STUDY ON MANUFACTURING COMPANY

MAHINDRA AND MAHINDRA

PUNE MAHRASHTRA

IN PARTIAL FULFILMENT OF

POST GRADUATION DIPLOMA IN HUMAN RESOURCES MANAGEMENT

MIT SCHOOL OF DISTANCE EDUCATION PUNE.

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CERTIFICATE

This is to certify that Mr. /Ms. Varada Krishnanath Kulkarni. Has completed the project report with us for her project report work on “Study on Manufacturing Company” in fulfillment for the completion of her Course with MITSED ON “POST GRADUATION IN HUMAN RESORSCES MANAGEMENT” as prescribed By MIT SCHOOL OF DISTANCE EDUCATION, PUNE. The Project is a record of authentic work carried out by her with guidance by our relevant department from Date- 14-07-2024

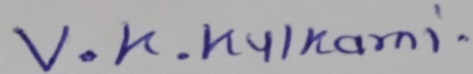
Name and signature of guide in organization

DECLARATION

I hereby declare that this project report entitled “study of Manufacturing Company” is a bonafide record of the project work carried out by me during the academic year 2023-2024, in fulfillment of the requirements for the award of POST GRADUATION DIPLOMA IN HUMAN RESOURCES MANAGEMENT of MIT School of Distance Education.

This work has not been undertaken or submitted elsewhere in connection with any other academic course.

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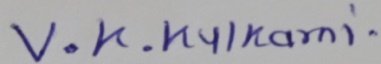
ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere thanks and gratitude to … of Mahindra Vehicles Manufacturing Limited for giving me an opportunity to do my project work in your esteemed organization and it has indeed been a great learning and enjoyable experience.

I would like to express my deep sense of gratitude and profound thanks to all staff members of Mahindra Vehicles Manufacturing Limited Sangli for their kind support and cooperation which helped me in gaining lots of knowledge and experience to do my project work successfully.

At last but not least, I am thankful to my Family and Friends for their moral support, endurance and encouragement during the course of the project

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ABSTRACT

CHAPTER 1

INTRODUCTION

Mahindra and Mahindra is an Indian automobile manufacturing Company. It was established in 1945 as Mahindra and Mohammed. Later renamed Mahindra and Mahindra part of the Mahindra group. Mahindra and Mahindra is one of the largest Vehicle manufacturers by production in India. Its Unit Mahindra tractors are the largest manufacturer of tractors in the world volume. It was ranked 17th on list of top companies in India. Mahindra and Mahindra were founded as steel trading company on October 2 1945 in Ludhiana as Mahindra and Mohammad by brothers Kailash Chandra Mahindra and Jagdish Chandra Mahindra along with malik Gulam Mohammed. The Chairman of Mahindra group is Jagdish Chandra Mahindra In 1948. Gulam Mohammed decided to move to Pakistan. The Mahindra were left with stationary and company stamp that said Mahindra and Mohammed. They didn’t have the financial resources to change the name. There were two Mahindra brothers they decided to change the company name to Mahindra and Mahindra.

They decided to eventually saw a business opportunity in expanding in to manufacturing and selling larger MUV’s and started assembling under the license of Willys Jeep in India. Mahindra and Mahindra were established as the Jeep manufacturer in India. Later commenced manufacturing light commercial vehicles and agricultural tractors. In 1999 Mahindra purchased 100% of Gujarat Tractors from the government of Gujarat in 2017.In 2007 Mahindra and Mahindra acquired Punjab tractor Limited making it the world’s largest tractor manufacturer subsequent to this takeover the former Punjab tractor Limited was merged into Mahindra and Mahindra and transformed into the swaraj division of Mahindra and Mahindra 2009. Over the past few years the company has taken an interest in new in industries and foreign markets in 2008. They are entered the two –wheeler industry by taking over kinetic motors in India. In 2010 Mahindra and Mahindra took a 55% stake in the Reva Electric car company in 2016 they renamed it Mahindra Electric mobility Limited after 100% taking ownership.

In October 2014 Mahindra acquired a 51% controlling stake in Peugeot motor cycles. In May 2015 Mahindra acquired a 33.33% stake in Japanese tractor manufacturer Mitsubishi agricultural Machinery a subsidiary of Mitsubishi heavy industries. In December 2015 Mahindra and its official Tech Mahindra through a special purpose vehicle agreed to buy a 76.06% stake in Italian car designer pihinifarina for 168 million.

CHAPTER 2

ORGNIZATIONAL PROFILE

In March 2016 Mahindra acquired 35% off in land based sampo Rosenlew enterin the combine harvester business subsequently increasing its stake in the company to 49.04% in December 2019. January 2017 Mahindra and Mahindra Limited acquired 75.1 equity stake in Hisarlar making sanayi farm equipment company. Ticaret Anonym sirketi marking its entry into Turkey in September 2017 acquired another Turkish tractor and foundry business. In May 2018 Mahindra purchased at 11.25% stake in Switzerland based agro technology firm Gamaya. The acquisition enabled Mahindra to further develop and deploy next generation farming capabilities such as precision agriculture and digital farming technologies in December 2023. Mahindra and Mahindra acquired a 60.01% stake in emergent solren private limited a solar power generator subsidiary of Mahindra holdings limited for 288.05 crore.

1. Production and joint venture

November 2017 Mahindra signed a memorandum of understanding agreement with based on belgum a supplier of a full line of potato and root crop machinery under the agreement Mahindra will manufacture and market potato planting equipment in India for which the cobranded planter is developed. In April 2020 Mahindra and Renult ended its joint venture which operates from 2005. Onwards Mahindra buying out Renault stake. Renault continues to licenses and supply key components such as engines and transmission to Mahindra and Mahindra. Mahindra Company first formed a joint venture to ford motor company in India for manufacture ford car Mahindra for India. The JV manufactured its cars including the ford Escort at nashik factory of Mahindra in 2003. Ford increased its stake in the company to 72%and rename it ford India. October 2019 Mahindra entered into a joint venture with ford by establishing Ford India in which Mahindra and Mahindra acquired a controlling 51% stake in January 2021 Mahindra ended its collaboration with ford owing to global economic and business condition caused by the pandemic.

1. Management Team

Mr. Anish Shah has been the chief Executive Officer and managing Director of the company Since April 2021. He served as the chief financial officer and deputy managing director of the company from 2020 to 2021. Mr. Shah also served as the president and chief executive officer of GE Capital India. Senior vice president of marketing and product development at GE mortgage Insurance and led strategy, ecommerce and sales Force Effectiveness position at GE. Mr. Manoj Bhat has been the president and chief financial officer of the company since 2021. He served as the chief financial officer at Tech Mahindra. He has an experience of over 15 years and took responsibilities in various divisions of the company like Finance, Corporate Planning and Development, M&A and Strategy. Mr. Bhat also worked with perot System and HCL perot system. Mr. Anand Mahindra has been the Chairman of the company since 2021. He served as the Chairman of Vice Chairman from 2001 to 2012, Managing Director from 1997 to 2001, Deputy Managing Director and Director of the company. Earlier, he served on several influential bodies globally such as the Global Board of advisors of the Council on Foreign Relations, New York and the International Advisory Council of Singapore’s Economic.

1. Product/Services Profile

Under the Mahindra Brand name the company produces SUVS Multi Utility Vehicles, Pickup, Lightweight, commercial Vehicles, heavy weight Commercial Vehicles, and two wheeler motorcycle and tractor. Mahindra maintains business relations with Foreign Companies like Renault SA France. Mahindra and Mahindra has global presence and its products are expected to several countries. Its automotive global subsidiaries include.

* Mahindra Europe S. R.L based in Italy
* Mahindra Automotive north America in US
* Automobile Pininfarina in Italy
* Mahindra South Africa
* Mahindra Australia
* Mahindra Brazil and Mexico

Mahindra began assembling the Jeep CJ3 in 1954 and light commercial vehicles in 1965. In 1979 the licensed assembly of Peugeot diesel four cylinder engines and transmissions began and in 1982. A tie-up with Kia motors to build their four speed KMT-90 transmission and transfer case was announced. Mahindra’s MM rango was a Mainstay of the lineup and was eventually also offered with a 1.8 liter Isuzu petrol engine in addition to international and Peugeot diesels. In 1965 Mahindra and Mahindra limited and Rubery Owen Darlaston based engineering Firm formed a joint venture in pimpri, pune named Roplas India Ltd. to manufacture after Market fiber glass bodies for Mahindra 91, Mahindra 101 and Mahindra 104. 5 licensed versions of Jeep CJ which included every possible configuration service vans, police bodies, Off-roader and ambulance models. They collaboratively also formed Mahindra Owen at pune in 1958 an engineering company to manufacture truck trailers one of the first trailer manufacturer Of India. December 1989 Mahindra launched 4x4 Off-road SUV range which consisted of license built versions of the Jeep CJ named Brave, chief and Baja these were powered by four cylinder 2.1 liter Peugeot diesel engines producing 62 hp and were available in 2032mm and 2311mm wheel base variants. These were sold under motor industry investments. A joint venture between Paul stoddartan Australian business and Roger Bastable founder of Abby Hill Group. Mahindra Started making passenger vehicles firstly with the Logan in April 2007. Under the Mahindra Renault joint venture. Mahindra made its maiden entry in to the heavy truck segment with the Mahindra truck and bus division. The joint venture with international truck USA. Mahindra produces a wide range of vehicles including MUV’s LCV’s and three-wheelers it manufacture over 20 models of Cars including larger multi-utility vehicles like the Scorpio and the Bolero. It formerly had a joint venture called Ford India Private Limited to build passenger cars. At the 2008 Delhi auto show Mahindra executive said the company was pursuing an aggressive product expansion program that would see the launch of several new platforms and vehicles over the next three years including an entry level SUV designed to seat fine passengers and powered by a small turbocharged diesel engine. Mahindra launched the Mahindra XYLO in January 2009 selling over 15000 units in its first six month.

CKD operations with the launch of the Mahindra Scorpio in Egypt in partnership with the Bavarian auto Group. Mahindra and Mahindra has a controlling stake in Mahindra REVA Electric vehicles. Mahindra launched its relatively heavily publicized SUV, XUV500 code name as W201 in september2011. The new SUV by Mahindra was designed in house and it was developed on the first global SUV platform that could be used for developing more SUV’s in India. The company has built and assembled Military vehicles commencing in 1947 with the importation of the Willys Jeep that had been widely used in World War 2. Its tine of military vehicles under Mahindra Emirates. Vehicle Armouring include the mahindra Armoured personal carrier and discontinued vehicles such as the Axe. India of the first vehicles made under this was the Mahindra mine protected vehicles. 2018 the company signed a multi-million dollar aerospace deal with Airbus Group for the manufacture and supply of metallic components. The company was expected to launch three products in two SUV’s and one CV and XUV500 hybrid besides India. Mahindra released sketches of a new compact SUV called the TUV300 to be launched on 10 September 2015. The XUV300 was found to be the safest vehicle made in India. Earning it a 5 star adult safety rating along with India’s first safer choice award.

CHAPTER 3

OBJECTIVES AND SCOPE

1. Objectives

Drive Positive change in the lives of our communities. Only when we enable other to rise will we rise. We have made humanity’s innate desire to Rise our driving purpose. We challenge conventional thinking and innovatively use our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise. This Purpose is why we exist, com to work every day, and strive continuously delivering our promise. We follow simple rule there are no limitations. Where others see problems, we see possibilities. Only by daring can we disturb the universe itself. We believe in being problem solvers. We relentlessly seek to break fresh ground through alternatively thinking and ingenious use of resources. It’s this constant want for innovation that drives us forward. Our world gets better every time we choose to do well. In every time we offer, we care for quality but also aim to always improve and transform the lives we touch. We don’t just do business we constantly create and innovate, to help our customers and communities to Rise.

We have always sought the most appropriate people for the job and have given them freedom and the opportunity to grow under our wings. We support and celebration innovation, out of the box thinking, well-reasoned risk-taking and reward performance. We are known in the business community for being an ethics-centric organization. We have always believed in doing business with a larger social purpose, keeping in mind the welfare and growth of the communities we serve. At Mahindra we follow an internal metric called the ‘customer as Promoter Score.’ This is one of the ways in which we measure the success of our business by their level of customer-centricity. This is designed around our goal to create and sustain a positive experience for our customers because of whom we exist and proper. We put quality at the forefront not just in our products but also in our actions and interaction. Each of our businesses achieves its goal through individual strategy while keeping a close on maintaining quality in every step of the way. For us, the cornerstone of our business is our human resource our people. This is not something we merely preach but something we truly believe in and practice at all times. We respect the time and efforts of our stakeholders and all our policies and designed, keeping their well-being and betterment in mind.

The study has been under taken to analyze the customer satisfaction towards all variant of Mahindra Motors with a special reference to the M&M motors, the other objectives are:

* To gather information about customer satisfaction toward Mahindra and Mahindra Motors in the geographic region
* To know the customer perception about features, low maintenance cost and looks of Mahindra and Mahindra Motors.
* To know the customer satisfaction about safety and comfortable Vehicles of Mahindra.
* To provide suggestions, improving the customer satisfaction and the company sales and profitability.
* To know the customer satisfaction towards the after sales service offer by Mahindra and Mahindra.

Research Methodology

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate actions. The research process provides a systematic, planned approach to the research project and ensures that all aspects of the research project are consistent with each other.

This is understood to research methodology establishing a framework of evaluation and revaluation of primary and secondary research. The techniques and concepts used during primary research in order to arrive at findings which are also dealt with and lead to a logical deduction towards the analysis and results.

I propose to first conduct an intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which I feel remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research.

RESEARCH PROSSES

The research process has four destine ye interrelated steps for research analysis it has logical and hierarchical ordering:

* Determination of information research problem.
* Development of appropriate research design.
* Execution of research design.
* Communication of results.

Each step is viewed as a separate process that includes a combination of task, step and specific procedure. The set undertake are logical, objective, systematic, reliable, impersonal and ongoing.

1. SCOPE

Mahindra and Mahindra Limited the flagship company of the Mahindra group, is a diversified business company. The company has its presences in major industries such as automotive, aerospace, agri-business, after market information technology, consulting, component, clean energy, financial service, rural, clean mobility, and technology. Mahindra has identified 10 gem companies. Mahindra and Mahindra plans to list 10 of its business. These businesses are spread across six sectors.

The scope of study is limited to the respondents are selected from the company.

The project is carried out for the period of 30 days only. Mahindra and Mahindra automobile showroom are located in other places, locally and even in the neighboring states. Only opinion of respondents of city was consider for finding out the opinions of respondents.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

This initiative focuses on implementing data analytics for predictive maintenance in the paint shop of our manufacturing facilities. By analyzing critical condition based monitoring parameters from over 90 shop floor chiller motors, including temperature, we aim to predict anomalies and failures. The project develops a user-friendly dashboard with real time data visualization and predictive graphs for monitoring motor performance. An AI Chabot is implemented for interactive querying and customized reports. The project aims to improve operational efficiency, reduces downtime, enables proactive maintenance, and achieve cost savings and enhanced productivity for the paint shop.

PAT growth over total Income (Rupees Crores)

CHAPTER 5

CONCLUSION AND FINDINGS

Mahindra Company has to implement good customer relationship management strategy that enhances customer satisfaction level. The company can for the undertake R&D to improve the existing feature which filed help increase in the customer satisfaction. Company should promote about the entire feature offered by it. As majority of the customer give opinion that they are satisfied is the factor, services and design of the product of the company should take not only maintain the existing standard but also enhance them. As majority of the respondents are satisfied with safety and comfort feature of Mahindra Bolero, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that fuel consumption is a dissatisfying factor. As such, Mahindra should focus on the aspects, which will enhance the customer satisfaction and thus the market share.

CONCLUSIONS

Mahindra and Mahindra Motors have a very good market share in the state of for the SUV segment. The company is offering good services, which is reflected on the satisfaction of the customer. Majority of the customer are satisfied with the design of the vehicle. Mahindra and Mahindra motors are providing better facilities compare with other brand. As 67% of the respondents are satisfied that they are happy with Bolero, it satisfies that the customer satisfaction levels are very high. If the company were to identify the pitfalls in their product and undertake remedial measure, thus it will lead to more good word of mouth publicity. Though majority of the customer are satisfied that the maintenance cost of Mahindra Bolero is less, around 20% are not satisfied which may be because of comparison of Bolero with the newly launched competing brands coming with even lower maintenance cost. As 80% of the respondents are happy with space availability of the Mahindra Bolero vehicle, it can be conducted that the company has undertaken proper R&D in this aspect.

FINDINGS

Based on the data gathered by administrating schedules to customers the following observations

* Mahindra and Mahindra have excellent percentage of customer satisfaction.
* Most of the people are satisfied with its low maintenance cost and after sales service provided by Mahindra and Mahindra.
* Based on the fuel consumption most of the people are satisfied.
* Based on safety and comfort, Design, Space, Maintenance most of people are satisfied.
* Large numbers of users are aware of its many features like power steering.
* If we took the satisfaction level of people toward the company, it comes in the preferred companies.
* Its features and style satisfy most of the people.

LIMITATIONS

Though best effort have been made to make the study fair transparent and error free yet there might be some inevitable and limitations. Although outright measures area undertaken to make the report most accurate some inadvertent errors might have crept in and suggestions to improve or eliminate the same are most welcome.

The limitation of the survey is narrated below:

* The project is valid for the predefined area of work
* There may be some biased response from the respondents.
* Some respondents did not provide the full data.

CHAPTER 6

SUGGESTION AND RECOMMENDATIONS

Mahindra and Mahindra have many firsts to its credit and is undoubtedly the manufacturing leader that has been following the highest quality standards and delivering all types of vehicles.

* Consumers are satisfied with its low maintenance cost and after sales service provided by company so they should follow it in other parts of country as well.
* Company should focus on R&D to improve the existing feature with filed help increase in the customer satisfaction and attract potential consumers.
* Consumers are to be satisfied on safety and Comfort, Design, Space, Maintenance as for toady most of the people are affected by it.
* Company comes in the preferred companies as features and style satisfy most of the people needs so company is on the right path

RECOMMENDATIONS

* Mahindra Company has to implement good customer relationship management strategy that enhances customer satisfaction level.
* The company can for the undertake R&D to improve the existing feature which filed help increase in the customer satisfaction.
* The company should promote about entire feature offered by it.
* As majority of the customer give opinion that they are satisfied is the factor, services and design of the product of the company should rake not only maintain the existing standard but also enhance them.
* As majority of the respondents are satisfied with the safety and comfort feature of Mahindra, factor the company should maintain the same standard it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.
* As such, Mahindra should focus on the aspects, which will enhance the customer satisfaction and thus the market share.

CHAPTER 7

ANNEXURES

In June 2024 the total sales figure of Mahindra cars was 40,010 units. This included sales of Scorpio Classic 12,307, XUV 3XO 8,500, Bolero Neo 7365, XUV700 7-seater 5, 928, Thar 5,376 and XUV400 EV 534.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model Name | Jan 2024 | Feb 2024 | Mar 2024 | Apr 2024 | May 2024 | Jun 2024 |
| Scorpio | 14,293 | 15,051 | 15,151 | 14,807 | 13,771 | 12,307 |
| Thar | 6,059 | 5,812 | 6,049 | 6,160 | 5,750 | 5,376 |
| XUV 3XO | 4,817 | 4,218 | 2,072 | 4,003 | 10,000 | 8,500 |
| Bolero Neo | 9,964 | 10,113 | 10,347 | 9,537 | 8,026 | 7,365 |
| XUV 700 | 7,206 | 6,546 | 6,611 | 6,134 | 5,008 | 5,928 |
| XUV400 EV | 697 | 610 | 350 | 347 | 701 | 534 |

Financial year 2024 witnessed demand resilience regardless of tightening financial conditions, simmering geo-political risks and adverse weather patterns. As a result of countervailing factors, demand momentum and consumer sentiment were stronger than expected resulting in central banks tightening financing conditions even further and pushing policy rate cut expectation deeper into Financial year 2025. In India, the growth push came from stronger services exports, leveraged consumption from wealthier household and public infrastructure capex.

CHAPTER 8

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