

PROJECT REPORT

An Overview Study Of Mahindra & Mahindra Automobile



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DECLARATION

I declare that the project report under "AN OVERVIEW STUDY OF MARKING & MARKING AUTOMATION" submitted by me for the award of the Degree of Bachelor of Commerce of Nagaland University is my own work. The project report has not been submitted for any other degree or any other university.

ALMUNDAI JAMOTAM

CERTIFICATE

We recommend that this Project report be placed before the examiners for evaluation.

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ACKNOWLEDGEMENT

While I have taken efforts in this project, however, it would not have been possible to complete this project without the kind support and help of some individuals and organisations.

I would like to express my gratitude and appreciation to all those who gave me the support and guidance to complete this project.

With great pleasure, I express my gratitude to our Principal Dr. Rajeshwari and our project guide, Mrs. An. K. for giving their valuable timely suggestions and guidance on this particular project.

Lastly, I would like to thank my friends who supported morally and indirectly supported me during my project work, without the help of whom this project would not have been completed.



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CHAPTER - 1
INTRODUCTION

1.1 INTRODUCTION OF MAHINDRA & MAHINDRA AUTOMOBILE

Automobile industry in India is still in its infancy but growing rapidly. The opportunities in the automobile industry are attracting IIC firms with the big push and they are investing vigorously in infrastructure, design & development & marketing. The automobile industry is one of the core industries in India economy whose growth is reflection of the economic expansion of the economy. With the liberalization of the economy, India has become the playground of major global automobile firms.

Mahindra & Mahindra was established in 1944 as Mahindra & Mahammed. Later on, after the partition of India, one of the partners - Shri Ram Mahammed - returned to Pakistan, where he became Finance Minister. As a result, the company was renamed Mahindra & Mahindra in 1966.

M&M started its operation as a manufacturer of general purpose utility vehicles. It essentially complete stock about 1988. Over the passing years, the company expanded its business and started manufacturing light commercial vehicles & Agricultural tractors.

Mahindra & Mahindra automobile showroom in Durgam is located in April 2000 at Madhav Colony, Durgam, Hyderabad (500017).

The Showroom is named as Agave Motor Enterprise & Auto started by Mr. Rajeev Kishore a sole proprietor in the year 2002. Later in the year 2006 he opened another showroom at Durgam Road, Durgam. The showroom at present has 214 employees.

1.2 REVIEW OF LITERATURE.

Some important research works undertaken in recent years which are very closely connected with the present study are reviewed.

¹Shree Gopind P & Dudev Manojha (2011)

The study has been conducted considering the segment such as passenger vehicles, commercial vehicles utility vehicles two & four vehicles of key players performance & also analysed SWOT Analysis & key factors growth of growth of automobile industry.

²Ravi Main ideas behind this study is to assessment, viability & profitability of force motor limited operating position of the company can be measured by using various financial ratios such as profitability ratio solvency ratio. company has got enough funds to meet its steps & liabilities. Company can further improve financial performance by reducing the administrative, selling & operating expenses.

1.3. SCOPE OF STUDY

In this competitive world retaining the customer has become important part and parcel of the business activity. And in this arena the people who adjust to change and new technologies will survive.

The study will help to understand customer need, preferences & what they require from the service offered and this study will not only help me as a student but it will also help the Mahindra Automobile to improve its service standard.

The study has been under taken to analyse the customer satisfaction towards all variant of Mahindra tractors with a special reference to MG200 tractor. The other objective are :

- To gather information about customer satisfaction towards Mahindra & Mahindra Tractors
- To analyse recent financial performance of Mahindra & Mahindra Automobile

1.4. RESEARCH METHOD.

(A) Research Design

The project was based on the descriptive study depending upon secondary data. The various task for contribution to the research design process and defining the information needed.

(B) Data Collection

The data have been collected directly and indirectly from the respondent with the help of structured questionnaire.

- **Primary source:** Data collection took place with the help of filling of questionnaire.

(ii) **Secondary data:** Data are collected through magazine, newspaper advertisement and internet sources.

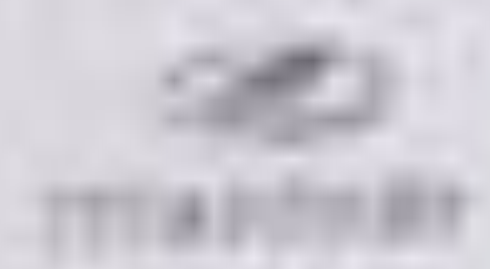
1.5. LIMITATION

Some of the limitations while making the project are mentioned below:

- The survey was conducted and confined only to some countries.
- Study period is 2004 - 18, and largely based on secondary data collected from Annual report and internet.
- Due to time constraints, whose part of the concern is not considered for study. Only financial statements is considered for the study.



CHAPTER - 3
FINANCIAL ANALYSIS & INTERPRETATION



2.1 FINANCIAL ANALYSIS & INTERPRATATION

Financial statement & Details Analysis of Mahindra & Mahindra Automobiles

Table - 1

Profit & Loss A/c

Particulars	Mar 2014	Mar 2015	Mar 2016	Mar 2017	Mar 2018
Income					
Sales turnover	4041119	4706174	4762880	4263252	4411119
Excise duty	170000	1118000	1700000	2118700	1701119
Net sale	2341119	3588174	3062880	2144552	2710000
Others income	140000	210000	100000	110000	20000
Goodwill	10000	10000	20000	30000	20000
adjustment					
Total income	2591119	3929174	4295760	2485552	2950000
Expenditure					
Raw materials	1700000	1800000	2000000	2000000	1900000
Power fuel	20000	20000	200000	20000	20000
and					
Employee cost	2000000	2000000	2000000	2000000	2000000
Other	10000	10000	10000	10000	10000
manufacturing					
expenses					
Selling &	200000	200000	200000	200000	200000
administration					
expenses					
Structural	100000	100000	100000	100000	100000
expenses					
Less pro-	100000	100000	100000	100000	100000
operative					
expenses					
capitalized					
Total	4300000	4400000	4400000	4400000	4400000
expenditure					
Operating	100000	100000	100000	100000	100000

part					
Revenue	110000	110000	110000	110000	110000
Gross profit	75000	75000	75000	75000	75000
Depreciation	(20000)	(20000)	(20000)	(20000)	(20000)
Profit before tax	55000	55000	55000	55000	55000
Tax					
Income tax	(10000)	(10000)	(10000)	(10000)	(10000)
Deferred tax	(2000)	(2000)	(2000)	(2000)	(2000)
Profit after tax	43000	43000	43000	43000	43000
Extraordinary item	(10000)	(10000)	(10000)	(10000)	(10000)
Net profit	33000	33000	33000	33000	33000

Table 2 BALANCE SHEET

AMOUNTS IN US DOLLARS	Mar 2018	Mar 2017	Mar 2016	Mar 2015	Mar 2014
Equities					
Source of funds					
Total share capital	186.81	296.86	296.14	294.79	296.14
Reserve	27694.03	14498.56	21124.85	10094.19	26194.03
Net worth	28094.84	14795.42	23421.17	10291.98	26791.17
Secured loans	0.00	11.20	0.00	0.00	244.19
Unsecured loans	874.74	1166.24	688.17	1014.88	1341.23
Total debt	874.74	1177.44	688.17	1014.88	1585.42
Total liabilities	874.74	1177.44	688.17	1014.88	1833.84
Assets					
Green block	10811.09	11413.21	11766.59	11156.01	10796.17
Loss	8114.38	7766.74	6202.90	5676.89	6919.17
Accumulated depreciation					
Net assets	2699.71	3646.47	5563.69	5479.12	3876.99
Capital work-in-progress	1128.71	2041.60	1563.71	1178.76	1328.64
Investment	27043.17	17966.86	13957.48	13678.36	11179.85
Interventions	2704.86	2768.44	2681.91	2611.57	2903.65
Inventory	613.19	2938.48	2511.64	2558.09	2708.88
Other					
Cash & bank balance	2014.79	608.48	2081.64	2084.77	2060.16
Total current assets	8768.84	7884.56	7884.66	7060.37	6246.86



Loans & advances	1714.79	1526.91	1754.20	1502.43	1452.96
Total current assets less liabilities	47544.79	46674.30	46244.79	47042.79	46664.88
Current liabilities	13434.92	8276.69	7424.48	4294.50	4662.44
Provisions	414.85	262.17	106.26	1062.44	1751.49
Total current liabilities & provisions	14264.63	8801.03	8637.22	5759.38	6476.42
Net current assets	33280.16	37863.27	37607.57	41433.41	40188.46
Deferred tax assets	1472.56	1624.44	177.59	111.02	271.49
Deferred tax liability	1760.79	3575.00	1409.87	1290.72	1144.54
Net deferred tax	(288.23)	(1950.56)	(1232.28)	(1179.70)	(873.05)
Total assets	41159.80	37997.22	36552.88	39864.71	39315.41



3.3 Analysis of net sales : Through this Analysis growth in sales will be observed with the help of table 3.

Table -3

Year	Rs. in crore	Fixed %	Total Income	Fixed %	Total expenditure	Fixed %	Operating profit	Fixed %
2013-2014	4750000	100%	8000000	100%	3250000	100%	4750000	100%
2014-2015	5000000	94.50%	8000000	94.50%	3000000	94.50%	5000000	94.50%
2015-2016	4800000	100.00%	4800000	100.00%	4800000	100.00%	0	100.00%
2016-2017	5500000	100.00%	5500000	100.00%	5500000	100.00%	0	100.00%
2017-2018	4400000	100.00%	4400000	100.00%	4400000	100.00%	0	100.00%

Source : Annual Report

Analysis of Net worth ,Total debt , Investment & Loan & Advances

Table 4

	Net worth	Trend %	Total debt		Investment	Trend %	Loan & advances	Trend %
Year	Rs in crore		Rs in crore	Trend %	Rs in crore		Rs in crore	
2011-2012	2879218	100%	208532	100%	1117983	100%	140096	100%
2012-2013	2825908	118.68%	161448	79.13%	131180346	117.46%	130042	93.55%
2013-2014	2342113	118.55%	64197	81.93%	155782	11.500%	17888	127.64%
2014-2015	2878562	120.58%	117848	57.46%	1790848	151.87%	18188	111.81%
2015-2016	3029483	183.42%	87676	81.85%	2058297	185.88%	17188	261.44%

Source : annual report



2.1.3 PRODUCT AVAILABLE:

- 1. Mahindra Bolero pick - up



BOLERO PICK-UP PRICE	
ON 3.70113	Rs. 4.00 Lakh
PH 3.251243	Rs. 4.30 Lakh
PH 3.711123	Rs. 4.55 Lakh



2. Mahindra Thar.



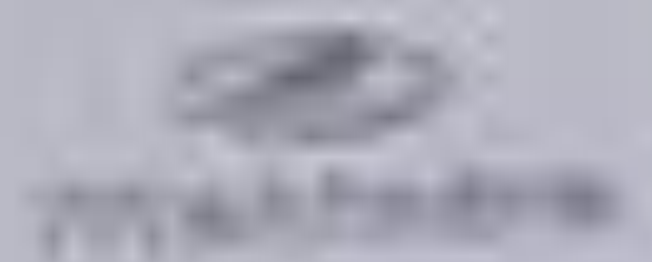
THAR VARIANT	PRICE
THAR EX	Rs. 5.60 Lakh
THAR CRDI ABS	Rs. 6.80 Lakh
THAR 100 EX	Rs. 10.20 Lakh



3. Mahindra Xylo



XYLO VARIANT	PRICE
XYLO SL	Rs. 8.88 Lakh
XYLO SLX	Rs. 9.99 Lakh
XYLO SLX+	Rs. 10.24 Lakh
XYLO HL	Rs. 12.18 Lakh



4. Mahindra Scorpio.



SCORPIO VARIANT	PRICE
1.1 Model	Rs. 10.24 Lakh
1.1 Model	Rs. 10.24 Lakh
1.1 1.5L Model	Rs. 15.24 Lakh
1.1 1.5L Model	Rs. 16.52 Lakh



5. Mahindra Bolero



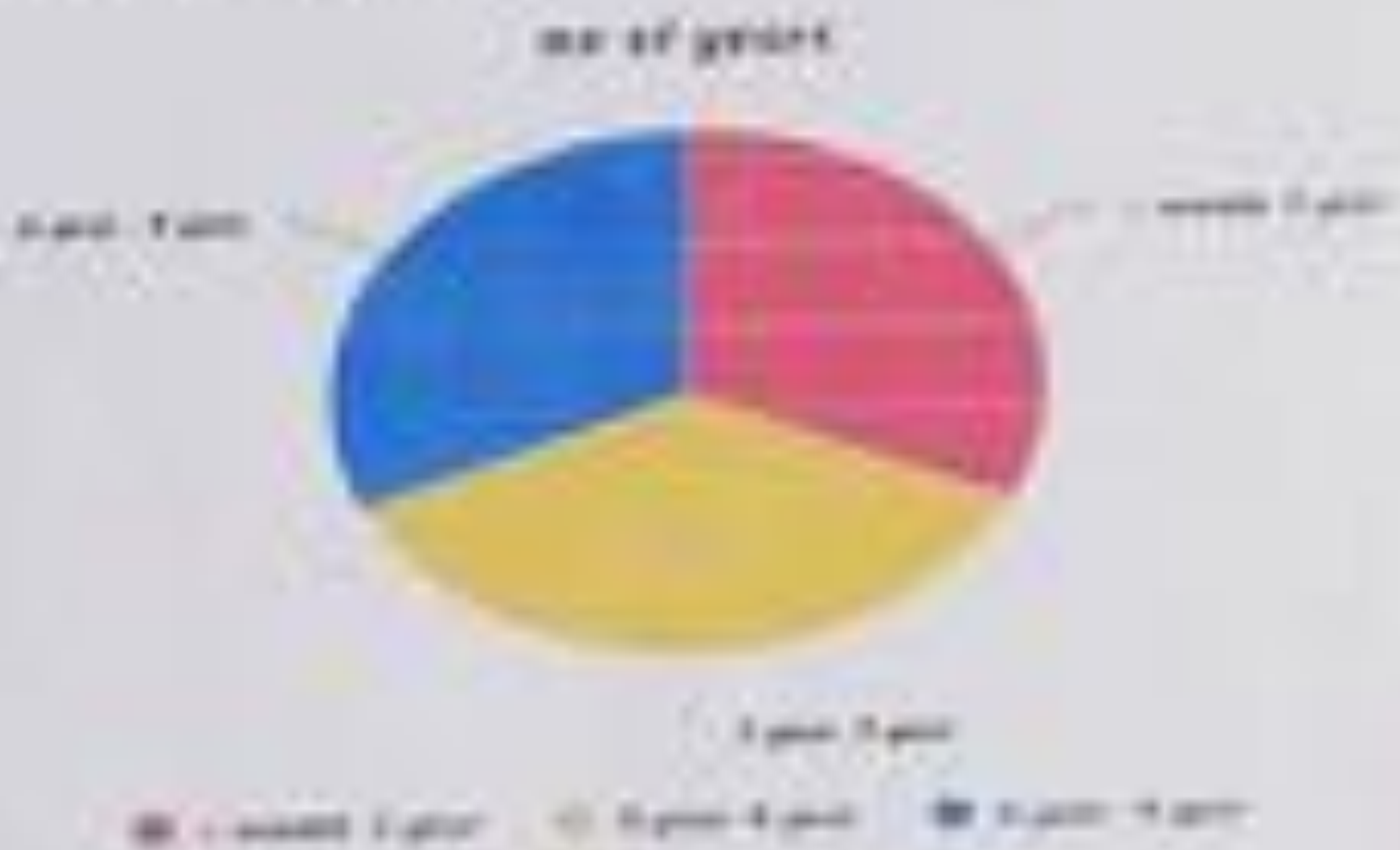
BOLERO VARIANT	PRICE
1.4	Rs. 7.41 Lakh
1.6	Rs. 8.34 Lakh
1.8	Rs. 8.55 Lakh
2.0	Rs. 8.99 Lakh

4.4 Tables and figures of customer satisfaction

Table 1: **Table showing the number of respondents**

Category	No. of Respondents	Percentage (%)
1 year 1 year	8	40%
1 year 2 year	8	40%
2 year 2 year	8	40%
Total	24	100%

Figure 1: **Table showing the distribution of respondents**



CONCLUSION

From the above figure it has been found that most of the respondents are satisfied with the services provided by the organization. It is observed that 40% of respondents are satisfied with the services provided by the organization, 40% of respondents are satisfied with the services provided by the organization, and 40% of respondents are satisfied with the services provided by the organization.

Table 2. Satisfy with the product

Age Group	Male	Female
15-24		
25-34		
35-44		
45-54		
55-64		
65-74		
75-84		
85+		

Table 3. Distribution of satisfaction



Conclusion:
 The study was conducted to assess the satisfaction of patients with the product. The results showed that 84% of patients were satisfied with the product, while 16% were dissatisfied. The study also found that the majority of patients were aged between 25 and 44 years.

Table 1: Institutional arrangements

Entity	Role	Responsibility
Ministry of Health	Policy	Regulation
State Health Society	Implementation	Monitoring
Local Health Authorities	Service Delivery	Reporting
Community Health Workers	Frontline	Education

Figure 1: Institutional arrangements for malaria

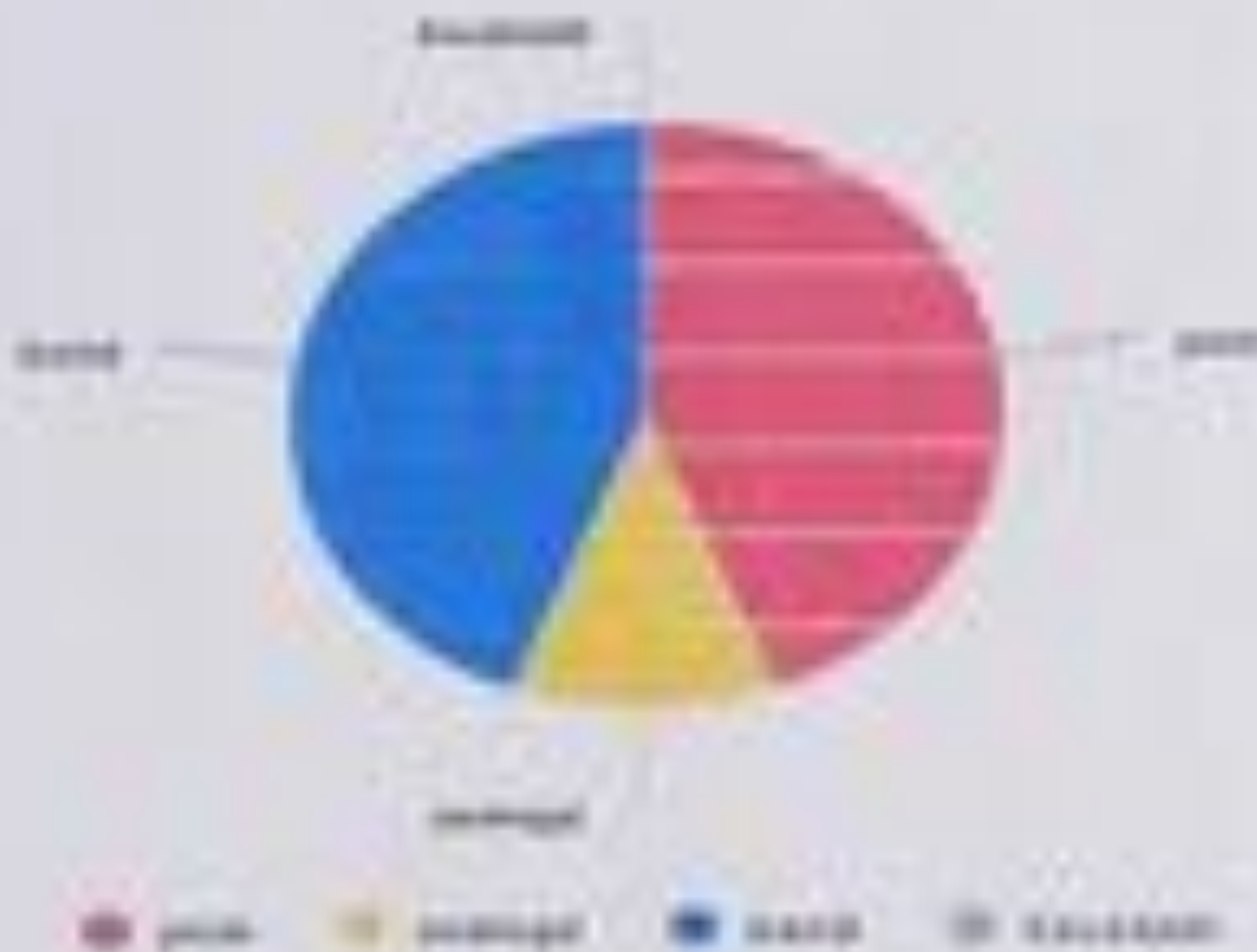


The number of indicators being reviewed for quality across a jurisdiction is determined by the quality of the data and quality of the indicators. The number of indicators reviewed is determined by the quality of the data and quality of the indicators.

Table 4. Quantity of Product produced (2024)

Product	No. of units produced	Percentage (%)
Product A	400	33.33
Product B	200	16.67
Product C	100	8.33
Product D	300	25.00
Product E	400	33.33

Figure 1. Quantity of Product produced (2024)



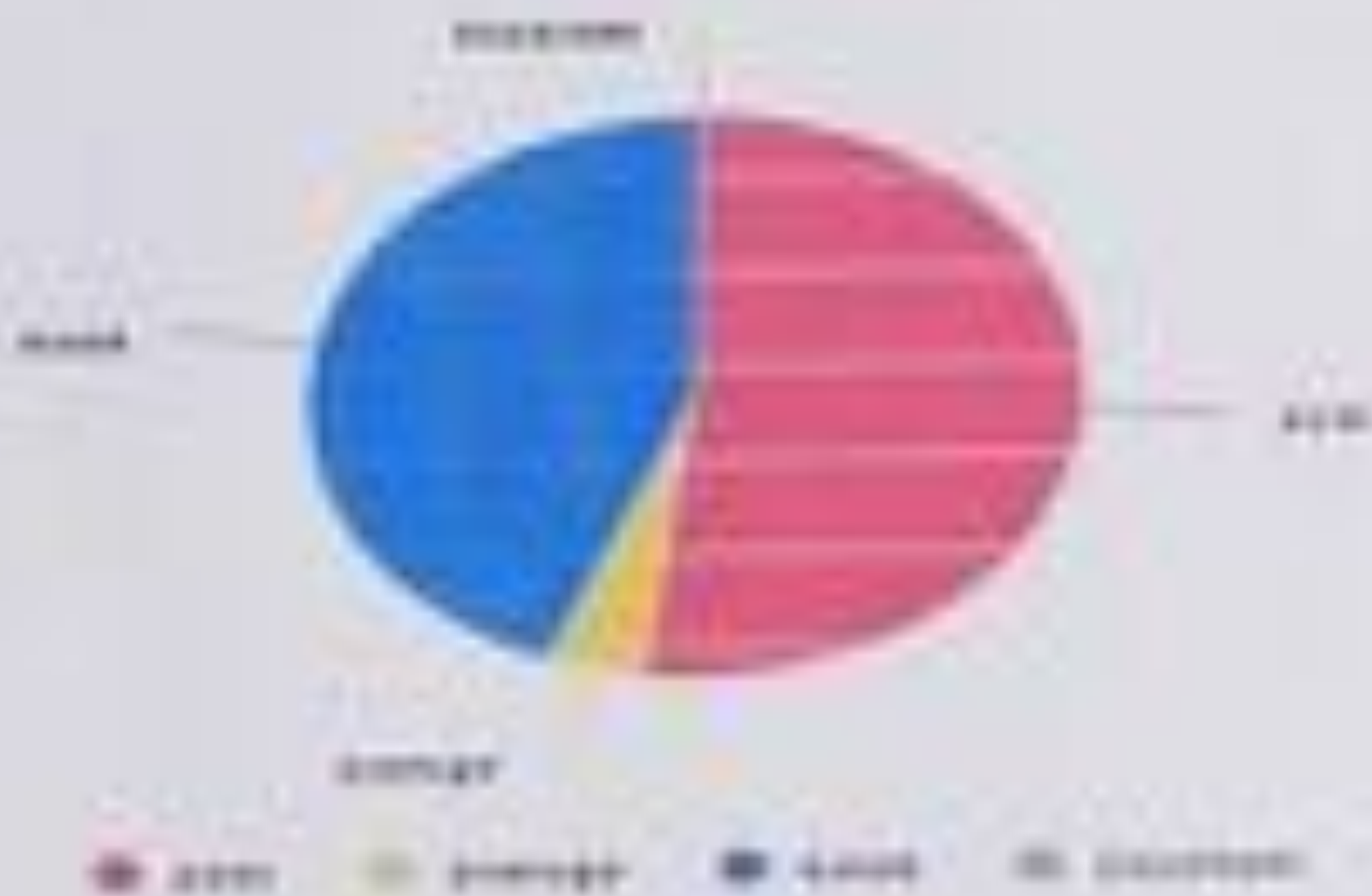
Conclusion

The number of customers during with the product of company were 400 - amount is 12% from a total population of 3333.

Table 1. Quality of Technical Support

Item	Actual Ranking	Weighted %
Cost	4.0	10.0
Quality	4.0	10.0
Time	4.0	10.0
Service	4.0	10.0
Attitude	4.0	10.0

Figure 1. Quality of Technical Support



Conclusion

The quality of technical support is good. It is 4.0, which is 40%, and 3.0, which is 40%, and 2.0, which is 10%, and 1.0, which is 10%.

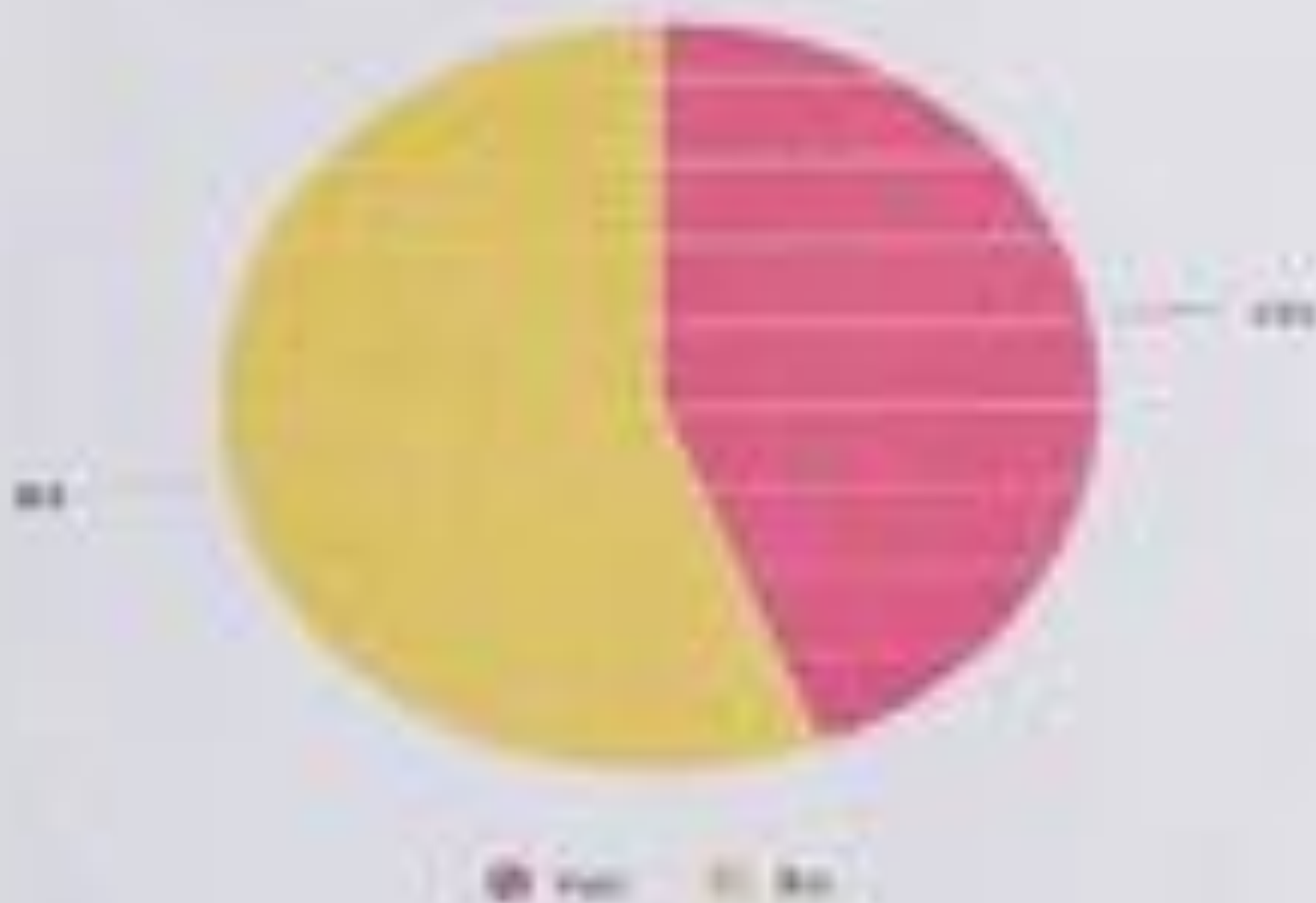


Mahindra

Table 4: Breakdown of Revenue

Category	Revenue (₹)	Percentage (%)
Tractor	1000	50
Harvester	500	25
Other	500	25

Figure 4: Breakdown of Revenue



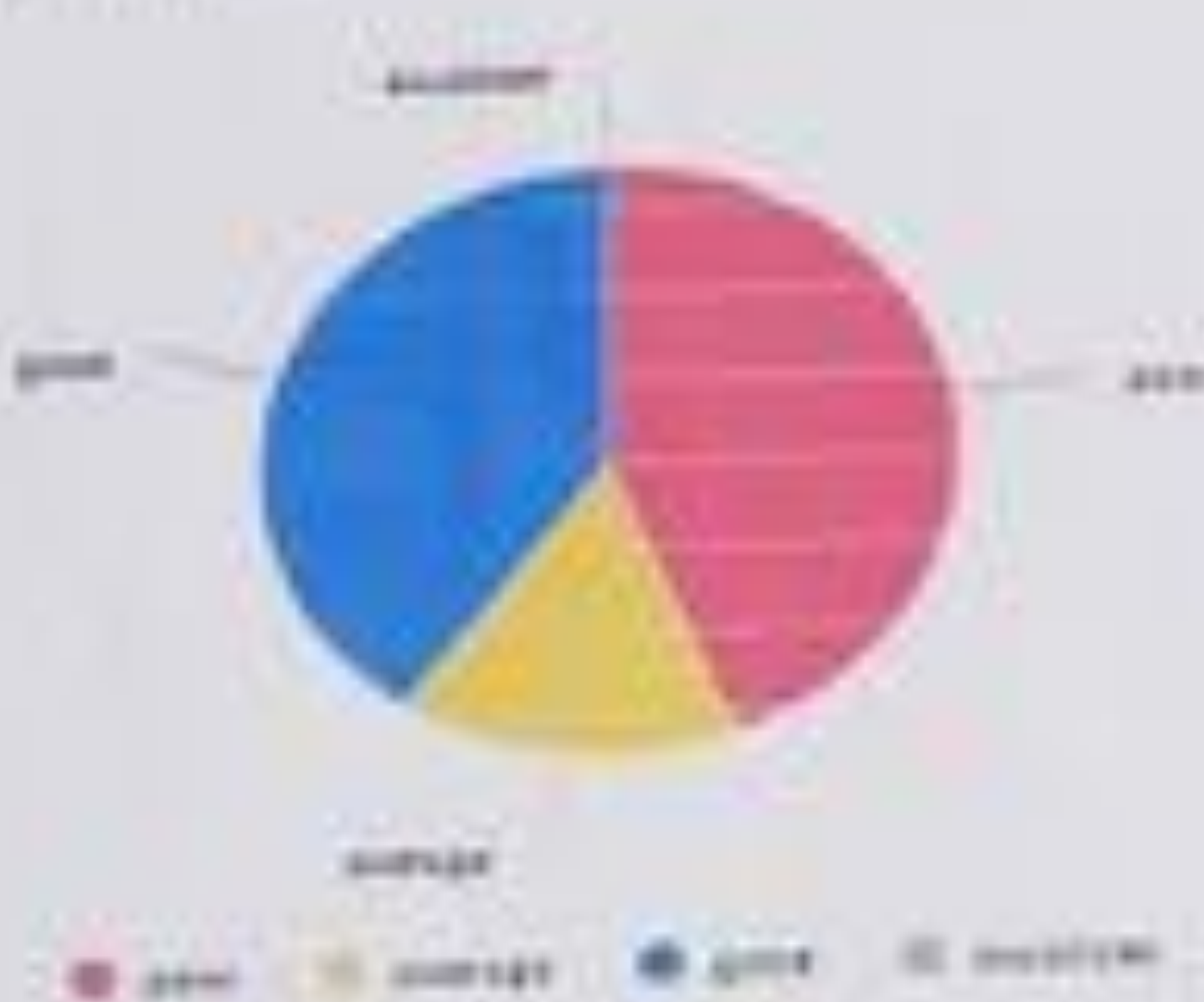
Conclusion

Revenue is ₹1000 and expense is ₹500

Fig. 1. Assessment of recovery

Category	Assessment	Percentage
High
Medium
Low
Very Low
None

Fig. 2. Assessment of recovery



Conclusion:
 The assessment of recovery according to customer feedback is very good. The average of the quality of service is very high.

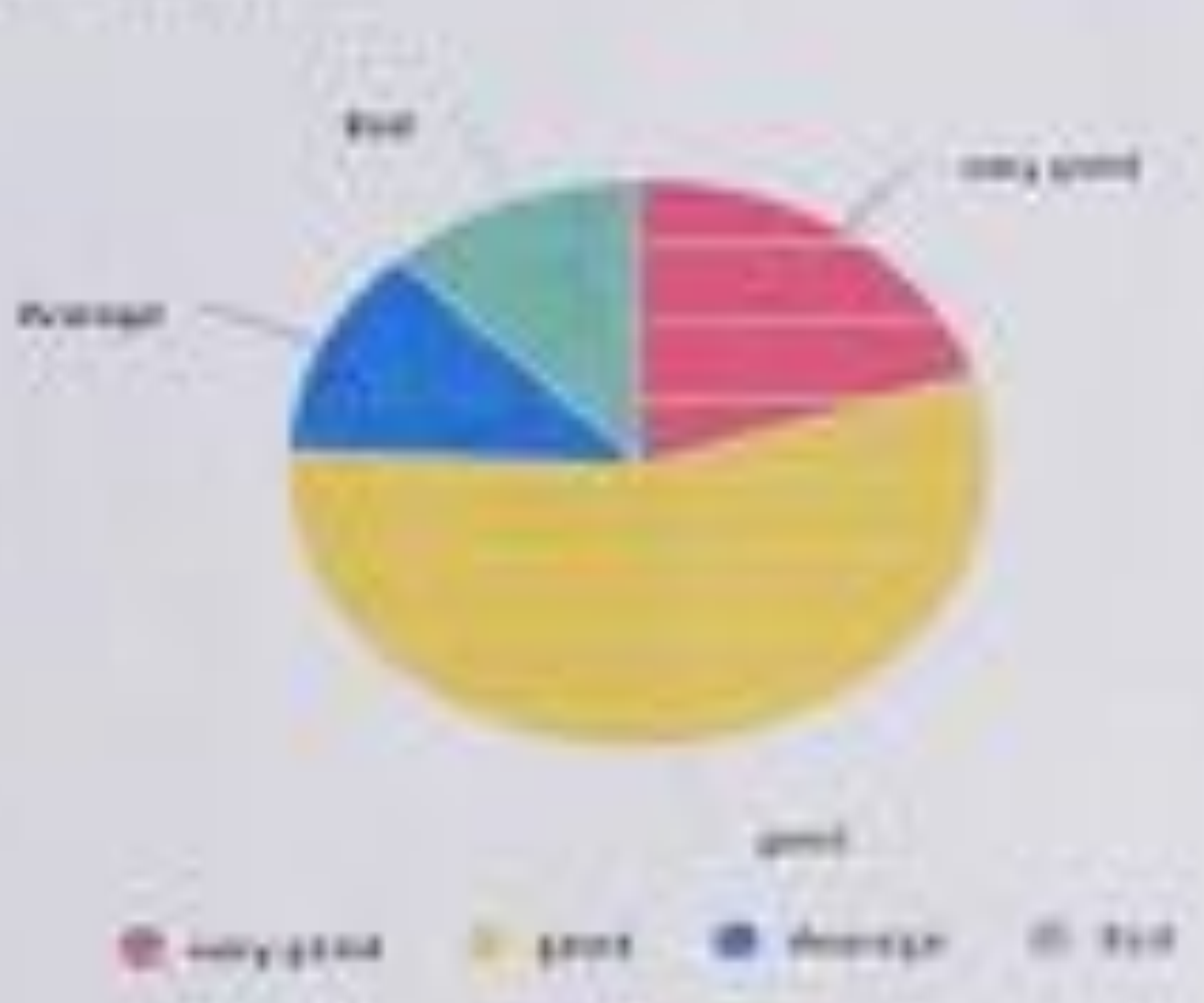


Mahindra

Table 4: Perception of feedback

Response	No. of responses	Percentage (%)
Very good	1	25
Good	2	50
Average	1	25
Poor	0	0

Figure 5: Perception of product



Conclusion:

The perception of products according to customer feedback is as follows: good 50%, very good 25%, average 25% and poor 0%.

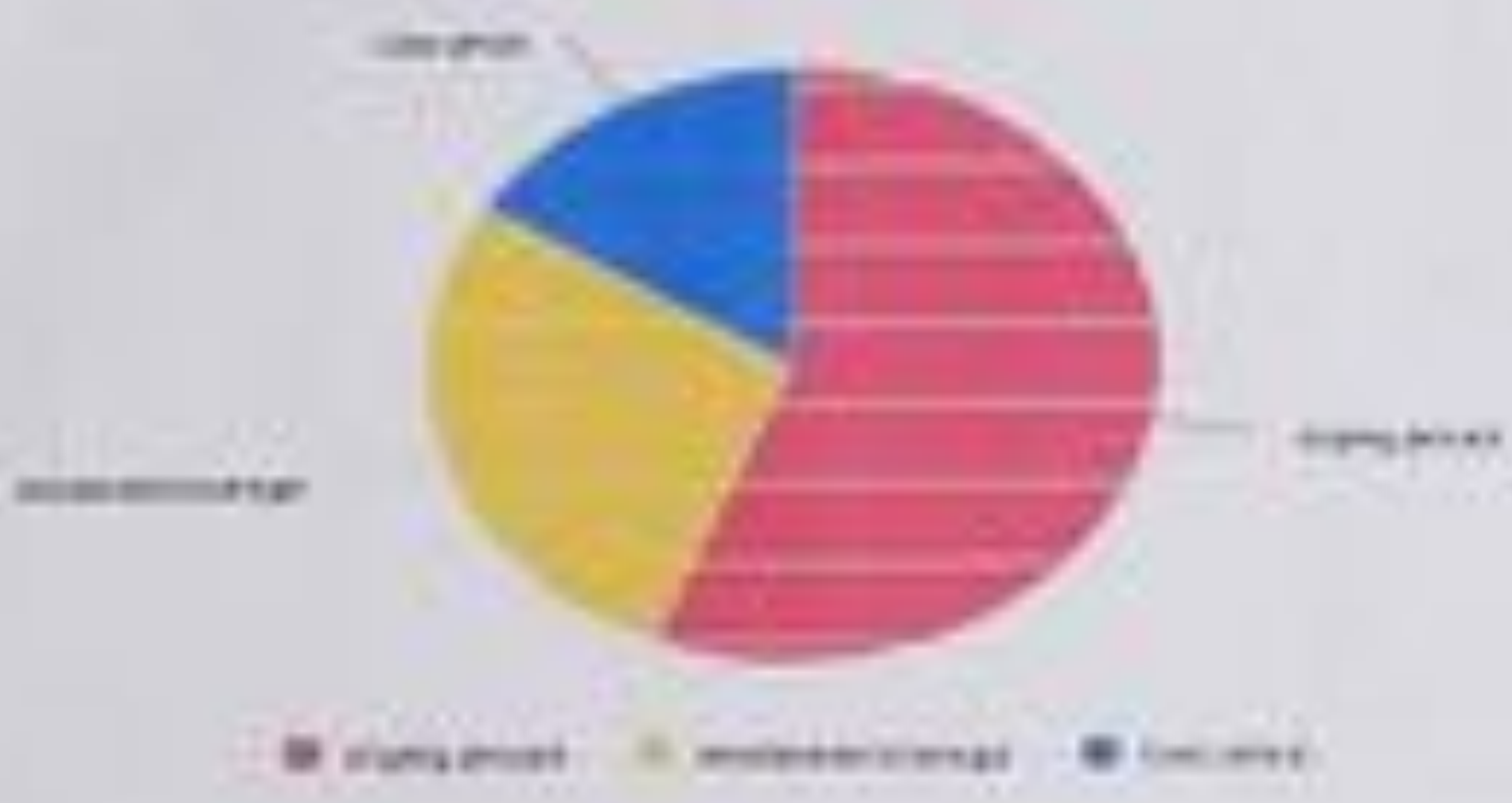


Mahindra

Table 4: Price of Mahindra

Category	No. of responses	Percentage (%)
Highly priced	18	36%
Reasonably priced	17	34%
Low priced	4	8%
Total	39	100%

Figure 4: Price of Mahindra



Implications

The price is highly priced according to customer feedback. It is still highly priced 20% (reasonably priced) and low priced 8%.

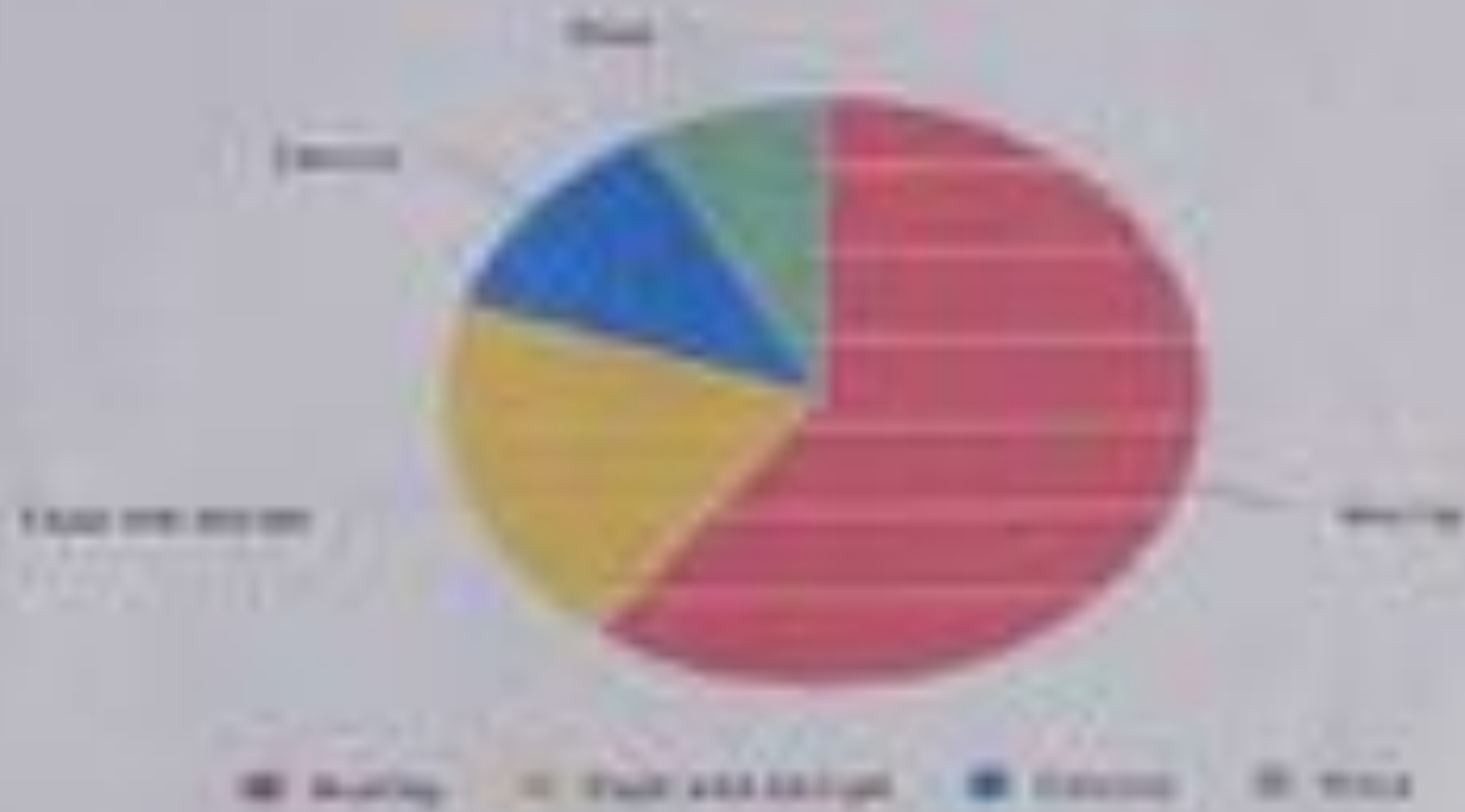


Mahindra

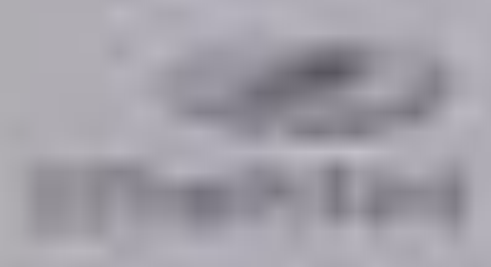
Table 1: [Faint text]

Year	Revenue	Profit
2010		
2011		
2012		
2013		
2014		
2015		
2016		
2017		
2018		
2019		
2020		

Table 2: [Faint text]



Conclusion: Mahindra is a leading company in the industry...



CHAPTER - 3

CONCLUSION

FINDINGS

- Most of the customer are satisfied with the quality of the Matrox automobile product.
- According to the survey, 14 customers responded that the price of the product is very high in MKD.
- 40% of the respondents.
- 40% of the respondents disagree with the delivery of vehicles.
- According to the survey most of the customer visit dealer centre monthly.

3.2.

SUGGESTIONS

- Management should monitor delivery timings and on road track their services as they promised to their customers.
- Management should try to reduce the price of the product.
- Management should also try to monitor the working status while dealing with the product.
- Management should try to make more available of sufficient tools and technicians and provide good parts.

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CONCLUSION

- Mahindra & Mahindra Automobiles is one of the largest vehicle manufacturers by production in India and the largest manufacturer of tractors in the world.
- Mahindra show their main in Design & too to maintain good customer relationship management strategies that enhance customer satisfaction.
- The Apex Motor Enterprise can undertake Research & Development to improve the existing features, which will help to increase the customer satisfaction.
- As regards of the customer give opinion that they are satisfied with the quality service and design of the product. The company should try to maintain the existing standard.

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- Mahindra & Mahindra official website
- www.businessworld.com
- www.AutoWorld.com

Apex Motor Enterprises

- <http://www.apexmotorimaginghubindia.in>

- NAGALAND POST
- QUESTIONNAIRE



QUESTIONNAIRE

1. How long is that you have used vehicle ?
No. of years _____
2. Are you satisfied with the product quality of MAHA?
(Answer) Yes _____ No _____
3. How often do you visit service centre for servicing ?
Monthly _____ Monthly _____ Quarterly _____ yearly _____
4. How is the responsiveness of Mahindra & Mahindra service centre in dealing with you ?
Poor _____ Average _____ Good _____ Excellent _____
5. How is the quality of technical support given to you ?
Poor _____ Average _____ Good _____ Excellent _____
6. Do you think the charges are reasonable ?
Yes _____ No _____
7. How does promptness with regard to the delivery of the product / service to you ?
Poor _____ Average _____ Good _____ Excellent _____
8. What is your perception about Mahindra Automobile product ?
Very good _____ Good _____ Average _____ poor _____
9. What about the price of Mahindra vehicle ?
High price _____ Moderate price _____ Low price _____
10. What is the best thing in Mahindra vehicle ?
Quality _____ Style & Design _____ Service _____ Price _____