

PROJECT REPORT

ON

TATA NANO



SUBMITTED TO

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While the present slowdown in demand for personal vehicles hasn't helped demand of compact hatchbacks, Nano has taken the strongest hit.

Its sales were lower than Ford's Figo which carries a price tag of more than twice the price of Nano at Rs 370,000 even while Ford's distribution strength is one-third the size of Tata Motors.

While the Nano continues to be available through 620 dealers across several states in addition to dedicated Nano kiosks and mobile display units, the company is aiming to step up its drive through the hinterlands to spruce sales.

Replying to shareholder queries on the poor performance of the Nano, Ratan Tata, chairman Tata Motors said at the company's 66th annual general meeting last week, "The company is working on various steps to boost the sales of the Nano including the launch of variants. There can be an electric version of the Nano. We will also see what benefits can be achieved for the Nano from the Pixel, which we showcased at the Geneva Auto Show this year."

Among the variants which Tata Motors plans to launch in the course of time will be the much anticipated diesel variant. With the gap in price of petrol and diesel now close to 50 per cent consumers are shifting their choice to diesel models despite their steeper price tags. Although the diesel Nano is expected to cost no less than Rs 200,000 (ex-showroom), it will be the most fuel-efficient car on Indian roads sporting one of the smallest diesel engines in the world. The base variant of the Nano presently costs Rs 1.53 lakh (ex-showroom, Mumbai) and returns a mileage of around 23kms/litre. Further, to improve the utilisation of the Sanand plant in Gujarat where the Nano is made, Tata Motors is readying to explore newer international markets in addition to Sri Lanka and Nepal where exports of the car have started.

❖ SUGGESTION

1.DESIGN:-

The journey of the Nano for Tata Motors has been indeed a very interesting one till date with the company always scratching its head and coming up with new innovative ways to sell the product in the market. One of the key aspects to be the topic of discussion when the Nano was launched was its styling. Many people didn't like the looks of the car at all and this seemed to have also affected the sales of the car to some extent. Now, Tata Motors has been known to take market feedback very seriously and looks like this time also they have indeed paid some thought to it. Tata Motors recently announced that they have approved to send one Nano vehicle to one of the premier design institutes of India, the National Institute of Design (NID) for the students to look into the styling aspect of the car and come up with suggestions on redesigning the whole model.

Prof. Pradyumna, the Director of NID said that the institute had approached the company to work on the design of the Nano in the event of constantly declining sales figures and the company agreed to their proposal. According to reports, the production of the Nano went down at the Sanand manufacturing facility to less than 50% of the installed capacity of 2.5 lakh per year. However, with the rising fuel prices and many new features added to the vehicle, the sales have picked up decently. The design institute also plans to get into a tie up with the company which will be beneficial for both the companies.