clusters are giving the customer more or less facilities at competitive prices. All the products are almost similar technically and it is hard to differentiate their attributes. In such a market environment these companies have aptly adopted marketing strategies as their tool to carve in a handsome market share. Each company has taken up particular aspect and has exploited it to convert the consumer into a buyer.

In the recent years the Indian market has changed rapidly. Globalization has served as a boon at least so to the consumers. The Indian consumer until now had a limited choice has been presented with a wide range of quality products. In the ongoing trend the section that advanced with surprising results was the automobile sector. Vehicles people saw on the television screen are now flying on the Indian roads. The automobile industry was already giving one of the highest turnovers. The customer now had wide variety of cars to choose from. All of the Indian auto giants joined the trend. Foreign companies came in with brilliant products for the Indian markets. When zeroed down the ultimate progress was seen in the small car segment. This segment was virtually distributed among Tata, Maruti, Daewoo; Hyundai People suddenly became conscious for comfort, and macho look, performance and luxury. These cars provided a certain class and pride to the owner.

**The Market:**

All the cars that have been launched in the HATCHBACK SEGMENT CARS are more or less same when considered on general basis. Some cars provide more facility while other covers up by brand image. The market is perfectly competitive. No company can be said to have monopoly. The MARUTI and HYUNDAI were projected as the ultimate offering in Indian HATCHBACK SEGMENT CARS it provided facilities that were never before offered by any other car. These features were as below:

- Macho and rugged design.
- Power steering.
- Power windows.
- Audio systems.
- Air conditioner.
- Five speed transmission with five $5^{th}$ speed overdrives.
- Internally operated dickey and a petrol filter cap.
- Tubeless tyres
- Adjustable steering
- Leather seats
- Alloy wheels
- Fog lamps

Seeing the success of the HATCHBACK SEGMENT CARS and growing market for higher segment cars, most of the foreign brands entered Indian market. Now in present market we can see a wide range of cars starting from the cheapest to the costliest, everyone have made car as a commodity of their status. Costlier the car more is the upliftment of the status.

In recent years we can see the entry of many foreign brands in HATCHBACK SEGMENT CARS like

- AUDI
- BMW
- HONDA
- MERCEDES BENZ
- NISSAN
- PORSCHE
- VOLKS WAGEN

**BACKGROUND OF THE STUDY:**

The automotive industry is one of the largest industries worldwide and in India as well. The automotive sector is a vital sector for any developed economy. It drives upstream industries like steel, iron, aluminum, rubber, plastics, glass and electronics, and downstream industries like advertising and marketing, transport and insurance. Usually, what is good for the automotive sector is beneficial for the economy as well.

The automotive industry can be divided into following sectors:

1. HATCHBACK CARS
2. Multi-Utility Vehicles (MUVs)
3. SUV
4. LUXURY CARS
5. Two and Three Wheelers.

6. Commercial Vehicles-light Commercial Vehicles (LCVs) Medium and Heavy Commercial Vehicles (MCHVs).
7. Tractors.
8. Electrical and alternate fuel vehicle.

Despite a head start, the automotive industry in India has not quite match up to the performance of its counterparts in other parts of the world. The all-pervasive regularatory atmosphere prevailing till recently has been one of the primary reasons for this situation. The various layers of Acts so long sheltered the industry from internal competition and related its development. Moreover, the industry was considered low-priority as cars were thought of as "unaffordable luxury" for the masses.

In the post- liberalization period, the automotive industry, especially the passenger car sector, saw a boom. The buoyancy of the sector was derived primarily from economic vibrancy, changes in government policies, increase in purchasing power (especially of the upper middle class), improvement in life-styles, and availability of car finance. The passenger car industry was deregulated in 1993, and many companies, both Indian and d foreign (like Daewoo, Ford, General Motors, and DaimlerChrysler), entered the market. However, the smooth sailing was disrupted in the last quarter of 1996.

The automobile sector, which contributed substantially to industrial growth in FY1996, failed to maintain the same momentum between FY1997and FY1999. The overall slowdown in the economy and the resultant slowdown in industrial production, political uncertainty and inadequate infrastructure development were some of the factors responsible for the slowdown experienced by the automobile sector. While the sector experienced a turnaround with the launch of many new models, and experienced positive growth rates that turned out to be rather brief. In the financial year FY2002 the sector has been witnessing a slowdown.

Although the automobile sector in India has come a long way since its beginning in 1940's, the country does not rank well in many respects. For instance, the contribution of the automobile sector to industrial output, number of cars per person, automobile sector employment as a percentage of industrial employment. Also, the industry profile in India is very different from global profile. In 1993,globally, the passenger cars sector was the largest one, accounting for over 50%( in terms of number of units sold) of the automotive sector. In

India, on the other hand, it accounted for around 15% of the total vehicles sold in FY2001. Moreover, the linkages with the associate industries are still tenuous in India.

However, the major car manufacturers worldwide consider India a good potential market as they foresee a large future demand here. Two things that have stunted the Indian automobile industry in the past are low demand and lack of vision on the part of OEMs and policy makers. However, in the recent past, the regulatory environment has been liberalized, demand has picked up, and in such a situation, global OEMs who enjoy scale economies both in terms of manufacturing and research and development (R&D), have entered the Indian market. This is likely to result in a big shift in the way business is conducted by suppliers, assemblers and marketeters.

The automobile industry is the world's biggest manufacturing industry and a powerful engine of economic growth. The passenger car industry is predominant in North America, Japan and Europe. The US has one of the largest markets in the world, with major including General Motors, Ford Motors and DaimlerChrysler selling record 17.3 million vehicles in 2000.

Meanwhile, to achieve critical mass, increase their global presence and drive down purchasing and technology costs, many OEMs have started consolidating and restructuring. The last few years have witnessed hectic activity in this area, the notable among which include: the merger of Chrysler and Daimler Benz; Ford's acquisition of Sweden's Volvo Car Corporation; Renault's acquisition of an equity stake in Nissan; general Motors increase of equity participation in Suzuki; and DailmerChysler's acquisition of equity stake in Mitsubishi Motors of Japan.

The purpose of mergers and acquisitions (M&As) is to create new opportunities for growth and improve margins through improved cost recovery. The hectic pace of all the merger activities notwithstanding, the global automobile industry is yet to stabilize. For instance, in the US, despite a decade of buoyant sales, the industry continues to be plagued by excess capacity. Also, higher levels of integration of the regions have ensured that it is more difficult for a manufacturer to stay insulated from the effects of reduced growth in one part of the world.

Also, globalization and consolidation have impacted relationships between OEMs and suppliers. The aim of most suppliers is to become big enough to deal directly with the OEMs (either through organic growth or through M&As) or become suppliers to systems integrators who are increasingly gaining access to the OEMs. Besides, the structure of then industry is changing with the relationship between the OEMs and the dealers and the pricing of the OEMs undergoing a change.

# TITLE OF THE STUDY

**“A study on consumer perception towards HATCHBACK SEGMENT in AUTOMOBILE INDUSTRY Ref with *(Maruti Suzuki Swift & Hyundai i10)* in Urban Bangalore city“**

## STATEMENT OF PROBLEM

The automobile industry is still in its growth stage in India and it is in the prospects of growth because of new company entrants, the competition in the business has increased. Therefore it is need for the companies to provide better services, by giving the consumers the best services.

The research will be conducted.

1) To understand the different aspects of customer’s views and satisfactions.
2) To know about the *HATCHBACK SEGMENT*.
3) To know about the various models of the *HATCHBACK SEGMENT CARS* available in the market.
4) To find out what are the *HATCHBACK SEGMENT CARS* available and which are yet to be introduced

**OBJECTIVES OF THE STUDY**

- To understand the perception of consumers towards Maruti and Hyundai.
- To study the present scenario of the *HATCHBACK CARS.*

- To identify the various factors influencing the customers on various aspects like looks, seating, accessories, interiors, spare parts, engine noise and others..
- To find out the level of customer satisfaction from the *HATCHBACK CARS* Manufacturers.
- The different types of *HATCHBACK CARS* models in the market.

**SCOPE OF THE STUDY**

Today the Automobile industry is undergoing a revolution. Many of branded companies are entering into this field. This has given rise to the opening of the competitive companies like ***Ford, BMW, Nissan, Toyota, Volks wagon, Mitsubishi, Honda.***

In the study we can find out the cusonsumer's perception and level of customer satisfaction .We can also identify the causes for customer dissatisfaction like looks, seating, accessories, interiors, spare parts and engine noise.

**RESERCH METHODOLOGY**

The study is of descriptive kind including a survey through a structured questionnaire and interview with the respondents. The secondary data will be collected through the secondary sources like news paper, magazine and others.

**SAMPLING**

Sampling may be defined as the selection of some part of an aggregate or totality, on the basis of which judgment about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by only examining only a part of it.

For the purpose of the study 100 samples will be surveyed to collect the primary data.

The convenient sampling is used to select the representative sampling from the population, because researcher does not have consumers who are easily accessible.

**Sample size:**

The sample size was determined on a judgmental basis. A total number of 100 respondents will be included in the study of these most will software engineers of software companies, entrepreneurs and also the general public.

**Sample Techniques Adopted:**

As the Bangalore city is a metropolitan and its population is in millions and there are large number of sectors. The population universe in the city of Bangalore being vast in size, it will be difficult to conduct 100% coverage of the study within the limited period. Hence the sample survey method is adopted for this study

## PLAN OF ANALYSIS:

To analysis and interpret using

- Percentage method
- Tables
- Charts
- Graphs.

## LIMITATION OF THE STUDY:

- The sample size of customer is limited to 100 because of time and cost factor.
- The information collected may not be sufficient and reliable in terms of total market conditions in India as Bangalore represents only a small portion of the total national market.

- Though the personal interviews consider being the best method for surveying as it also reflects the body language, it sometimes become s difficult to get and retain interviewee, because of their busy schedule.
- Non-availability of the database regarding the users of various Hatchback Segments cars led to more hit and trial experiments.
- The users of Hatchback Segment cars are geographically wide spread and hence contacting them is time consuming.
- Most of the respondents belong to upper middle class or upper class. The approachability was one of the main constraints.

# COMPANY PROFILE

## PROFILE OF HYUNDAI MOTORS

### HYUNDAI FOUNDER, JU-YUNG CHUNG

The beginning of Hyundai Motor Company dates to April 1946 when founder, Ju-Yung Chung established Hyundai Auto Service in Seoul, South Korea at the age of 31 years. The name Hyundai was chosen for its meaning which in English translates to "modern." The Hyundai logo is symbolic of the company's desire to expand. The oval shape represents the company's global expansion and the stylized "H" is symbolic of two people (the company and customer) shaking hands.

Hyundai Motor Company was founded by Ju-Yung Chung and younger brother Se-Yung Chung in December 1967. In 1968 the company entered into a contract with Ford motor company to assemble the Ford Cortina and Granada for the South Korean market and continued to produce them until 1976. Hyundai completed construction of the Ulsan plant in six months and achieved the shortest groundbreaking to first commercial production of any of Ford's 118 plants. The eight year journey provided Hyundai with assembly knowledge, blueprints, technical specifications, production manuals, and trained Hyundai engineers.

## THE FORMATIVE YEARS

To stimulate economic growth, the South Korean government formulated a detailed plan for the development and manufacture of Korean cars by 1975. Four Korean companies: Hyundai, Daewoo, Kia, and SSangyong accepted the challenge. Hyundai submitting a plan for a new plant with a capacity of 80,000 Korean designed cars to be produced each year. Hyundai approached 26 firms in five countries to acquire the additional technologies required.

- 10 firms in Japan and Italy for car design
- 4 firms in Japan and the United States for stamping equipment
- 5 firms in the United Kingdom and Germany for casting and forging equipment
- 2 firms in Japan and the United Kingdom for engines
- 5 firms in the United States and United Kingdom for automotive parts

Giorgetto Giugiaro's ItalDesign firm was hired for styling and design while Mitsubishi was selected for engine, transmission, rear axle, and casting technology. Hyundai contracted with former British Leyland Motor Corp president, George Turnbull and six other British technical experts to serve for a three year period for the development of Hyundai's first indigenous model, the Pony.

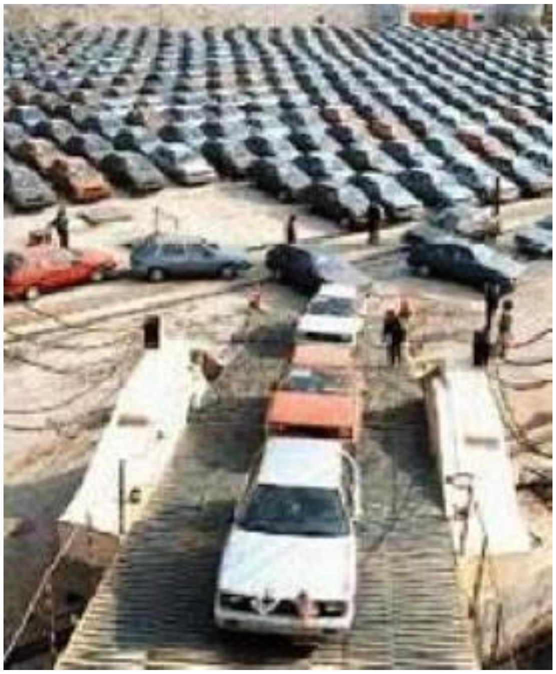
Production began in 1975 and the Pony was officially released in 1976. After the contract with the British experts ended in 1977, Hyundai hired moonlighting Japanese engineers to solve remaining issues. With the eventual goal to export automobiles to the United States, Hyundai released the Pony for testing, certification, and approval in Europe. Exports of the Pony soon followed and the Pony subcompact was displayed at the 1978, 56th International Automobile Expo in Brussels. That same year, Hyundai exported their 10,000th Pony.




Hyundai made the most of the Pony design as it was available in several configurations. A Pony pickup was introduced in May 1976, a station wagon in April 1977, and a three door hatchback in March 1980. A refreshed Pony II was released in January 1982 in a choice of five door hatchback or pickup. Both the Pony and Pony II offered three Mitsubishi engine choices including a 1.2L, 1.4L (70 hp), and a 1.6L (74 hp). These engines were SOHC hemispherical with two vales per cylinder. Starting in 1985 the HD badging was replaced with Hyundai spelled out and air conditioning was offered with the 1.6L engine. It is interesting to note that a 1.6L GT package included a leather-wrapped Momo steering wheel, tachometer, fog lights, and unique badging. While Hyundai only expected to export 5,000 Pony IIs to Canada in 1984, over 50,000 were sold.

For the next few years, Hyundai applied the knowledge gained from the Pony and set to work on two new projects. One was a subcompact Pony replacement that would come to be known as the Excel. The other was a compact sedan to replace the Ford Cortina and would be badged the Stellar. The 1983 Stellar made use of the rear wheel drive Cortina chassis, but wore a body designed by Giorgetto Giugiaro. Many luxury options were offered such as power windows, locks, and mirrors, remote fuel door and trunk, and air conditioning. Likewise several engine choices were offered including 1.4 and 1.6 liter models licensed from Mitsubishi. In 1987 the Stellar II was released with a redesigned 2.0L engine. The original Stellar's double wishbone suspension was changed to a MacPherson strut design. Emission restrictions prevented the Stellar from reaching the United States, but it was exported to Canada and other countries.

The 1985 Excel (also known as the Pony, Presto, and a similar Mitsubishi Precis) was Hyundai's first front wheel drive automobile and was produced until 1994. With the Excel, Hyundai finally earned their much sought approval to enter the United States automotive market in 1985. The Excel was offered in two formats: a three door hatchback and a sedan. In addition to a lengthy list of features, the Excel held a starting price of less than $5,000. Forbes magazine named it one of the top 10 products of the year and the Excel sold a staggering 126,000 vehicles that year, more than any other import. A facelifted second generation Excel was sold from 1990 to 1994. Mitsubishi engines were available in 1.3, 1.4, and 1.5 liters.




## AND GROWING RAPID EXPANSION INDEPENDENCE

In 1986 for the follow-on to the Ford Granada sedan, Hyundai rebadged the Mitsubishi Debonair as the Hyundai Grandeur. The first generation Grandeur was offered until 1992 when Hyundai partnered with Mitsubishi to develop the next generation (which became the third generation Mitsubishi Debonair). Hyundai designed the body and trim while Mitsubishi was tasked with the powertrain.

The success of Excel led to plant expansions at home and abroad. Design on a new Korean plant in Asan began in October 1988 and the 40 acre plant was opened in 1990 at a cost of 250 billion won. Asan specialized in sedans including Sonata and XG/Grandeur. In North America, Hyundai opened a plant in Bromont, Quebec, Canada. Over the years the Ulsan plant grew to cover over 4.8 million square meters making it the largest automotive plant in the world. Ulsan is production home of the Getz, Accent, Elantra, Coupe, Santa Fe, Trajet, Matrix, H-1, H-100 and Terracan. Another Korean plant in Chunjoo specializes in trucks, buses, and specialty vehicles.

During this rapid period of growth, Hyundai leveraged other Hyundai divisions to optimum advantage. This included electronics, robotics, steel stamping, and even Hyundai's massive shipyards.

As Hyundai's engineers gain more experience, they continue to implement more of their own technology and refinement. This work and the new Asan plant culminate in Hyundai's first entire automobile using their design and technology: the first generation, 1989 Sonata. Designed with the North American market in mind, the first generation Sonata was styled by Giorgetto Giugiaro's ItalDesign firm. Some were manufactured in Korea and some in the Quebec plant. Multiple Sirius engine choices (including SOHC and DOHC options) were offered for various markets. It should be noted that the engines still implemented Mitsubishi design elements. American models were originally offered with a 2.4 liter inline 4 with 110hp, but a 3.0 liter V6 was introduced in 1990. Other markets received either a 1.8 liter (95hp) or 2.0 liter (131hp) engine.

Also in 1989 a sport coupe version of the Excel was introduced as the Scoupe (project code SLC). The Scoupe sold relatively well and was notable as being the first use of Hyundai's advanced in-house designed, Alpha engine. Available in both naturally aspirated and turbocharged versions, the Alpha was the first engine designed in Korea. The original 1.5 liter SOHC engine was later made in a smaller 1.3 liter version. The Alpha was later used in the Accent and Kia Rio. The Scoupe was sold until 1994.

Anxious to switch to in-house designs, the short-lived Stellar was replaced by the Elantra compact sedan in 1991 (project code J1). The Elantra is also known as the Avante (2nd generation) and Lantra. The name Lantra arose because Mitsubishi briefly complained that Elantra was too similar to their Elante trim level. Lotus also complained of the similarity to the Elan moniker. Note: the Elantra survived longer than the Elante or Elan and Elantra became the official name worldwide in 2001. The Elantra was powered by the 1.6L inline 4 cylinder Beta engine featuring a cast iron block and aluminum DOHC cylinder heads, MFI fuel injection, 4 valves per cylinder, and forged steel connecting rods. It produced about 114 hp at 6,000 rpm. The top speed was 116 mph and it made 22 mpg/city.

The second generation Sonata was introduced in 1993 (project code Y2) featuring a more modern shape reminiscent of the Mazda 626 and Honda Accord. Engine choices included a 2.0L inline 4 and an optional SOHC Sigma 3.0L V6 producing about 150 hp. This Sonata was originally produced in both South Korea and Canada but mostly due to falling sales, the Bromont, Quebec plant was shuttered in 1994.

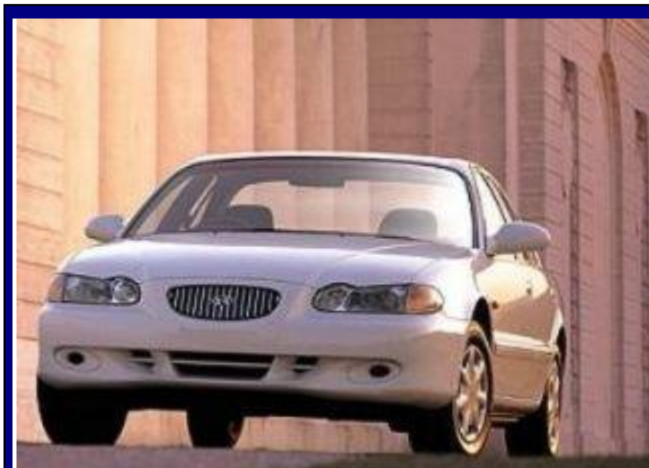
A second generation Elantra debuted in 1995 (project code RD) in sedan and station wagon styles. Engine choices included the 1.6 and 2.0L Beta as well as a 2.0L turbodiesel (not in the U.S.). The Elantra was facelifted in 1998.

The Accent subcompact was introduced in 1995 (project code X3) to replace the Excel. It is also known as the Pony, Excel, Verna, and Brisa. The Accent was extremely popular in Australia and is still rated as one of the most popular imports of all time. In 1998 it achieved a 5.5% share of the Australian market. A second generation, larger Accent was introduced in 2000. Several Alpha engine choices were available including the 1.5L SOHC inline-4 with 92 hp, 1.5L DOHC inline-4 with 101 hp, and the 1.6L DOHC with 104 hp.


Hyundai introduced a large, premium sedan in 1996, the Hyundai Dynasty. It was only offered in a few markets but was produced until about 2003 and offered a choice of the Sigma 3.0 and 3.5L V6 producing 205 and 225 hp respectively. The Sigma has a cast iron block and aluminum DOHC cylinder heads with MFI fuel injection, 4 valves per cylinder, and forged steel connecting rods. Note: this engine also powers the 2001 Kia Sedona minivan, Santa Fe, XG350, Kia Amanti, and Kia Sorento.

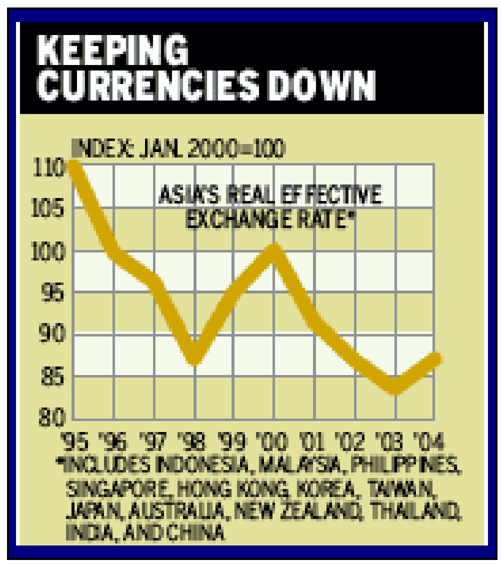
After a short break following the end of Scoupe production, Hyundai introduced a new coupe in 1996, the Tiburon (project code RC). In various markets, it is also known as the Coupe, Turbulence, and Tuscani. It was initially offered with a choice of a 1.6 or 1.8L Beta engine with 114 or 129 hp respectively. The Tiburon was first introduced to the United States in 1997 with a 1.8 or 2.0L Beta engine. The 2.0L produced 135 hp. A redesign in 1999 offered a newer 2.0L Beta engine.

Sonata's third generation release in 1996 (project code Y3) reintroduced European design elements with a more upmarket look. As with the previous generation an inline four was offered as well as the 3.0 liter Sigma V6. However, it was the fourth generation released in 1998 (1999 in the United States) that the Sonata began to take off in North America. The European styling influence remained, and the design was acknowledged by members of the press as attractive and original. Four engine choices were offered including 1.8L, 2.0L, 2.4L, and an impressive Delta 2.5L V6 producing about 170 hp. This introduction coincided with the 10 year, 100,000 mile warranty in the United States.



A subcompact economy car, the Hyundai Atos was introduced in 1997. It is also known by the names Atos Prime, Amica, Dodge Atos, Santro, and Kia Vista. A second generation version was introduced in 2003.

## ASIAN FINANCIAL CRISIS




Asian financial markets and companies faced a difficult period at the end of the 20th century. Some smart companies like Hyundai made the best of a very difficult situation. It was during this time that Hyundai reduced its workforce and sold a number of assets. Kia Motors was faltering and did not have the resources needed to continue. In 1998 Hyundai Automotive purchased a significant amount of Kia anticipating the synergy of the combined competitors.

Hyundai's largest and luxurious sedan was introduced in 1999 as the Equus and is sometimes called the Centennial. It was based upon the front wheel drive Mitsubishi Proudia. A redesign is due in 2006 with rear wheel drive and an optional V8 engine. A version is expected to be released in the United States to gauge public reaction to a luxury Hyundai line.

In his drive to build the world's largest car and Truck Company, DaimlerChrysler Chief Executive Jürgen Schrempp purchased a 10.5% stake in Hyundai Motor in June 2000 with the plan to build small cars and 100,000 trucks a year in a 50-50 joint venture.

The Elantra appeared in its third generation in 2000 (project code XD). The wagon was no longer available and was replaced with a 5 door hatchback. While it bares a compact exterior, the EPA classified it as a midsize because of the generous room inside. The 1.6 and 2.0L Beta engines provided good power and fuel economy rated at 27 mpg city and 34 mpg highway. In 2002 an updated Elantra GT featuring leather seating and a sharply styled back was release. The Beta II engine with CVVT was also offered on subsequent versions of the Elantra sedan.

Unlike the first generation, Grandeur's 2001 second generation model (also known as the XG300 and XG350) did not incorporate Mitsubishi technology. Rather it offered a choice of the Sigma 3.0 or 3.5L V6. These engines produced 182 and 200 hp respectively. The Sigma featured a cast iron block, aluminum DOHC cylinder heads, MFI fuel injection, 4 valves per cylinder, and forged steel connecting rods. It is interesting to note that this is perhaps the only time that Hyundai's internal project code (XG) was publicly used in the name of a vehicle. The United States XG350 received a facelift in 2003.

## CATALYST FOR CHANGE, MONG-KOO CHUNG

The leader of the Hyundai-Kia Automotive Group was changed by founder, Ju-Yung Chung in 1999 after the Asian financial crisis and government mandated breakup of the Hyundai Group. Previously the automotive group was being managed by the founder's brother. His son, Mong-Koo Chung had performed well managing Hyundai's after-sale service and dealerships. Mong-Koo was the catalyst of an extreme turnaround for the company. During the 80s and 90s, his uncle focused on Hyundai Automotive's growth and producing as many cars as possible. Product quality and customer satisfaction suffered. From his experience working with dealerships and angry Hyundai customers, Mong-Koo knew well the damage to the Hyundai reputation and the high cost of warranty repairs.

When Mong-Koo began broadcasting his intention to turn Hyundai into a top-five automaker, few outside the company took him seriously. Hyundai, like many family-controlled Korean companies, was ultra-hierarchical and slow to change. Managers rarely cooperated with one another and division chiefs ran their operations as personal fiefdoms. "When a problem occurred, each division would blame other divisions," says Lee Hyun Soon, Korean head of R&D.

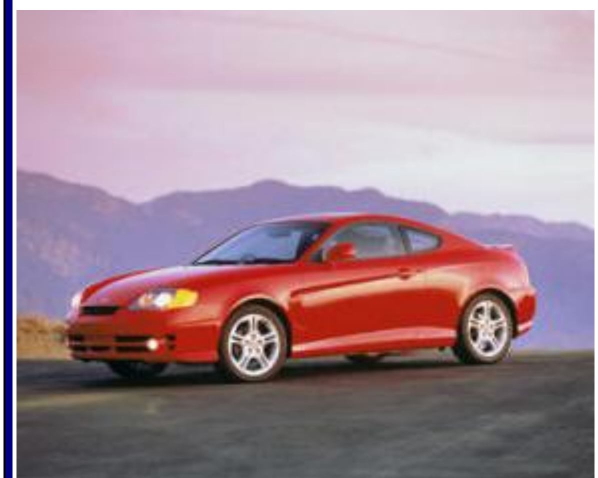
Mong-Koo's first step was to replace members of top management with engineers. He formulated a strategy to challenge Toyota for quality. Extensive work with consultants, J.D. Powers, and benchmarking of the world's best automotive companies followed. He also sent teams to America to study weather, road conditions, and driver habits. Quality control staff increased tenfold to 1,000 and they reported directly to him. Employees were encouraged and rewarded to offer suggestions. One example that is told is that a worker reported the Sonata and XG350 sedans had differently shaped spare tire covers. Sharing the cover saved Hyundai about $100,000 per year.

There are reports that the Korean government requested that Mong-Koo step down as Hyundai Automotive's chairman in 2000 so that it could be led by a non-family member. Mong-Koo refused, arguing that he was best qualified to lead the company.

Mong-Koo Chung has earned a reputation for an obsession with quality. The new Sonata's launch in Korea was delayed for two months for 50 items management wanted fixed. Employees in the Asan factory worked feverishly to correct items such as a tiny error in the size of the gap between two pieces of sheet metal near the headlight. The problem was not visible to the human eye and was narrower than 0.1 millimeter. Numerous managers and employees worked on the problem for 25 days before it was solved.

Hyundai entered the crossover, sport utility market in 2001 with the Santa Fe (project code SM). In addition to being a big hit for the company, it was a turning point and major milestone of the company's restructuring. Initially the Santa Fe was offered with a choice of two engines: a fuel efficient but underpowered Sirius 2.4L (138 hp) or the Delta 2.7L V6 (about 170 hp). Note: the initial introduction of the 2.7L Delta contained a flaw which Hyundai corrected for owners and solved in future versions of the Delta engine. Outside of the US, a 2.0L common rail turbo diesel (CRTD) was available. Reflecting Hyundai's new leadership, Hyundai listened to suggestions from customers around the world and released a rare 2002 1/2 model refresh incorporating a larger fuel tank and other changes. Responding to additional customer requests more modifications were made in the 2003 model including gas strut hood lifts, sunroof, illuminated glovebox, and the Sigma 3.5L V6 engine with 200 hp. Hyundai continued to make customer requested improvements with each subsequent model year.

Hyundai introduced a new subcompact, city car in 2002, the Getz. Available in a choice of 1.1, 1.3, or 1.6L engines and a 1.5L common rail turbo diesel. Reviews frequently mention the manual transmission has the best feeling shifter yet. Fuel economy for the various conventional engines is in the high 40s with over 60mpg for the diesel.



In keeping with Hyundai's renewed focus on customer satisfaction, the Sonata likewise received a dramatic facelift in 2001 (2002 in the U.S.). The exterior took on a much more European look reminiscent of the third generation but with hints of Mercedes and Jaguar. The interior was restyled and the seats replaced with the more substantial seats used in the XG. The drivetrain was updated and improved to include the Delta 2.7L V6 and Shiftronic manually shiftable automatic transmission. The redesign was well received with sales increasing to higher record levels with each passing year. However, Hyundai did settle a class-action lawsuit over published horsepower numbers on the Sonata, Santa Fe, and to a lesser degree Elantra. Prior to the lawsuit, Hyundai voluntarily offered owners a choice of several compensations including an extra year of full warranty.

A brand new second generation Tiburon appeared in 2003 (project code GK). Almost all of the press was favorable and praised the style and handling of the car. Numerous automotive writers compared the new car's lines to the famous Ferrari 456GT. Though acceptable, power for this sports coupe was not Ferrari like and featured the Delta 2.7L V6 with about 172 hp.

Introduced in 2002, the Hyundai Terracan offers a CRTD or Sigma 3.5L V6 engine. This serious SUV sports a Borg Warner, shift on the fly transfer that can engage 4WD at up to 100km/hour, and a limited slip differential at the rear wheels. The name Terracan is a fusion of terra: Latin for earth or terrain and khan: Turkish or central Asian for ruler or king, as in Genghis Khan.

Plans are underway to bring an SUV larger than the forthcoming Santa Fe to the U.S. It would be unwise to think that Hyundai engineers do not know how to build a serious body-on-chassis off-roader. In addition to the Terracan, they have had many years of experience building their own versions of the Mitsubishi Pajeros as the Hyundai Galloper for the South Korean market

## A MODERN RENAISSANCE


In 2002 Hyundai initiated its plan to open a manufacturing plant in the United States. Eventually 1,744 acres of pasture in Montgomery, Alabama was selected for the future plant. The grand opening of the $1.1 billion plant occurred on May 20, 2005 and was attended by thousands including Alabama governor Bob Riley, former President George Bush, and Chairman Mong-Koo Chung. While the plant employs over 2,000 workers, more than 72 suppliers have located throughout North America to support the new plant creating more than 5,000 additional jobs. The 2-million square-foot manufacturing plant includes a stamping facility, paint shop, vehicle assembly shop, two-mile test track, and an engine shop. In May 2005, the facility marked the official start of production with its first saleable 2006 Sonata. Hyundai Motor Manufacturing Alabama (HMMA) will produce 300,000 vehicles per year at full capacity including the Sonata and Santa Fe. Using robotics, assembly methods, and a team structure tested in Asan, the plant is acknowledged as the most automated in the world.

The first three stages of production: stamping parts from raw metal, welding them into a frame, and painting the chassis are all done with over 300 robots that move materials from beginning to end without being touched by human hands. The most labor intensive part of the process is the general assembly stage, where more than half the line workers are employed to add components. Once a frame is received from the first three stages, a car can be assembled in six and a half hours. Note: a Honda plant with similar production capacity in North America requires nearly twice as many workers. Many cars receive a complete inspection that includes a 2.3 mile road test, a brake and alignment check, and a five-minute shower in a water test booth to check for leaks and paint blemishes.


Sales reached 419,000 in the U.S. in 2004, up an astounding 360% since 1998. With the exception of a temporary slowdown in sales in the home Korean market, Hyundai sales are booming around the globe. Sales increased 21% in Europe for 2004 and Hyundai held a 17% share of the automotive market in India making it the largest foreign car company. Perhaps more surprising: in China's hotly contested emerging car market, Hyundai's joint venture with Beijing Automotive increased sales 62% for 2005 representing 233,688 cars. Growth came mostly from the Elantra model, the mainstay of Beijing's taxi fleet and the mainland's second best selling sedan after China's own Xiali. The company aims to boost production and sales by about 30 percent in 2006 to 300,000 units. Targets call for China production capacity of 600,000 units by 2008. Hyundai is the number one brand in the growing Russian economy. Sales there increased 72.5 percent in 2005 representing 87,457 automobiles. With a compounded annual revenue growth of 20% over the past five years, Hyundai has been the world's fastest-growing major automaker since 1999, according to Lehman Bros. Even Toyota vice chairman Fujio acknowledged the company that is growing in Toyota's rearview mirror. "Hyundai has quality and prices that have caught customers' attention, not to mention ours," he said at an auto conference in August 2005.

DaimlerChrysler sold the 10.5% stake it held in the Hyundai Motor Company in May 2004, ending the four year partnership. In a joint statement, the two automakers agreed to “realign the alliance in order to reflect more realistically current market conditions." Under the agreement, Hyundai Motors also assumed DaimlerChrysler’s 50-percent stake in Daimler Hyundai Truck Corp., a joint truck engine factory in South Korea. The two also scrapped an earlier agreement for jointly making trucks. The deal started unraveling in September 2003 when DaimlerChrysler announced an alliance with Beijing Automotive to produce Mercedes-Benz sedans in the fast-growing Chinese market. Hyundai already had formed an exclusive partnership with Beijing Automotive a year earlier to manufacture sedans in China.

Mong-Koo's zero defect mantra is succeeding and Consumer Reports rated the 2004 Sonata the most reliable car in America for 2004 with only 2 problems per 100 vehicles. Likewise, Hyundai rose to second place in J.D. Power and Associates' 2004 survey of initial car quality, tied with Honda and trailing only Toyota. In 1998, Hyundai ranked among the worst in terms of initial defects. The comeback "is astounding," says Chance Parker, executive director at J.D. Power in Westlake Village, California. "We really haven't documented that level of turnaround in that period of time. They've adopted a quality mentality they didn't have before." Former Hyundai Motor America CEO Robert Cosmai confirms: "The change really started with Hyundai Motor Company Chairman Mong Koo Chung. Quality is his mantra. The Chairman is very happy and pleased with these outstanding results, but he points out that this is just the first step and that we are just getting started."


Hyundai's R&D budget has expanded 110% since 1999, to $1.6 billion for 2005. The South Korean R&D headquarters has expanded considerably and now features a three dimensional cinema for viewing virtual models of new cars. In each year since 2002, Hyundai has filed a record number of patents for new technologies.

Hyundai invested $200 million to open or expand research-and-design centers in California, Michigan, and near Frankfurt, Germany. In January 2003 Hyundai and Kia's California design teams moved from Fountain Valley to the new 90,000 square foot facility in Irvine. The center employs about 100 designers, engineers, and model makers with the task of designing vehicles for American tastes. Chief Designer Joel Piaskowski, was brought over to head the design center from Detroit. The center houses advanced technology a visualization system from Blue Water Technologies. The designers and math modelers utilize the latest Alias/Silicon graphic workstations while clay modelers sculpt new design and proposals on five-axis milling machines.

In January 2005, Hyundai opened a 4,300 acre $60 million proving ground in California's Mojave Desert. It includes a 6.4 mile oval track, 2 million square foot vehicle dynamics area, a 2.75 mile winding track, a 3.3 mile section of hills and special road surfaces, and 30,000 square feet of office space for about 50 staff. The track will be used for testing both Hyundai and Kia automobiles.

Hyundai expanded the lineup in 2005 to include a small, Elantra-based crossover SUV, the Tucson (project code JM). Even the basic GL models include a long list of standard safety features including head curtain airbags and electronic stability control. Engine choices include the Beta II 2.0L inline 4 with CVVT (140 hp), Delta 2.7L V6 (173 hp), or in some markets, a 2.0L common rail turbo diesel. AWD can be added for about $1,500 extra and features a "torque on demand" system which runs in 2WD mode until it detects a lack of traction.

A fifth generation Sonata (NF project code) was launched in 2005 as a 2006 model incorporating competitive and industry leading features. Like the first generation model, it was designed with the North American audience in mind and includes design influence from Michigan and California. The Sonata is Hyundai's first release reflecting a new focus on safety. Reports indicate the company crashed 120 early Sonatas to perfect the structure and best engineer it to absorb and channel impact energy around the passenger cabin. It has earned five star safety ratings for both front and side impacts. Even base models include more standard safety features than any other car in a similar class including head curtain airbags, electronic stability control, traction control, antilock brakes, brake force distribution, and active headrests. Several engine choices are offered including new aluminum Theta 2.0 and 2.4L engines with CVVT (162 hp) and a new aluminum Lambda 3.3L V6 with CVVT (235 hp). Some reports indicate a hybrid Sonata may be sold in 2007.

A fourth generation Grandeur (project code TG) was also launched in 2005.  In North America it is known as the Azera.  Built on a larger Sonata platform, the Grandeur/Azera includes a larger 3.8L version of the Lambda engine (263 hp).  It has more interior room than the BMW 760i, Mercedes S Class, and Toyota Avalon.  The front-wheel-drive Azera rides on front double wishbones and a rear multilink suspension, with 16 or 17" wheels. At 192.7 inches long, 72.6 inches wide, and 58.7 inches tall, the Azera is 0.8 inches longer and wider and 2.8 inches taller than the outgoing Grandeur.  Safety features are similar to Sonata with the addition of side airbags for rear seat passengers.  Luxury features include rain sensing wipers, power rear sunshade, rear air vents, dual climate control, electroluminescent dash and power adjustable pedals and seats.

Hyundai introduced the third generation Accent at the 2005 New York International Auto Show (project code MC).  The sedan reached dealerships in December 2005 as a 2006 model. Passenger space has increased considerably over previous models.  It is one inch wider, 1.8 inches longer, and three inches taller than the previous generation.  Only the GLS trim level will be offered in America including six airbags, choice of a five speed manual or four speed automatic, and an updated Alpha II 1.6L inline four cylinder engine with CVVT (110 hp).  Fuel economy is rated at 35/36 mpg on the highway.  A sporty coupe concept has been shown and is expected in 2006 or 2007.  Likewise Hyundai has shown hybrid versions of this new Accent indicating it could reach the Korean market in 2006.  It was fitted with a Beta II, 1.4L CVVT engine (90 hp) plus a 16 hp electric motor which Hyundai indicates boosts fuel economy by 44%.

**IN MEMORIAM, JU-YUNG CHUNG**

It is worth noting that Hyundai founder, Ju-yung Chung  was one of the civilian forces at the head of the effort to rebuild the war torn cities of Vietnam in 1977.  He was made an honorary Commander of the British Empire by England's Queen Elizabeth II.  In 1982 he was the first non-American entrepreneur and philanthropist to receive an honorary degree in business from George Washington University.  He received many other honorary degrees including a doctorate from John Hopkins University.  Additionally he channeled a large amount of Hyundai profits into philanthropic and civic causes throughout North and South Korea building hospitals, schools, and apartment complexes for Hyundai workers.

In March of 2001, Ju-Yung Chung was admitted to Seoul's Asan Medical Center. His critical case of pneumonia worsened and he died on March 21st, 2001 in one of the hospitals constructed by his charity. Ju-Yung Chung was mourned as a national hero in Korea and was credited with rebuilding a war torn and impoverished nation. Hyundai officials revealed that in keeping with his wishes that "he had come empty handed and he would leave empty handed," he gave more than $57 million to the business he founded in 1946.


## REVISION HISTORY

1. 2/1/2006 - Added information about 2000 - 2004 DaimlerChrysler partnership
2. 2/1/2006 - Added additional Pony and Pony II pickup information and a photo of a 1987 Pony II pickup
3. 2/3/2006 - Removed a reference to CVVT for the 1999 Tiburon (RC) 2.0L ß engine. The Elantra was actually the first Hyundai equipped with CVVT - (model year?).
4. 2/3/2006 - Adjusted sales figures for China to include the total sales for 2005 (they were up 62% over 2005)
5. 2/3/2006 - Corrected the engine listed for the Elantra (XD) with CVVT from Beta to Beta II. Also updated the Tucson (JM) to reflect the Beta II rather than Beta engine.

# HISTORY OF HYUNDAI MOTORS INDIA

**Company Watch - Hyundai Motor India Limited (HMIL)**

**The Hyundai Motor India -**

Hyundai's 6th manufacturing unit outside the parent country, is also the **group's largest overseas production base.** Even as the project was being conceptualized, **Hyundai Motors India Ltd.(HMIL)** was always going to play an important role in Hyundai Motors Company's international operations.

That the company is **fully owned** by the parent group and the integrated unit at Sriperambudur can today roll out cars with almost **85% localized content**, bears testimony that the Indian operations have been put down to play an important role in Hyundai's goal for the 21st century - to be joint the ranks of the GT-10 (Group 10) Companies.

**The Infrastructure**

The Hyundai India plant located in Irungattukottai, 30 kilometers from Chennai was built in record time. The plant is first self-sufficient manufacturing unit in India to be independently invested by an overseas automobile company. Incorporated in May 1996, the groundbreaking ceremony for the Chennai plant was held in December in the same year, and the first pilot Santro was ready in a record-breaking 17 months.

The plant which stands on a 500+acre plot has been built with an initial investment of more than **Rs. 2500 crores**. It has a **capacity to make 120,000 cars and 130,000 engine transmission units per annum and is the largest overseas investment made by the Korean Company.**

HMIL commenced operations with 70%-localized content, which is one of the highest amongst all car manufacturers. The entire powertrain and the body panels are made in-house and the integrated manufacturing setup at the Hyundai Motors Chennai plants consists of:

Hitachi Zosen 2500 ton presses for the body panels
State-of-the-art Paint shop
Final assembly line
Engine and transmission lines
Aluminium foundry Plastic extrusion unit
In-house R&D Centre

Hyundai has brought in 14 Korean companies and helped them setup base in India for sourcing components. The total vendor base consists of 60 companies located at the plant site itself. HMIL aims to increase localized content to over 90% in the millennium.

**The Present**

Although the HMIL is said to have initially planned to launch their Indian operation with a car for the mid-sized segment, the company changed policies and introduced the Santro for the small car market. A decision which in hindsight, seems to have paid handsome dividends.

A formal study was commissioned by Hyundai prior to the launch of the Santro, to gauge the - as Mr. BVR Subbu, Director Marketing & Sales says - **"stated and not-so-stated"** needs of the Indian small car buyer. Several factors right from the design of the car, the cooling of the AC, and the dealer network have been on the basis of the study so as to present to the people the kind of car that they want and need. The Santro has been designed by in-house Hyundai expertise.

Modeled on the **Hyundai Atos**, the **Mercedes A140** and **Suzuki's Wagon R**, and then customized to Indian tastes, the Santro takes the best of all the cars viz. the driveability of the Atos, the safety & design of the Mercedes A140, and roominess of the Wagon R.

The Santro (which is available in three variants - the L2, GLS1 and GLS2) was launched in September 1998, and the company has targeted a production of 60,000 Santros per year. With sales of 30,000 vehicles in the last eight months HMIL seems to be fairly on target.

**The monthly sales of the Santro (from October 98 to August '99 are given below)**

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Units** | 1123 | 3444 | 3881 | 2753 | 2157 | 4290 | 3531 | 4519 | 4634 |
| **Units** | 4,949 | **7002** | Hyundai Santro has captured **30%**of the market share in the small car segment and **10%** in the overall auto industry | | | | | | |

The cumulative sales of the Hyundai Santro( Oct '98-Aug '99) are **42,283** units.

## The Future

Hyundai Motors India Ltd. plans to build a **world-class facility**, which will offer quality products and services to the discerning consumer. It plans to enforce the " global optimum production system", setting its goal to achieve the utmost result with the lowest running cost

The Indian operations will play an important role for Hyundai to develop and expand their presence in the neighboring South East Asian countries and plans to export the Santro as **SKDs** (semi-knockdown kits) and **CBUs** (completely built units) to the neighboring countries like Pakistan, Bangladesh, Nepal and Sri Lanka.

In fact the Santro has been launched in its parent country under a new name the **Visto** The body panels and the engine as well as the transmission components are entirely imported from India, and the Visto is being assembled by HMC at their Ulsan Plant. By doing so HMIL has created a record of sorts. As Mr. BVR Subbu, managing director of HMIL says *"This is first time in the history of the Indian passenger car industry that an international product has first made its debut in the Indian market and then taken from its shores to parent company's domestic market"*

The company also has plans to introduce **several new models** in the Indian market, and the pre-production and road tests of its next car are already being conducted. Code-named the LC-I, HMIL plans to introduce a mid-sized (1400 - 1800 cc) car in October 1999. Although similar to the Hyundai Accent which already sells in Korea, the LC-1 (like its predecessor the Santro) has been specially designed for the Indian market at the Hyundai Design Centre at Namyong, Korea. The company also plans to launch at a later date a multi-utility vehicle in the Indian market. By the year 2000 HMIL will employ around 3000 workers operating in multiple shifts.

Hyundai today enjoys a market share of around 10% and is looking at the doubling that figure. Given the Indian market's response to the Santro, the company seems to be well on course....

- Best customer service
- Best technology
- Best quality products
- Best value for people.

**Hyundai i 10**

# INTRODUCTION TO MARUTI SUZUKI

Maruti Suzuki India Limited (MSIL, formerly Maruti Udyog Limited), a subsidiary of Suzuki Motor Corporation of Japan, is India's largest passenger car company, accounting for over 50 per cent of the domestic car market. Maruti Udyog Ltd. was incorporated on February 24, 1981, with the main Object of acquiring and taking over from GOI the undertaking of Maruti. All the land and Property and Maruti's factory has been acquired by the Central Government by Maruti
(Acquisition and Transfer of Undertaking) Act, 1980 (The Acquisition Act).
Maruti Udyog Limited was established in February 1981 through an Act of Parliament, to meet the growing demand of a personal mode of transport caused by the lack of an efficient public transport system.
Suzuki Motor Company was chosen from seven prospective partners worldwide. This was due not only to their undisputed leadership in small cars but also to their commitment to actively bring to Maruti Udyog Limited contemporary technology and Japanese management practices (which had catapulted Japan over USA to the status of the Top Auto Manufacturing Country in the World).

license and a Joint Venture agreement were signed between Government of India and Suzuki Motor Company (now Suzuki Motor Corporation of Japan) in October 1982.

## Full Range of cars

We offer 12 brands ranging from people's car Maruti 800, Maruti OMNI, Maruti ALTO to stylish hatchback A star, Swift, Swift DZire, SX4 sedan and luxury SUV Grand Vitara.

## 25 years of trust

Maruti has always spelt trust - be it with the products themselves or with the service standards. We have built trust by aligning ourselves with the needs of customers. See how we have done that over the 25 years.

## Customer Delight

Creating Customer Delight is not a recent discovery for the company rather the expression finds roots in the company vision. Taking forward the same spirit the company is committed to serve many more customers through a numerous way. In times to come....

In these competitive times the challenge is to keep inventing newer ways of doing things to keep the customers in your fold.
Over the last few years ,the company strengthened the existing practices and experimented with many new initiatives by way of kaizens (continuous improvements) to delight its customers.

These initiatives ranged from product design and quality to network expansion, and included new service programs to meet unsaid needs of customers.
The company has retained its competitive edge by offering high quality products.

In the field, the products are supported by rapidly expanding networks. The company has diverse networks for new cars, spares, service, pre owned cars and so on, and all of them were in expansion mode last year to enable the company get closer to the customer.

## Servicing customers 24X7 ..... 365 days....

The company takes great pride in sharing that customers have rated Maruti Suzuki first once again in Customer Satisfaction Survey conducted by independent body, J.D.Power Asia Pacific. It is 9th time in a row.

The award mirrors the company's commitment towards "Customer Obsession".
Key Initiatives
Car pickup & delivery facility for women car owners
Quote Unquote: "The study finds that vehicle pickup and delivery before and after service has a strong impact on customer satisfaction. In particular, customers who say that their vehicle was picked up from their doorstep before service and delivered to the same point after service are notably more delighted with their after-sales service experience, compared with customers who do not receive this service...."

## Setting up "Express Service Bays" & "2 - Technician Bays"

As the name suggests the company set out to delight its customers by offering them faster car service by introducing new concepts such as Express Service Bays & 2- Technicians Bays.

These are done for customers who are hard pressed for time.

Both the initiatives undertaken in this direction, have helped improve customer interface and also helped increase the productivity and capacity of existing workshops.

## Mega Camps

The company aggressively conducts 'Mega Camps' throughout the country round the year. Activities undertaken during a mega camp include complimentary car wash, AC & Pollution check up, oil and fuel top ups, wheel alignments etc.

Apart from mega camps workshop camps like A/C checkup camps, PUC and general check-up camps, Locality camps , Pre monsoon camps etc are also regularly conducted as part of customer connect initiatives. Service at your Door Step through Maruti Mobile Support Another unique initiative is the door step service facility through Maruti Mobile Support.

Maruti Mobile Support is a first of it's kind initiative and is expected not only to help the company reach out customers in metro cities but also as a mean to reach semi urban /rural areas where setting up of new workshop may not be viable.

## Car Safety device: Immobilizer

The company used technology to meet customer needs and even delight them. Following feedback that the company's cars were more prone to theft owing to their resale value, the company worked on an anti-theft immobilizer or "I-Cats;" system for all its new cars.

## Complete car needs

The company's effort of providing all car-related needs -- from learning to drive a car at Maruti Driving Schools to car insurance, extended warranty and eventually exchanging the existing car for a new one -- under one roof at dealerships also enhances customer satisfaction.

Maruti Suzuki has two state-of-the-art manufacturing facilities in India. The first facility is at Gurgaon spread over 300 acres and the other facility is at Manesar, spread over 600 acres in North India.

## The Gurgaon facility

Maruti Suzuki's facility in Gurgaon houses three fully integrated plants. While the three plants have a total installed capacity of 350,000 cars per year, several productivity improvements or shop floor Kaizens over the years have enabled the company to manufacture nearly 700,000 cars/ annum at the Gurgaon facilities.

The entire facility is equipped with more than 150 robots, out of which 71 have been developed in-house. More than 50 per cent of our shop floor employees have been trained in Japan.Our Gurgaon facility also houses `K' Engine plant.

The `K' family engine plant has an installed annual capacity of 240,000 engines and was commissioned in 2008.Spread over an area of 20,300 m2, the `K' family engine facility is part of the Rs 9,000 crore investment plan drawn by Maruti Suzuki and Suzuki Motor Corporation.

The next generation `K'engine like all Maruti Suzuki earlier technologies is highly fuel efficient, while offering the best in refinement and performance. It will take the engine technology to the next level in India. A-Star is the first car to be powered by `K' family engine. The forthcoming models will be powered by other `K' family engines.

The in-line plant layout consisting of Casting, Machining and Assembly processes has high level of automation, effective material handling and inventory reduction techniques in place, aimed for high operational efficiency.

The facility employs global manufacturing best practices like cold testing, 100% on line automated checks to ensure global quality.

## The Manesar facility

Our Manesar facility has been made to suit Suzuki Motor Corporation (SMC) and Maruti Suzuki India Limited's (MSIL) global ambitions.

The plant was inaugurated in February 2007.

At present the plant rolls out World Strategic Models Swift , A-star & SX4 and DZire.The plant has several in-built systems and mechanisms.

There is a high degree of automation and robotic control in the press shop, weld shop and paint shop to carry on manufacturing work with acute precision and high quality.
The plant is designed to be flexible: diverse car models can be made here conveniently owing to automatic tool changers, centralized weld control system and numerical control machines that ensure high quality.

The plant at Manesar is the company's fourth car assembly plant and started with an initial capacity of 100,000 cars per year. This will be scaled up to 300,000 cars per year by October 2008.

## Diesel Engine Plant- Suzuki Powertrain India Limited

Suzuki Powertrain India Limited the diesel engine plant at Manesar is SMC's & Maruti's first and perhaps the only plant designed to produce world class diesel engine and transmissions for cars. The plant is under a joint venture company, called Suzuki Powertrain India Limited (SPIL) in which SMC holds 70 per cent equity the rest is held by MSIL.This facility has an initial capacity to manufacture 100,000 diesel engines a year. This will be scaled up to 300,000 engines/annum by 2010.

Maruti Suzuki has two state-of-the-art manufacturing facilities in India. The first facility is at Gurgaon spread over 300 acres and the other facility is at Manesar, spread over 600 acres in North India.

## The objectives of Maruti Udyog Ltd. then were:

- ✓ Modernization of the Indian Automobile Industry
- ✓ Production of fuel-efficient vehicles to conserve Scarce Resources.
- ✓ Production of large number of motor vehicles which has necessary for Economic Growth.

# MARUTI UDYOG IN INDIA

December 1983 heralded a revolution in the Indian Car Industry.Maruti collaborated with Suzuki of Japan to produce the first affordable car for the average Indian. At this time, the Indian car market had stagnated at a volume of 30,000 to 40,000 cars for the decade ending 1983. This was from where Maruti took over.

The sales figure for the year 1993 reached up to 1, 96,820. The company reached a total production of one million vehicles in March 1994 becoming the first Indian Company to cross this milestone. It crossed the two million mark in 1997.

India's largest automobile company, Maruti entered the Indian car market with the valid aim to provide High Quality, Fuel – Efficient, Low – Cost Vehicles. Its cars operate on Japanese technology, adapted to Indian conditions and Indian car user. Maruti comes in a variety of models in the 800 segments.

To fend off growing competition, Maruti has recently completed An Rs. 4 billion expansion project at the current site, which has increased the total production capacity to over 3,20,000 vehicles per annum. It has further plans to modernize the existing facilities and to expand its capacity to 1, 00,000 units in the year the total production of the company will exceed 4, 00,000 vehicles per year.

Maruti Udyog is a 24-year-old company, which is running successfully. It has extended its branches all over India. It has also gone globalization; some of the countries are China, Japan, Srilanka, Pakistan, USA, etc.

The main objective of the company is to produce Consumer satisfaction goods spread over a sprawling 297 acres with 3 fully-integrated production facilities, the Maruti Udyog

Plant has already rolled out over 4.3 million vehicles. In fact, on an average two vehicles roll out of the factory every minute. And it takes on an average, just 14 hours to make a car. More importantly, with an incredible range of 11 models available in 50 variants, there is a Maruti Suzuki made here to fit every car-buyer's budget and dream.
Maruti Suzuki produced its first vehicle on December 1983. 40, 00,000 vehicles produced by April, 2003 and 45, 00,000 vehicles produced by April 2004. The car models which they produce are Maruti 800, Omni, Esteem, Alto, Wagon-R, Zen, Swift, Bale no, Grand Vitara, and Versa.

More than half the cars sold in India are Maruti cars. The company is a subsidiary of Suzuki Motor Corporation, Japan, which owns 54.2 per cent of Maruti. The rest is owned by the public and financial institutions. We are listed on the Bombay Stock

Exchange and National Stock Exchange in India.

During 2006-07, Maruti Suzuki sold about 675,000 cars, of which 39,000 were

exported. In all, over six million Maruti cars are on Indian roads since the first car was

rolled out on December 14, 1983.

Maruti Suzuki offers 10 models, ranging from the people's car, Maruti 800, for

Less than Rs 200,000 ($ 5000) ex-showroom to the premium sedan SX 4 and luxury

SUV, Grand Vitara.

# MILESTONE OF MARUTI UDYOG:

- **1980’s**

  - This was the time when scooters had a waiting period industrial production was licensed there were two modules 40,000 per year in the name of the car industry.
  - The Indian manufacturing industry sees a new dawn.

- **1981**

  - Maruti Udyog limited was incorporated under the provisions of the Indian companies act. 1956
  - The government of India selected Suzuki motor corporation as the joint venture partner

- **1982**

  - The JV was signed between the Indian government and Suzuki motor corporation. The company born out of JV was Maruti Udyog limited.

- **1983**

  - The people car was born. A 796cc hatchback car was established and it was first affordable car of India. THE FIRST CAR FOR MANY INDIANS.
  - Mr. Harpal Sing the first owner of the Maruti 800 car.

- **1984**

  - Business gets OMNI present. When business was on boom people needed a better way to transport. Maruti Omni provided greater space and advantage

- **1985**

  - **Providing the platform:** Maruti gypsy a first off road SUV is launched (970cc 4WD)

- **1987:**

  - MARUTI goes overseas for the first time
  - First lot of 500 cars exported to Hungary

- **1986-87 & 1987 & 88 &1988 &1989**

- **AWARDS & ACHIEVEMENTS**

**Maruti** was awarded ALL INDIA EXPORT PROMOTION COUNCIL (EPCC) for the first year (1986 & 87) for the second year (1987 & 1988) and for the third year (1989)

- **EARLY 1990's**

- India first SEDAN car Maruti 1000cc in **1990**
- Maruti becomes more important in the agenda for the growth in **1992**
- Maruti zen the world's car India's favorite car was launched
- The 993cc hatchback outlived by many years in **1993**
- Esteem 1.3L is launched in **1994**

- **LATE 1990's**

- 1.5 million car's rolled out in **1996**
- Maruti luxury SEDAN BALENO was launched in **1997**
- **AWARDS & ACHEIVEMENT**

EEPC for the fourth, fifth year & sixth year in **1990 & 1991 & 1992-93**

PERFORMANCE ACKNOWLEDGEMENT AWARD in **1991-92**

NPC AWARD FOR the runners up in best production performance

EEPC AWARD for the seventh & eight year in **1993-94 & 1994-95**

HERO HONDA rolling trophy in **1996-97**

- **2000**

- Company reported a loss of Rs 209 cr
- JD power satisfaction award was given
- Maruti ALTO was launched
- First car company launched call center

- **2001**

- Turn around with profit of 105.4 crs
- Maruti VERSA was launched
- JD power survey award for the $2^{nd}$ year

- **2002**

- JD AWARD FOR the third year

- **<u>2003</u>**

- Maruti gets listed in BSE & NSE
- JD award was awarded in for fourth year

- **<u>2005</u>**
- Maruti Suzuki swift was launched
- JD award for the sixth year

- **<u>2006</u>**
- ZEN ESTILO was launched
- JD award for the 7th year

- **<u>2007</u>**
- SWIFT diesel was launched
- Luxury SEDAN SX4 was launched with a tag line "Men are Back"
- Luxury SUV GRAND VITARA was launched
- JD award for the 8th year

- **<u>2008</u>**
- Alto crosses 1 million mark
- Swift crosses 250,000 sales unit
- Swift DZire launched
- Launched M800 LPG

- **<u>2009</u>**

- A-Star launched and bags Zigwheels car of the year award
- Swift crosses 300,000 sales unit

# Maruti launches Suzuki Swift in India

**Maruti plans the launch of its first ever modern, radical car in India.**

**The Swift looks shocking, will be affordable, and put Maruti back in the race.**

The road tests of the Maruti Suzuki Swift have finally appeared. Auto car has a road test of the Suzuki Swift in its latest edition - but the test actually is not of the Indian version of the Suzuki Swift. That car, as far as we know, is almost ready and nobody has got their hands on it just yet. The latest edition of BS Motoring too has the brilliant supermini on its cover.

Most of the information that we had brought to you earlier remains - pricing is along expected lines. We will bring you a detailed update on the Swift just a few days before its launch.

For now, feast your eyes on our Maruti Suzuki Swift photo gallery.

**27/9/2004, Mumbai:** The Maruti Suzuki Swift is expected in India in March 2005. The expected price for this radical hatchback car from Maruti (or should we say Suzuki?) is Rs. 5 lakh - which puts in firmly in the territory of the Indian mid-size car.

**Photos:**
**Maruti Suzuki Swift** - frontal view - rear view

No one has so far managed a review or road test of the new Suzuki Swift as far as we know. The Suzuki Swift will be defintely a remarkable shape on Indian roads, with its very 2004 looks. Currently, Maruti is calling in the Model K. With its Zen and Alto still selling well and Esteem just undergone a face-lift, Maruti will position the new hatchback right under the Baleno in its line-up.


Initially, the Maruti Suzuki Swift is expected to be launched in India with the tried and tested Esteem engine. In the future, Maruti may offer the Baleno's more powerful engine too on the Indian Swift. A diesel engine is also expected in the later versions of the Indian Maruti Suzuki Swift.

If you want a good-looking, large and distinctive car, look no further. The design is based on the well-acclaimed Concept S design unveiled by Suzuki at the 2002 Paris Auto show. In fact, the car closely resembled the concept car displayed there which itself is a shocker when manufacturing and marketing departments generally succeed in toning down great design flourishes in production cars.

# DATA ANALYSES & INTERPRETATIONS

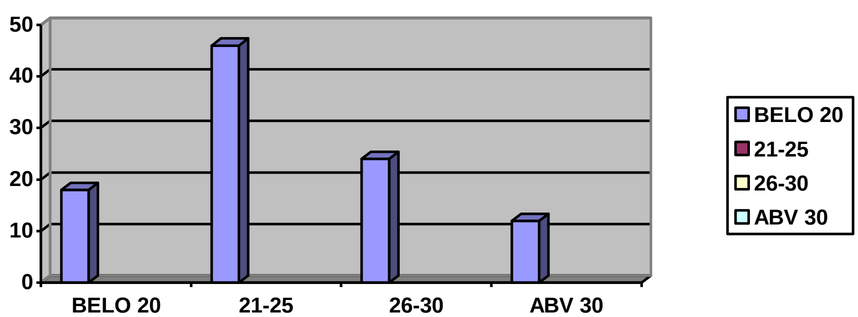
*TABLE 1*

TABLE SHOWING CLASSIFICATION OF RESPONDENTS WITH RESPECTS TO AGE

| AGE | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| BELOW 20 | 18 | 18% |
| 21-25 | 46 | 46% |
| 26-30 | 24 | 24% |
| ABOVE 30 | 12 | 12% |
| TOTAL | 100 | 100% |

***INTERPRETATION::***

It is clear from the above table that the majority of respondents i.e., 46% of the total number of respondents are of the age group 21-25 years. Next in the list, that is 24% are of the age group 26-30 years, the next, that is 18% are of the age group below 20 and the least number of respondents are of the age group above 30years.




**INFERENCE:**

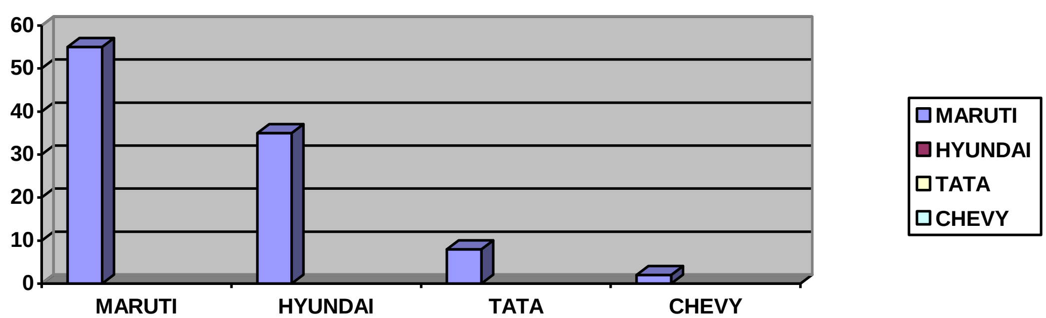
The majority of respondents i.e., 46% of the respondents are of the age group 21-25 years.

**Q 01) what brand of car do you presently own?**

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| MARUTI | 55 | 55% |
| HYUNDAI | 35 | 35% |
| TATA MOTORS | 08 | 08% |
| CHEVEROLET | 02 | 02% |
| TOTAL | 100% | 100% |

***INTERPRETATION::***

From the above table it shows clearly that Maruti is the brand of car which is own by more than 50% of our respondents and it is followed by Hyundai with 35% than it is followed by the Tata motors with 8% and least was Chevrolet wit only 2%




**INFERENCE:**

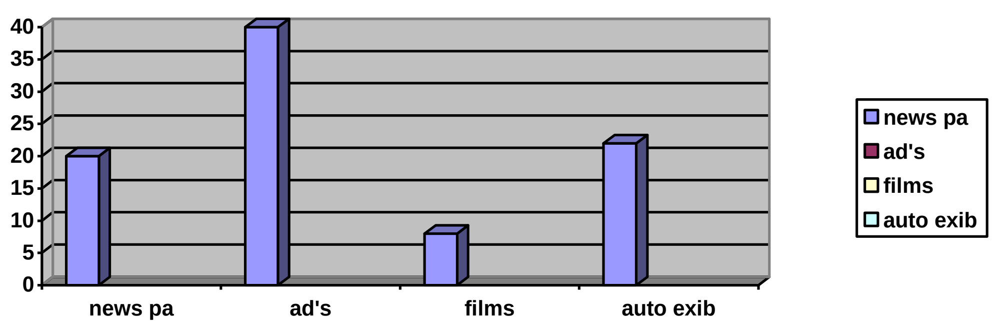
55% of respondents are having Maruti as their brand of car. They own

**Q 02 Sources from which you gathered information about your car?**

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| NEWS PAPER | 20 | 20% |
| ADVERTISEMENTS | 40 | 40% |
| FILMS | 08 | 08% |
| AUTO EXBITIONS | 22 | 22% |
| TOTAL | 100 | 100% |

## *INTERPRETATION::*

From the above table we see that most of the respondents gathered their info of their car from ad's i.e. upto 40% and than it is followed by the auto exhibitions which are conducted by many automobile federations which covers 22% of respondents and then 20% of the respondents get their info from the newspaper and least is films where respondents got info from films.




## INFERENCE:

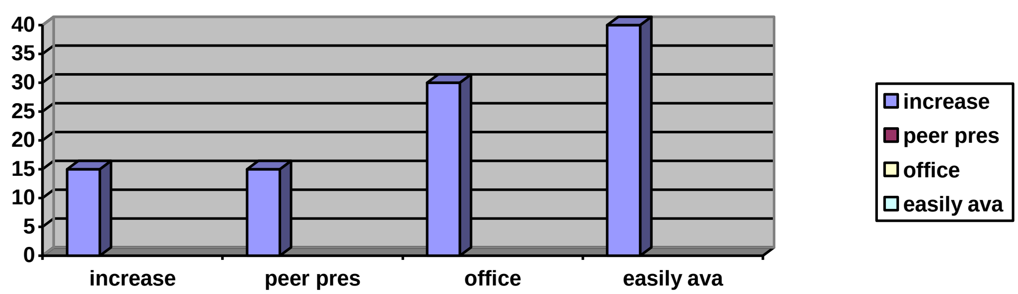
The data shows that most of the respondents gathered their info of their cars from Ad's i.e. 40%

**Q 03 which medium influenced you to buy this car?**

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| INCREASE IN INCOME | 15 | 15% |
| PEER GROUP PRESSURE | 15 | 15% |
| OFFICIAL REQUIREMENT | 30 | 30% |
| EASY TO AVAIL | 40 | 40% |
| TOTAL | 100 | 100% |

## ***INTERPRETATION:***

The data tells us that 40% of the respondents is influenced to buy their car cos its easily avail and then it comes 30% of respondents is influenced for the official requirement purpose and 15% each for increase in income & peer group pressure.




## INFERENCE:

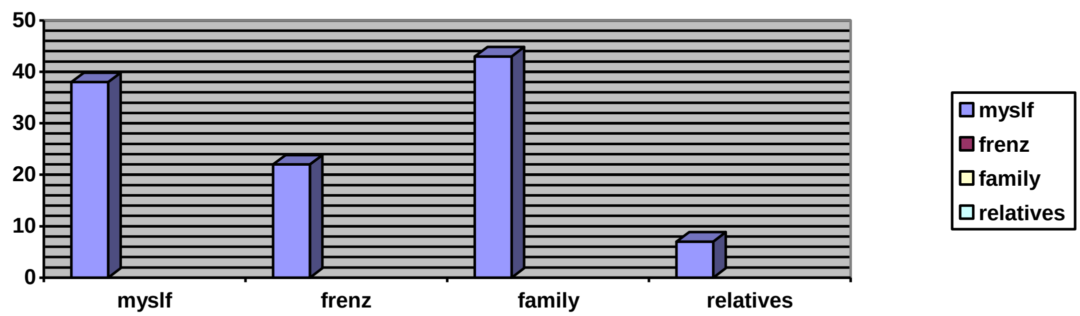
The graph shows that 40% of the respondents buy their cars cos it is easily available.

**Q 04 who is the decision maker?**

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| MYSELF | 38 | 38% |
| FRENDZ | 22 | 22% |
| FAMILY MEMBERS | 43 | 43% |
| RELATIVES | 07 | 07% |
| TOTAL | 100% | 100% |

***INTERPRETATION:***

The data tells that 43% of the respondents' family decides which car to buy and then 38% of the respondents decides by themselves and it is followed by frendz of 22% and then least is relatives with 07%




**INFERENCE:**

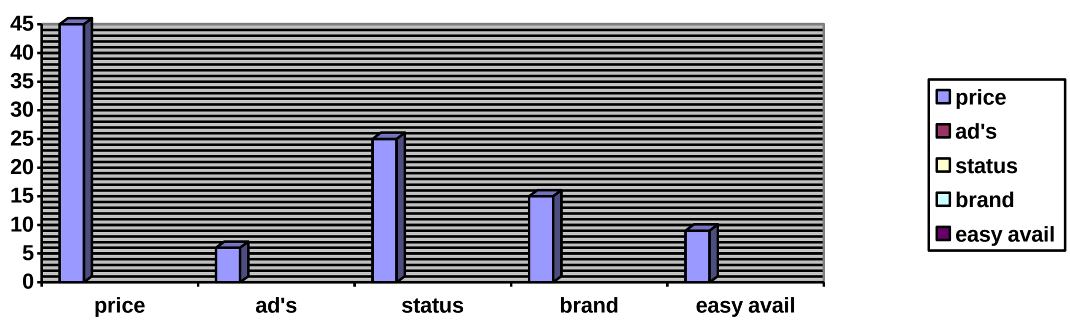
The graph shows 43% of respondents tells that they buy the car wat family decides.

**Q 05 for choosing a car how important is the factors?**

| **FACTORS** | **NO OF RESPONDENTS** | **PERCENTAGE** |
|---|---|---|
| **PRICE** | **45** | **45%** |
| **ADVERTISEMENTS** | **06** | **06%** |
| **STATUS LEVEL** | **25** | **25%** |
| **BRAND NAME** | **15** | **15%** |
| **EASILY AVAILAIBLE** | **09** | **09%** |
| **TOTAL** | **100** | **100%** |

## *INTERPRETATION:*

The data tells that 45% of the respondents say that price is important factor followed by status level wit 25% then it is 15% say brand name and least is ad's 06%




## INFERENCE:

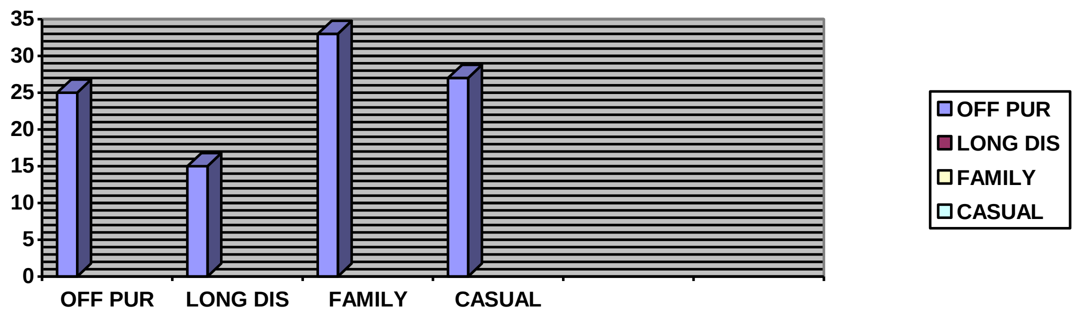
The graph shows 45% of respondents tell that PRICE is important factor.

**Q 06) The purposes of you usually use your car for?**

| **PURPOSE** | **NO OF RESPONDENTS** | **PERCENTAGE** |
|---|---|---|
| **OFFICIAL PURPOSE** | **25%** | **25%** |
| **LONG DISTANCE** | **15** | **15%** |
| **FAMILY OUTING** | **33** | **33%** |
| **CASUAL CITY USAGE** | **27** | **27%** |
| **TOTAL** | **100** | **100** |

***INTERPRETATION:***

The data tells us that 33% Of the respondents uses the car for family outings followed by 25% of respondents uses for official purpose and then comes 27% for casual city usage and the least is 15% for long distance.




**INFERENCE:**

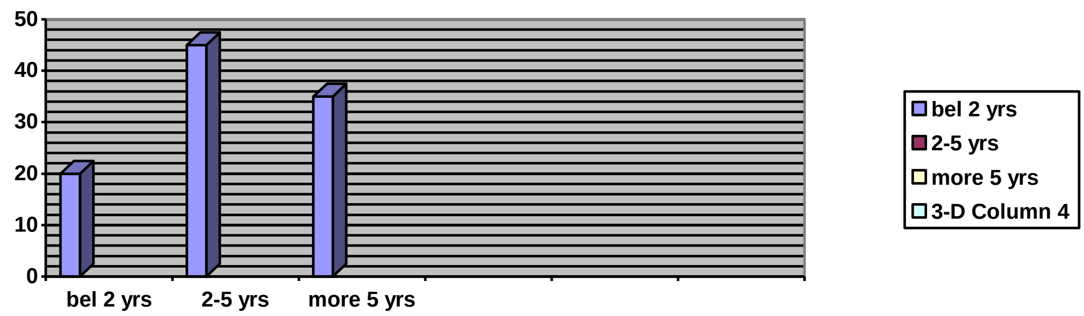
The graph shows 33% of the respondents uses their cars for family outings

**Q 07) how long you have been using this car?**

| **RESPONSE** | **NO OF RESPONDENTS** | **PERCENTAGE** |
|---|---|---|
| **BELOW TWO YEARS** | **20** | **20%** |
| **2 YEARS - 5 YEARS** | **45** | **45%** |
| **MORE THAN 5 YEARS** | **35** | **35%** |
| **TOTAL** | **100%** | **100%** |

***INTERPRETATION:***

The data tells us that 45% have their cars from 2-5 yrs followed by 35% respondents reports that have their cars for more than 5 yrs and least is 20% of respondents have their cars for less than 2 yrs




**INFERENCE:**

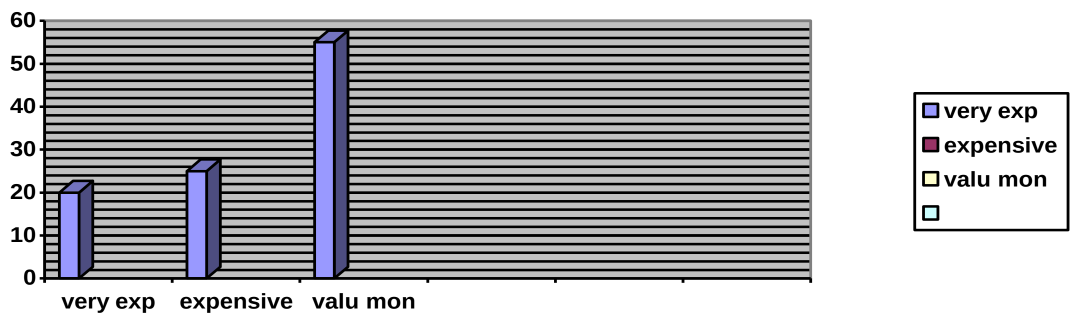
The graph shows 45% of the respondents have their cars for 2-5 yrs of period.

**Q 08) What is the opinion of your present car?**

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| VERY EXPENSIVE | 20 | 20% |
| EXPENSIVE | 25 | 25% |
| VALUE FOR MONEY | 55 | 55% |
| TOTAL | 100 | 100% |

## *INTERPRETATION:*

The data tells us that 55% Of the respondents opinions for price money of their car is value for money and 25% says that it is expensive and 20% says that it is very expensive.




**INFERENCE:**

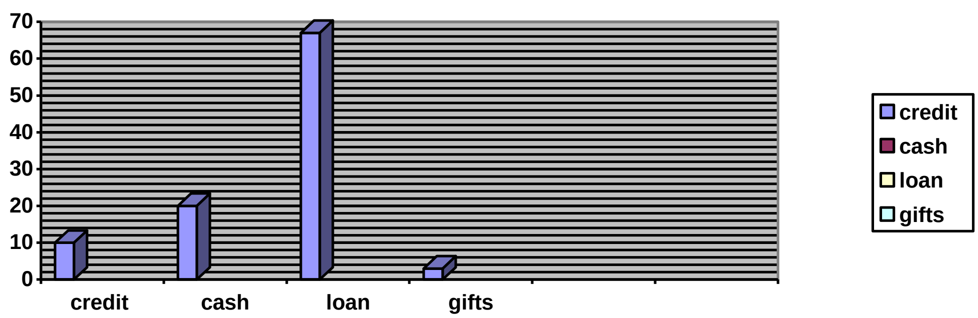
The graph shows 55% of the respondents says that the car is very much value for money

**Q 09) What is the mode of payment made to your car?**

| MODE | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| CREDIT CARD | 10 | 10% |
| CASH PURCHASE | 20 | 20% |
| LOAN | 67 | 67% |
| LIKE GIFTS | 03 | 03% |
| TOTAL | 100 | 100% |

## *INTERPRETATION:*

The data tells us that 67% of the respondents made their payments to their car is through loan, 20% of the respondents made through cash purchase, 10% through card and least was 3% for gifts




## INFERENCE:

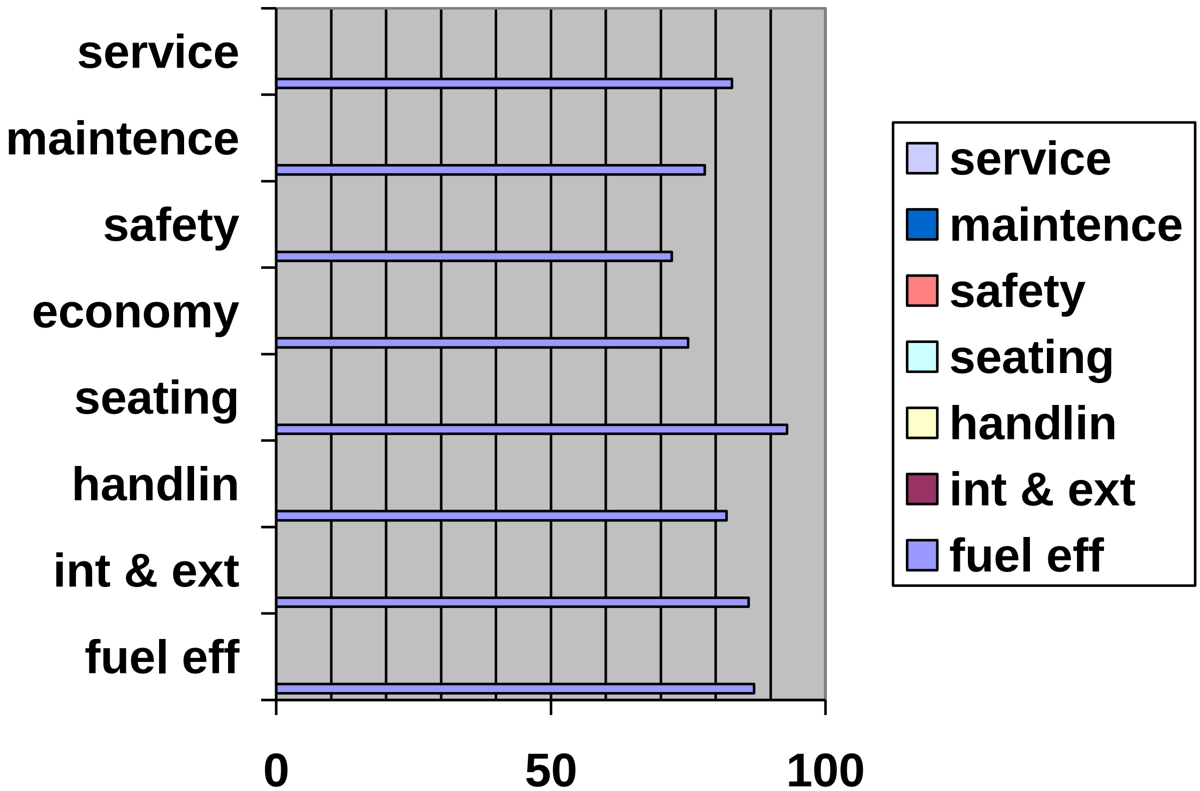
The graph shows 67% of the respondents says that they purchase their car through loan

**Q 10) How do you rate following attributes with respect to your car?**

| ATTRIBUTES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| FUEL EFFICIENCY | 87/100 | 87% |
| INTERIOR & EXTERIOR | 86/100 | 76% |
| HANDLING & PERFORMANCE | 82/100 | 82% |
| SEATING CAPACITY & TRAVEL COMP | 93/100 | 93% |
| ECONOMY | 75/100 | 75% |
| SAFETY | 72/100 | 72% |
| MAINTEINANCE COST | 78/100 | 78% |
| AFTER SALES SERVICE | 83/100 | 83% |

## *INTERPRETATION:*

The data tells us that 87% of respondents are happy with the fuel efficiency of their car, 86% of the respondents are happy with their interior & exterior designs of the car, 82% of the respondents are satisfied wit their handling & performance of their car, 93% of the respondents are happy wit their seating capacity & travel comfort, 75% of the respondents are happy with their economy of their car, 72% of the respondents are satisfied with the safety of car, 78% of the respondents are satisfied wit the maintenance cost of their car, 83% of the respondents are happy with the after sales service of their car.




**INFERENCE:**

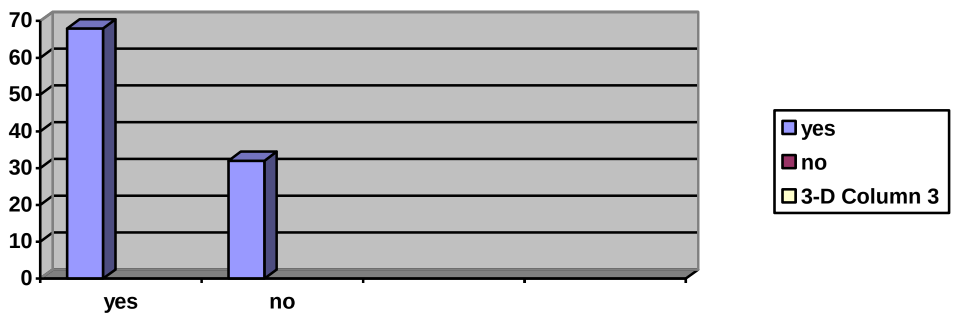
The graph shows that more than 75% of the respondents are satisfied with the each attributes towards their car

**Q 11) Are you thinking of replacing your car with Maruti Swift or Hyundai *i*10?**

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| YES | 68 | 68% |
| NO | 32 | 32% |
| TOTAL | 100 | 100 |

## *INTERPRETATION*

The data tells that 68% of the respondents are willing to change their present car to Swift or i 10 and 32% of the respondents are not willing to change.




## *INFERENCE:*

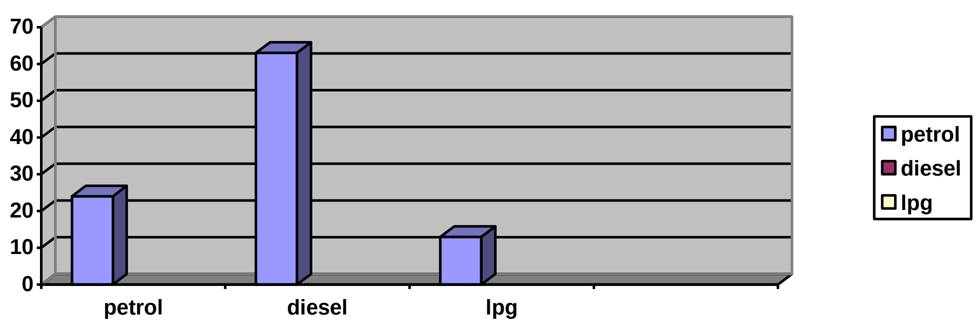
The graphs tells that 68% of the respondents are willing to change their present car to Swift or i 10

**Q 12) Which versions of car do you want to go for next?**

| VERSION | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| PETROL | 24 | 24% |
| DIESEL | 63 | 63% |
| LPG | 13 | 13% |
| TOTAL | 100 | 100 |

## INTERPRETATION

The data tells that 63% of the respondents want to go for diesel version followed by 24% to petrol version and least was 13% to LPG version.




## INFERENCE:

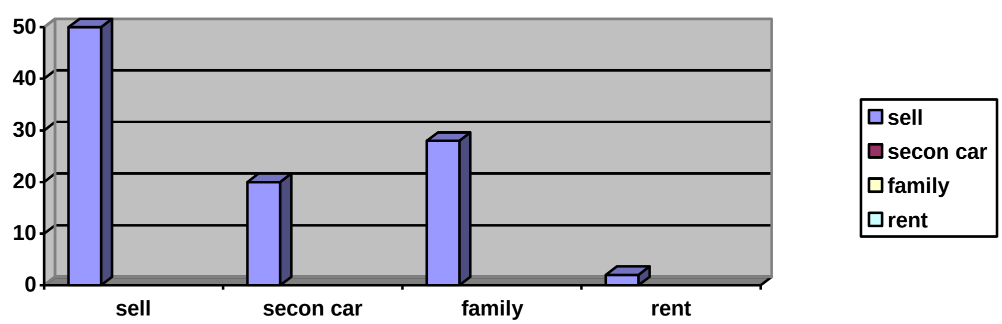
The graph says that 63% of the respondents want to go for diesel version for next car.

**Q 13) What would you do wit your present car?**

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| SELL | 50 | 50% |
| AS SECOND CAR | 20 | 20% |
| GIVE IT TO FAMILY | 28 | 28% |
| FOR RENT | 02 | 02% |
| TOTAL | 100 | 100% |

## *INTERPRETATION*

The data tells that 50% of the respondents want to sell their present car and 28% of the respondents want to give the car to their family members, 20% of respondents keep it as a second car and 2% wants to give it on rent basis.




## *INFERENCE:*

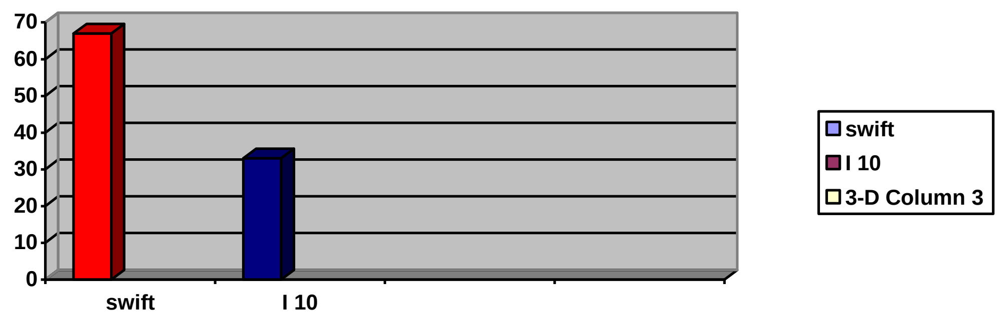
The graph shows that 50% of the respondents want to sell their present car.

**Q 14) Which car do you prefer the most?**

| CAR | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| MARUTI SWIFT | 67 | 67% |
| HYUNDAI i 10 | 33 | 33% |
| TOTAL | 100 | 100 |

## *INTERPRETATION*

The data tells that more than 65% prefer Maruti Swift than Hyundai i 10 for 33% only preferred by 33%




## *INFERENCE:*

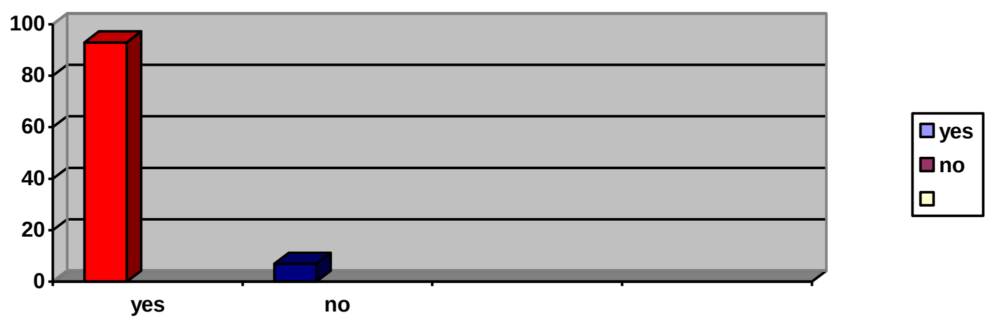
The graph shows that 67% of the respondents prefer Maruti Swift than i 10.

**Q 15) Have you test drive these cars?**

| <u>**MARUTI SWIFT**</u> | <u>**NO OF RESPONDENTS**</u> | <u>**PERCENTAGE**</u> |
|---|---|---|
| **YES** | **93** | **93%** |
| **NO** | **07** | **07%** |
| **TOTAL** | **100** | **100%** |

## ***INTERPRETATION***

The data tells that more than 93% of the respondents have test driven Maruti Swift



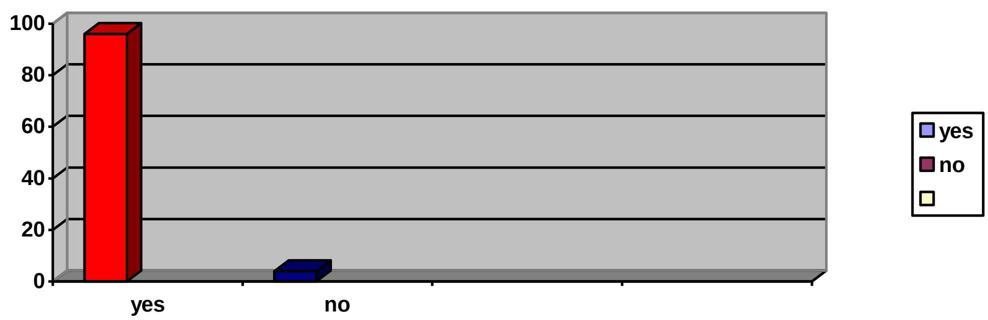

## ***INFERENCE:***

The graph shows that 93% of the respondents have test driven Swift.

| **HYUNDAI *i* 10** | **NO OF RESPONDENTS** | **PERCENTAGE** |
|---|---|---|
| **YES** | **96** | **96%** |
| **NO** | **04** | **04%** |
| **TOTAL** | **100** | **100%** |

## *INTERPRETATION*

The data tells that more than 96% of the respondents have test driven Hyundai i10




## *INFERENCE:*

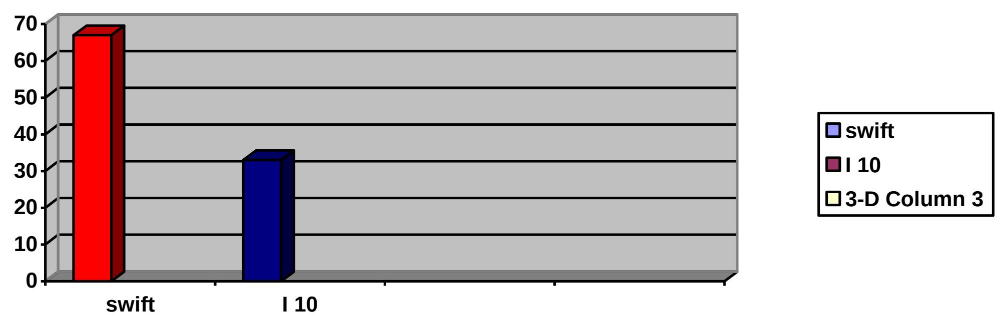
The graph shows that 96% of the respondents have test driven i**10.**

**Q 16) Which car do you think is the best?**

| CAR | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| **MARUTI SWIFT** | **67** | **67%** |
| **HYUNDAI i 10** | **33** | **33%** |
| **TOTAL** | **100** | **100** |

## ***INTERPRETATION***

The data tells that more than 67% prefer Maruti Swift is best than Hyundai i 10 for 33%




## ***INFERENCE:***

The graph shows that 67% of the respondents says Maruti Swift is best than i 10

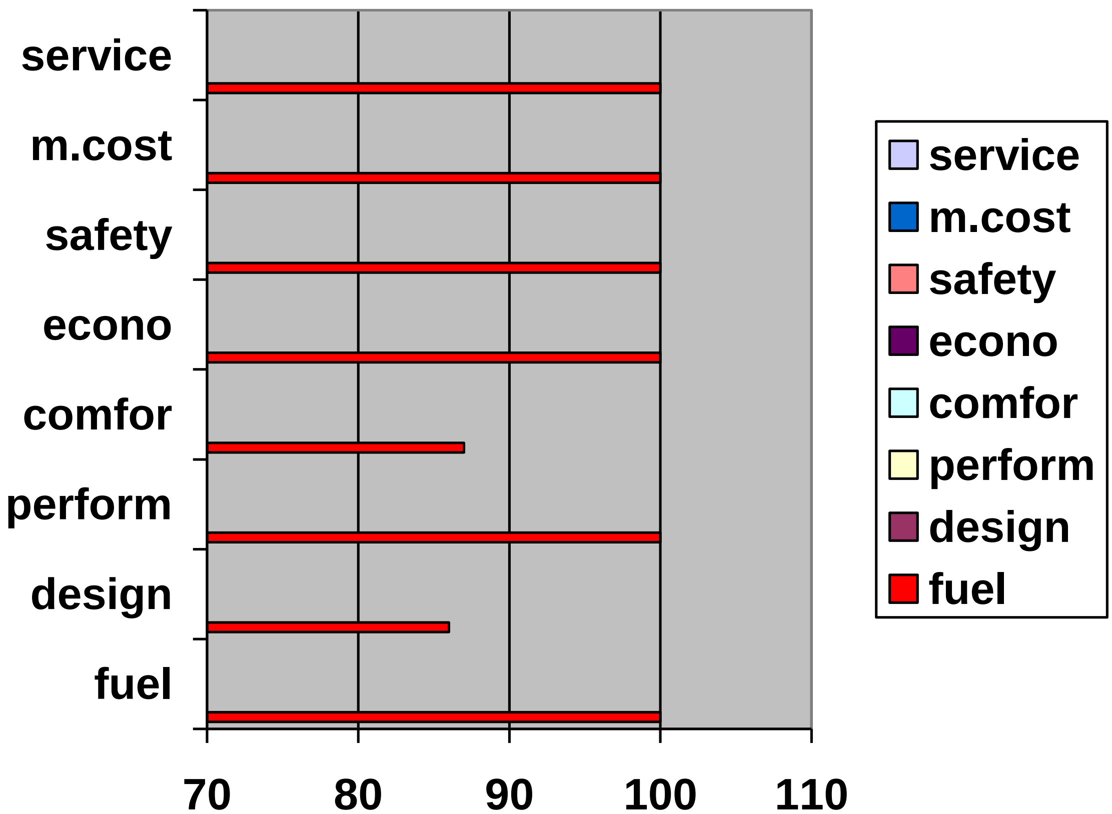
.

**Q 17) How do you rate following attributes with respect to MARUTI SWIFT?**

| ATTRIBUTES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| FUEL EFFICIENCY | 100/100 | 100% |
| INTERIOR & EXTERIOR | 86/100 | 85% |
| HANDLING & PERFORMANCE | 100/100 | 100% |
| SEATING CAPACITY & TRAVEL COMP | 87/100 | 100% |
| ECONOMY | 100/100 | 100% |
| SAFETY | 100/100 | 100% |
| MAINTEINANCE COST | 100/100 | 100% |
| AFTER SALES SERVICE | 100/100 | 100% |

***INTERPRETATION:***

The data tells us that 100% of respondents are happy with the fuel efficiency of the car, 86% of the respondents are happy with their interior & exterior designs of the car, 100% of the respondents are satisfied wit their handling & performance of the car, 87% of the respondents are happy wit their seating capacity & travel comfort, 100% of the respondents are happy with their economy of their car, 100% of the respondents are satisfied with the safety of car, 100% of the respondents are satisfied wit the maintenance cost of the car, 100f the respondents are happy with the after sales service of the car.




***INFERENCE:***

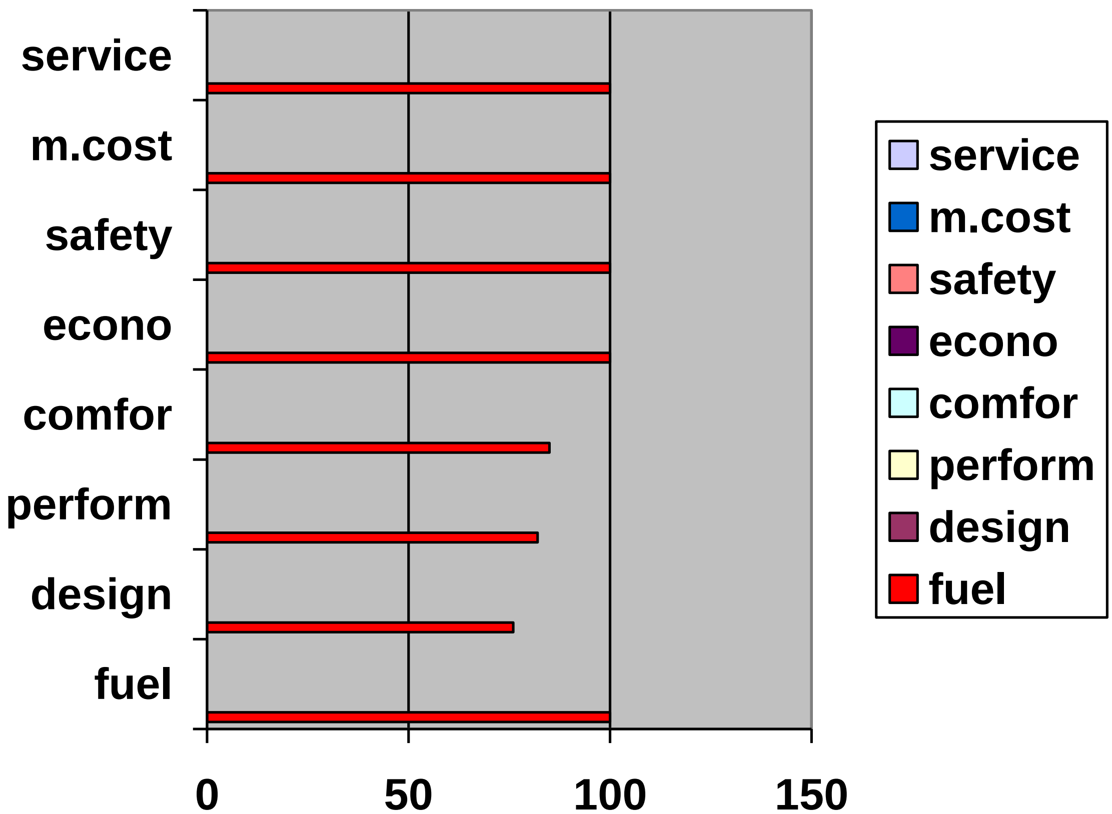
The graph shows almost for all the attributes more than 85% of respondents are satisfied with Maruti Swift.

**Q 17) How do you rate following attributes with respect to HYUNDAI i 10?**

| ATTRIBUTES | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| FUEL EFFICIENCY | 100/100 | 100% |
| INTERIOR & EXTERIOR | 76/100 | 76% |
| HANDLING & PERFORMANCE | 82/100 | 82% |
| SEATING CAPACITY & TRAVEL COMP | 85/100 | 85% |
| ECONOMY | 100/100 | 100% |
| SAFETY | 100/100 | 100% |
| MAINTEINANCE COST | 100/100 | 100% |
| AFTER SALES SERVICE | 100/100 | 100% |

## *INTERPRETATION:*

The data tells us that 100% of respondents are happy with the fuel efficiency of the car, 86% of the respondents are happy with their interior & exterior designs of the car, 100% of the respondents are satisfied wit their handling & performance of the car, 87% of the respondents are happy wit their seating capacity & travel comfort, 100% of the respondents are happy with their economy of their car, 100% of the respondents are satisfied with the safety of car, 100% of the respondents are satisfied wit the maintenance cost of the car, 100f the respondents are happy with the after sales service of the car.




***INFERENCE:***

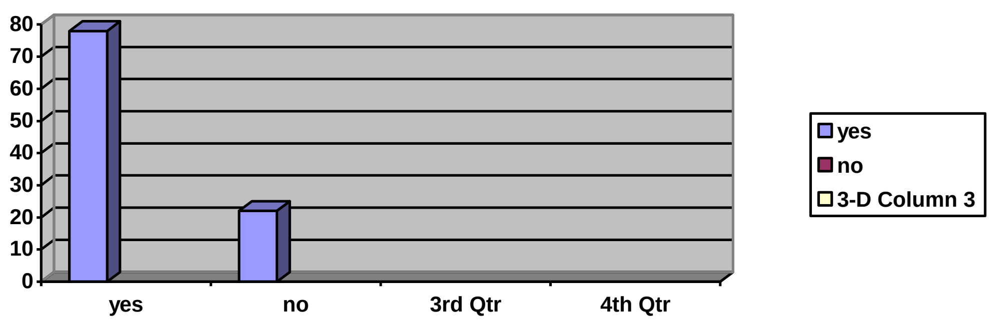
The graph shows almost for all the attributes more than 75%of respondents are satisfied with Hyundai i 10.

**Q 18) Do you think the prices of these cars are worth?**

| **RESPONSE** | **NO OF RESPONDENTS** | **PERCENTAGE** |
|---|---|---|
| **YES** | **78** | **78%** |
| **NO** | **22** | **22%** |
| **TOTAL** | **100** | **100%** |

## ***INTERPRETATION:***

This data tells that 78% of the respondents are satisfied with the price of these hatchback cars and 22% are not satisfied for some reasons.




## ***INFERENCE:***

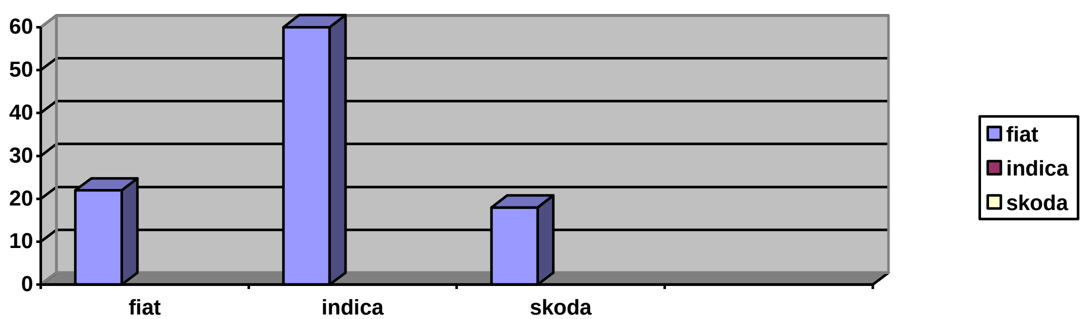
The graph tells that 78% of the respondents are satisfied with the price of the cars

**Q 19) Which Hatch back car do you think is the more competent to these cars?**

| CAR | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| FIAT PALIO | 22 | 22% |
| TATA INDICA VISTA | 60 | 60% |
| SKODA FABIA | 18 | 18% |
| TOTAL | 100 | 100 |

## *INTERPRETATION:*

This data tells that 60% 0f the respondents are saying indica vista is more competent than fiat palio for 22% followed by Skoda Fabia for 18%




## *INFERENCE:*

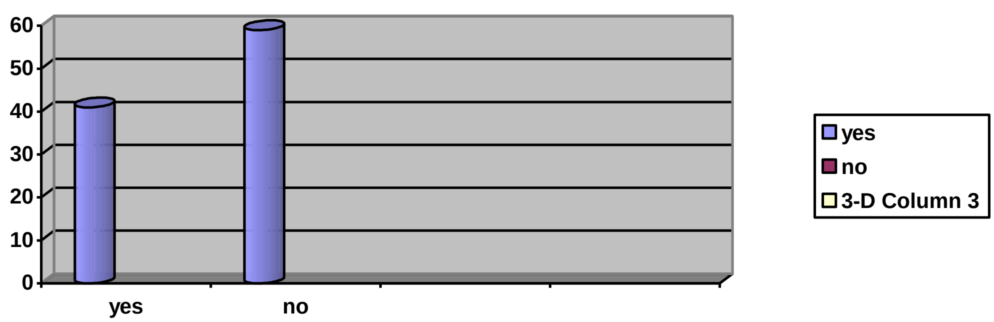
The graph tells that 60% of the respondents think that Indica Vista is more competent with these cars.

**Q 20) Do you think the launch of TATA NANO will affect the sales of hatchback segment cars?**

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| YES | 41 | 41% |
| NO | 59 | 59% |
| TOTAL | 100 | 100% |

## *INTERPRETATION:*

The data tells that 41% of the respondents says yes it will affect the sales and 59% of respondents says No.




## *INFERENCE:*

The graphs tell that 59% of the respondents say no it will not affect the sales of hatchback segment.

# FINDINGS

- From the above table it shows clearly that Maruti is the brand of car which is own by more than 50% of our respondents and it is followed by Hyundai with 35% than it is followed by the Tata motors with 8% and least was Chevrolet wit only 2%

- From the above table we see that most of the respondents gathered their info of their car from ad's i.e. upto 40% and than it is followed by the auto exhibitions which are conducted by many automobile federations which covers 22% of respondents and then 20% of the respondents get their info from the newspaper and least is films where respondents got info from films.

- The data tells us that 40% of the respondents is influenced to buy their car cos its easily avail and then it comes 30% of respondents is influenced for the official requirement purpose and 15% each for increase in income & peer group pressure.

- The data tells that 43% of the respondents' family decides which car to buy and then 38% of the respondents decides by themselves and it is followed by frendz of 22% and then least is relatives with 07%

- The data tells that 45% of the respondents say that price is important factor followed by status level wit 25% then it is 15% say brand name and least is ad's 06%

- The data tells us that 33% Of the respondents uses the car for family outings followed by 25% of respondents uses for official purpose and then comes 27% for casual city usage and the least is 15% for long distance.

-

- The data tells us that 33% Of the respondents uses the car for family outings followed by 25% of respondents uses for official purpose and then comes 27% for casual city usage and the least is 15% for long distance.

- The data tells us that 55%  Of  the respondents opinions for price money of their car is value for money and 25% says that it is expensive and 20% says that it is very expensive

- The data tells us that 67% of the respondents made their payments to their car is through loan, 20% of the respondents made through cash purchase, 10% through card and least was 3% for gifts

- The data tells us that 87% of respondents are happy with the fuel efficiency of their car, 86% of the respondents are happy with their interior & exterior designs of the car, 82% of the respondents are satisfied wit their handling & performance of their car, 93% of the respondents are happy wit their seating capacity & travel comfort, 75% of the respondents are happy with their economy of their car, 72% of the respondents are satisfied with the safety of car, 78% of the respondents are satisfied wit the maintenance cost of their car, 83% of the respondents are happy with the after sales service of their car.

- The data tells that 68% of the respondents are willing to change their present car to Swift or i 10 and 32% of the respondents are not willing to change.
  The data tells that 63% of the respondents want to go for diesel version followed by 24% to petrol version and least was 13% to LPG version.

- The data tells that 50% of the respondents want to sell their present car and 28% of the respondents want to give the car to their family members, 20% of respondents keep it as a second car and 2% wants to give it on rent basis.

- The data tells that more than 65% prefer Maruti Swift than Hyundai i 10 for 33%

- only preferred by 33%

- The data tells that more than 93% of the respondents have test driven Maruti Swift

- The data tells that more than 96% of the respondents have test driven Hyundai i10

- The data tells that more than 67% prefer Maruti Swift is best than Hyundai i 10 for 33%

- The data tells us that 100% of respondents are happy with the fuel efficiency of the car, 86% of the respondents are happy with their interior & exterior designs of the car, 100% of the respondents are satisfied wit their handling & performance of the car, 87% of the respondents are happy wit their seating capacity & travel comfort, 100% of the respondents are happy with their economy of their car, 100% of the respondents are satisfied with the safety of car, 100% of the respondents are satisfied wit the maintenance cost of the car, 100f the respondents are happy with the after sales service of the car.

- The data tells us that 100% of respondents are happy with the fuel efficiency of the car, 86% of the respondents are happy with their interior & exterior designs of the car, 100% of the respondents are satisfied wit their handling & performance of the car, 87% of the respondents are happy wit their seating capacity & travel comfort, 100% of the respondents are happy with their economy of their car, 100% of the respondents are satisfied with the safety of car, 100% of the respondents are satisfied wit the maintenance cost of the car, 100f the respondents are happy with the after sales service of the car.

- This data tells that 78% of the respondents are satisfied with the price of these hatchback cars and 22% are not satisfied for some reasons.

- This data tells that 60% 0f the respondents are saying indica vista is more competent than fiat palio for 22% followed by Skoda Fabia for 18%

- The data tells that 41% of the respondents say yes it will affect the sales and 59% of respondents says no

## RECOMMENDATION AND SUGGESTION

- Company should work on its mileage & maintenance cost of product as most of customers have low scores for these two aspects.
- The companies can promote the cars as official cars and also highlight the family benefits.
- Company should start releasing colures that are vibrant.
- Availability of spare parts is the biggest problem for any customer. Hence companies should have exclusive showrooms for the spare parts of the products.
- Price and brand name are the most influential reasons to buy a segment C car. Hence the prices can competitive with schemes.
- Company should advertise more of its product through television, newspapers & make the showrooms stylish and effective.
- Company should tie up with banks and make the loans very easy and accessible.
- The study found that customer's complaints about the performance of the cars are less. Hence the company can speed up complaint readdressal cell to get the feedback from the customers.

.

# Conclusions

The research aimed at finding the customer perception towards the HATCHBACK Segment Cars in Bangalore City. The study also made a comparative analyses of Maruti Suzuki Swift & Hyundai i 10. This study also finds out the switching characteristics different car users to these two cars. The study revealed that Maruti Suzuki Swift is the most preferred HATCHBACK car brand and highly rated brand in the market. The study also found that the launches of people’s car by TATA motors will not affect this segment and there is a wide scope for the new entrant in this segment of auto mobile industry.

# ANNEXURE

I SHOUAIB PASHA a final year student of MBA from ***AAIMS*** Affiliated to Bangalore University. As a part of my curriculum, I have taken up a marketing research on a consumer perception on ***Hatchback Segment*** in Automobile Industry between ***Suzuki Swift & Hyundai i10***. So I kindly request you to spare some time to answer the following questions.

**PERSONNAL INFORMATION:**

NAME: …………………………………………………………..
AGE: ………………………………………………………….
GENDER: ……………………………………………………….
OCCUPATION: ………………………………………………….
E-MAIL: …………………………………………………………
MOBILE: ………………………………………………………...
MONTHLY INCOME: ……………………………………………..

**SPECIFIC INFORMATION:**

Q.01. what brand of car do you own presently?

A) MARUTI SUZUKI B) HYUNDAI

C) TATA D) FIAT

E) OTHERS SPECIFY…………………………………………………………

SPECIFY THE MODEL OF PRESENT CAR………………………………….

Q 02. Sources from which you gathered information about your present car?

A) NEWSPAPER B) ADVERTISEMENT

C) AUTO EXIBITIONS D) OTHERS SPECIFY

………………………………………………………………………………...

Q 03. Medium influenced you to buy the present car?

A) INCRESED IN INCOME B) PEER GROUP PRESSURE

C) OFFICIAL REQUIRMENT D) OTHERS SPECIFY

……………………………………………………………………………...

Q 04. Who is the Decision maker?

A) MYSELF B) FRENDZ

C) FAMILY MEMBERS D) RELATIVES

Q 05. For choosing a Car how important are these factors?

| FACTORS | NOT IMPORTANT | IMPORTANT | VERY IMPORTANT |
|---|---|---|---|
| ***PRICE*** | | | |
| ***ADVERTISEMENT*** | | | |
| ***STATUS LEVEL*** | | | |
| ***BRAND NAME*** | | | |
| ***EASILY AVAILAIBLE*** | | | |

Q 06. What is the purpose you usually use your car for?

A) OFFICIAL PURPOSE B) LONG DISTANCE TRAVEL

C) FAMILY OUTING D) CASUAL CITY USAGE

E) OTHERS SPECIFY…………………………………………………………

Q 07. Since how long you have been using this car?

A) BELOW 2 YEARS B) 2 YRS – 5 YRS

C) MORE THAN 5 YRS

Q 08. What do you think about the price of your present car?

A) EXPENSIVE B) VERY EXPENSIVE

C) VALUE FOR THE MONEY

Q 09.What is the mode of payment you made to your car?

A) CASH PURCHASE B) CREDIT CARD

C) LOAN D) OTHERS LIKE GIFT

Q 10.ow do you rate following attributes with respect to your car?

| FACTORS | POOR | SATISFACTORY | GOOD | EXCELLENT |
|---|---|---|---|---|
| **FUEL EFFICIENCY** | | | | |
| **INTEROR & EXTERIOR DESIGNS** | | | | |
| **HANDLING & PERFORMANCE** | | | | |
| **SEATING CAPACITY & TRAVEL COMFORT** | | | | |
| **ECONOMY** | | | | |
| **SAFETY** | | | | |
| **MAINTENANCE COST** | | | | |
| **AFTER SALES SERVICE** | | | | |
| **TOTAL** | | | | |

Q 11.Are you thinking of replacing the present car with a new one?

A) YES B) NO

IF YES, NAME THE MODEL OF THE CAR

……………………………………………………………………………

Q 12.Which version of car would you like to go for next?

A) PETROL B) DIESEL

C) LPG C) AUTOMATIC TRANSMISSION

Q 13.What would you like to do with your present car?

A) EXCHANGE IT B) SELL IT

C) PASS IT ON TO THE SPOUSE OR CHILDREN

D) KEEP IT AS A SECOND CAR E) RENT IT

## COMPARISION QUESTION

Q 14.Which car do you prefer the most?

A) ***SUZUKI SWIFT*** B) **HYUNDAI *i10***

Q 15.Have you test drives these cars?

***A) SUZUKI SWIFT*** ***YES / NO***

***B) HYUNDAI I10*** ***YES / NO***

Q 16.Which car do you think is the best?

A) ***SUZUKI SWIFT*** B) **HYUNDAI *i10***

Q 17.How do rate to the following attributes for these cars? (Rate on scale of 1-5 where 1 is least and 5 is more)

***FOR SUZUKI SWIFT***

| FACTORS | POOR | SATISFACTORY | GOOD | EXCELLENT |
|---|---|---|---|---|
| **FUEL EFFICIENCY** | | | | |
| **INTEROR & EXTERIOR DESIGNS** | | | | |
| **HANDLING & PERFORMANCE** | | | | |
| **SEATING CAPACITY & TRAVEL COMFORT** | | | | |
| **ECONOMY** | | | | |
| **SAFETY** | | | | |
| **MAINTENANCE COST** | | | | |
| **AFTER SALES SERVICE** | | | | |
| **TOTAL** | | | | |

## ***FOR HYUNDAI i10***

| FACTORS | POOR | SATISFACTORY | GOOD | EXCELLENT |
|---|---|---|---|---|
| **FUEL EFFICIENCY** | | | | |
| **INTEROR & EXTERIOR DESIGNS** | | | | |
| **HANDLING & PERFORMANCE** | | | | |
| **SEATING CAPACITY & TRAVEL COMFORT** | | | | |
| **ECONOMY** | | | | |
| **SAFETY** | | | | |
| **MAINTENANCE COST** | | | | |
| **AFTER SALES SERVICE** | | | | |
| **TOTAL** | | | | |

Q 18.DO you think the price these car's are worth?

***A) SUZUKI SWIFT*** ***YES / NO***

***B) HYUNDAI I10*** ***YES / NO***

If so, why ……………………………………………………………
…………………………………………………………………………...
…………………………………………………………………………...
…………………………………………………………………………...

Q 19.whom do you think is more competent with these two car's?

A) FIAT PALIO C) TATA INDICA VISTA

B) SKODA FABIA D) OTHER

Specify ………………………………………………………………
..........................................................................................................

Q 20.Do you think the launch of TATA NANO will effects sales of HATCHBACK SEGMENT CAR'S?

*A) YES* *B) NO*

*If so, why …………………………………………………………………….*
*……………………………………………………………………………………*
*……………………………………………………………………………………*
*……………………………………………………………………………………*
*……………………………………………………………………………………*

# BIBLOGRAPHY


**1. Reference Books:**

Marketing management - Philip Kotler

Research Methodology - C.R. Kothari

Business Research Methods - Cooper & Schindler

Consumer behavior - Leon G schiffman & Leslie Lazar

**2. Websites:**

**www.saimotors.net**

**www.domain-b.com**

**www.autojunction.com**

**www.indiamart.com**

**www.indianfoline.com**

**www.indiacar.com**

**www.overdrive.com**

**www.economictimes.com**

**www.fadaweb.com**

**www.allrefer.com**