



Case Study: Marketing

"India's leading car maker Maruti Udyog Limited (MUL) will launch its modern hatchback, Swift, early in the next financial year. The Swift will be launched in India, China and Hungary simultaneously," Managing Director, Jagdish Khattar said. The Maruti engineering team in India was involved with the design, research and development of the Swift, unveiled at the recent Paris Motor Show. Maruti's decision to launch the Swift is an indicator of the Japanese car maker's confidence in the new product, and the low price positioning it may have been able to achieve for the new vehicle. Sources said the car could be priced at around Rs. 5 lakh and pose a serious challenge to the recently launched Hyundai Getz. If Maruti produces the Swift in India, it will be the Indian company's first significant attempt at designing a new generation platform, sources said.

- (a) Name and explain the pricing strategy being used by Mr. Jagdish Khattar.
- (b) As Managing Director of Maruti, how will you react to competition faced from cheaper models in the market?
- (c) As Managing Director of Hyundai, explain the steps you will take to retain Brand Loyalty.