

Summer Internship Project Report
On
Analyse the impact if JK Tyre's Sales promotion activities (BTL Activities) in the Truck Category with respect to competitors (MRF, Apollo)



Submitted By:
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(Professor- Marketing)
(Submitted in partial fulfilment of the requirements for MBA degree)

Institute of Management
JK Lakshmipat University, Jaipur
(2019-20)

DECLARATION

I Mr. AAKASH MEHTA student of J.K LAKSHMIPATH UNIVERSITY, Jaipur batch 2019-2021 declare that the project report "Analyse the impact if JK Tyre's Sales promotion activities (BTL Activities) in the Truck Category with respect to competitors (MRF, Apollo)" is based on my own work carried out during the course of our study under the supervision of Mr. Ankur Jain.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

- The work contained in the report is original and has been done by me under the general supervision of my supervisor.
- The work has not been submitted to any other Institution for any other degree/diploma/certificate in any other University of India or abroad.
- We have followed the guidelines provided by the university in writing the report.

Date of Project Submission _____

Signature _____

Faculty Mentor's Comments- Aakash has been in regular touch with me, seeking guidance in the project.

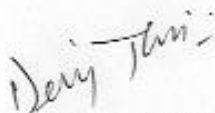
Signature _____

Mr. Debraj Tripathy

Faculty Guide

CERTIFICATE

It is certified that the Summer Internship Report titled “**Analyse the impact if JK Tyre’s Sales promotion activities (BTL Activities) in the Truck Category with respect to competitors (MRF, Apollo)**” submitted by **Aakash Mehta** is an original piece of research work carried out by the candidate under my supervision.


Mr. Debraj Tripathy

ACKNOWLEDGEMENT

I owe a debt of sincere gratitude to JK Tyre & Industries Ltd. for giving an opportunity to practical exposure of corporate.

I am thankful to Mr. Ankur Jain (Dy. Regional Manager) for giving me an opportunity to learn in this Organization.

I am grateful to Mr. Suresh Choudhary (Area Sales Officer) who not only helped me in the project but also share his various personal experience and knowledge with me.

My sincere thanks to my faculty mentor Mr. Debraj Tripathy (Professor-Marketing) for her continuous support and guidance in this report.

Last but not the least I am thankful to all my family and friends who came forward and guided me in best possible manner and provided me the environment to complete this project.

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EXECUTIVE SUMMARY

This summer internship project report based on the two months internship program that I had completed in the J.K Tyre & Industries Ltd.

I got the topic for my project on “Analyse the impact if JK Tyre’s Sales promotion activities (BTL Activities) in the Truck Category with respect to competitors (MRF, Apollo)” I was guided by my Mentor Mr. Ankur Jain. They gave me great confidence to do work sincerely and efficiently.

The purpose of Summer Training is not only doing a project but to have a first-hand insight and exposure to the Organisation. It helpful in enhance academic knowledge as well as also to let me know how to put academic knowledge into a practical application in a working environment.

Through the project assigned to me “Analyse the impact if JK Tyre’s Sales promotion activities (BTL Activities) in the Truck Category with respect to competitors (MRF, Apollo)”. I got the opportunity to learn about BTL activities, what are BTL activities? and to practical experience, how to do market survey?

BTL (Below-the-line) activities that include direct mail campaigns, trade shows, catalogues, brand promotion activities, telemarketing, free sampling, exhibitions, and targeted search engine marketing. BTL activities are more interactive and give the opportunity to brands and consumers to connect on a personal level.

I have done telephonic interview to know the effectiveness BTL activities of JK Tyre and its competitors (Apollo, MRF). Asked question from the per-defined questionnaire to the JK Exclusive dealer, JK Customer, Competitors Exclusive dealer, Non-JK Customer, and Multi brand for the purpose of survey. It was very difficult to convince them, to give some time for the valuable feedback. Since it was very interesting and challenging task.

This period gave me a fair exposure of the corporate world and I got an idea of how much and what will be the expectation of a hirer from us as an employee so that we can prepare ourselves accordingly. Other than these learning’s there were various practical and conceptual learning’s I gained under my mentor which I may or may not be able to mention in this project report.

INDUSTRY AND COMPANY OVERVIEW

JK Organisation

J.K. Organisation has a multinational group head-quartered in India with a heritage of more than 125 years. The Group has multi-business, multi-product, and multi-location operations, with its footprints in various countries across the globe. It has overseas manufacturing operations in Mexico, Indonesia, Romania, Belgium, Portugal, and UAE.

Products of the JK Group have a strong brand recall and enjoy a significant market share in their respective segments. Brand has a strong brand equity of the Group that has been built through use of latest technologies, continuous research & development, and innovation. The Organisation has set up highly reputed Research and Development Institutes in various fields.

JK Organisation's Vision and Values

We are

- A dynamic business organisation
- A Socially valued conglomerate

Our core value

- Caring for people
- Integrity, openness, fairness & trust
- Commitment to excellence

Brands of JK Organisation

- JK Tyre & Industries Ltd.
- JK Paper Ltd.
- JK Lakshmi Cement Ltd.
- JK Fenner India Ltd.
- Umang Dairies Ltd.
- Global Strategic Technologies Ltd.
- JK Agri Genetics Ltd.
- JK Risk Managers & Insurance Brokers Ltd.
- CliniRx Research Ltd.



JK Tyre & Industries Ltd.

Raghupati Singhanian

(Chairman/Managing Director)

- JK Tyre is a subsidiary of JK Organization founded in 1951 and started their operation in 1977 which deals in tyre manufacturing.
- JK Tyre is ranked 3rd in India and ranked amongst the top 25 manufacturers in the world.
- JK Tyre has global presence in 100 countries across six continents, backed by production support from 12 plants - 9 in India (Mysore, Banmore, Kankroli, Chennai, Haridwar) and 3 in Mexico.
- JK Tyre deals in Passenger car tyres, motorcycle/scooter tyres, Commercial tyres, Farm tyres, off the road tyres, etc.
- JK Tyre launched India's first ever 'Smart Tyre' technology and introduced Tyre Pressure Monitoring Systems (TPMS) by offering TREEL Sensors, which monitor the tyre's vital statistics, including pressure and temperature.
- JK Tyre has a strong dealer network with 4000 dealers and out of which 500+ are exclusive outlets called as Steel Wheels and Xpress Wheels providing complete solution to its customers.
- JK Tyre has a global presence in 105 countries with 180 global distributors.
- In 2019, JK Tyre has achieved a remarkable feat by entering the coveted Limca Book of Records with the country's largest off-the-road tyre - VEM 045.
- JK Tyre is the only Indian tyre manufacturer to be included in the list of Super brands India in 2019 for the seventh consecutive year.
- JK Tyre was featured among India's Best Companies to Work For in 2019 by Great Place to Work®.
- On 1 June 2020, JK Tyre & Industries has inaugurated a new sales and marketing operation in the USA.
- JK Tyre recently was awarded the most coveted Safety award in the world - the Sword of Honour for Safety across its plants by the British Safety Council, UK.
- Special Program:
 - JK Badshah - A Relationship Management Program for Truck customers
 - ADVANTAGE: A premium program for PCR dealers
 - JK STAR: A Relationship Management Program for Truck Dealers.

Industry Overview

India tyre market has reached to the consumption volume of 185 Million units in 2019. India is fourth largest market for tyres in the world after China, Europe, and the United States. In India, the tyre market is currently being driven by increasing radialization of tyres especially in buses and trucks. Moreover, the tyre industry consists of huge customer base, that are used in all type of vehicles which include passenger cars, buses, military vehicles, motorcycles, trucks, etc. The demand of tyres is primarily accelerating from two end-user segments - OEMs and the replacement segment. The Replacement market currently dominates the tyre market accounting to most of the total sales. Demand for the OEM segment is driven by new automobile sales trend, whereas, the replacement market is linked to the usage patterns and replacement cycles of tyre. The market for tyres is quite concentrated in India with the top 10 manufacturers holds around 80 per cent of the total tyre market. MRF, Apollo Tyres and JK Tyres currently represent the top players in this tyre market. Looking forward, we expect that the market to reach a volume of 245 Million Units by 2025 growing at a CAGR of 4.8% during 2020-2025.

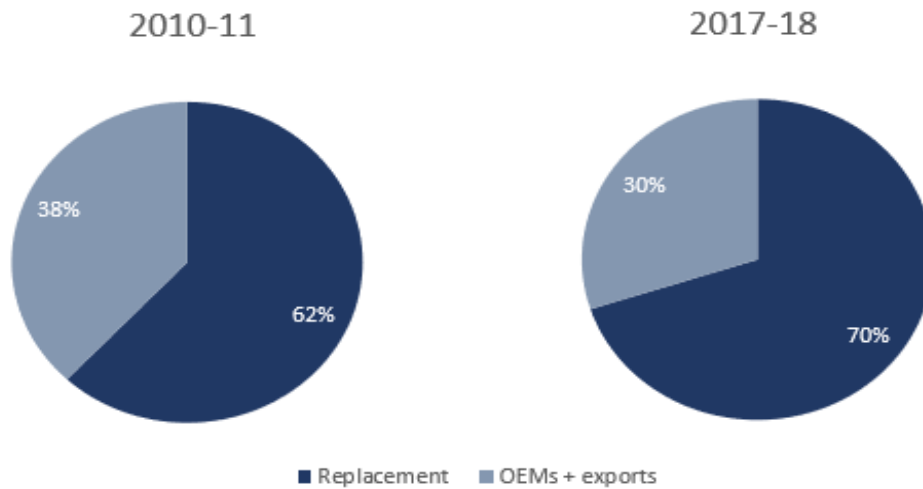
The Tyre Industry of India is an integral part of the Auto Sector – It contributes to ~3% of the manufacturing GDP of India and ~0.5% of the total GDP directly. So, let us understand the Tyre Industry in India.

Indian tyre industry has almost doubled the revenue from ~Rs 30,000 crores in 2010-11 to ~Rs 59,500 crores in 2017-18 of which 90-95% came from the domestic tyre markets.

In terms of segmentation tyres can be divided in two ways –

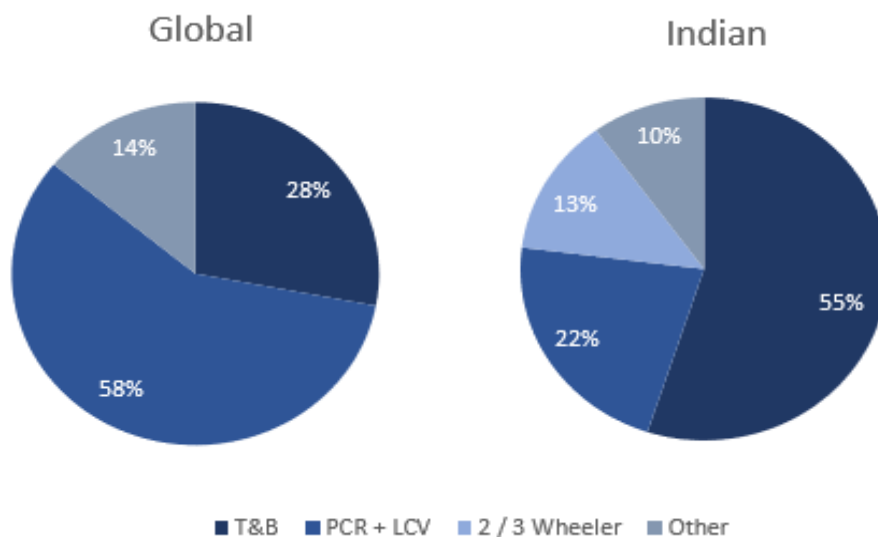
- Based on end market
- Based on product.

Replacement, OEMs & Exports



As we can see that Indian tyre market is clearly skewed towards the replacement segment which contributes ~70% of total revenues. Whereas in volume (tonnage) terms the replacement segment contributes to 62% that indicating realizations within the after-market are clearly above OEMs (Original Equipment Manufacturer) market.

Truck & Bus (T&B), Passenger Vehicle (PV), 2/3-Wheeler, Off-Highway Tyres (OHT) & Others



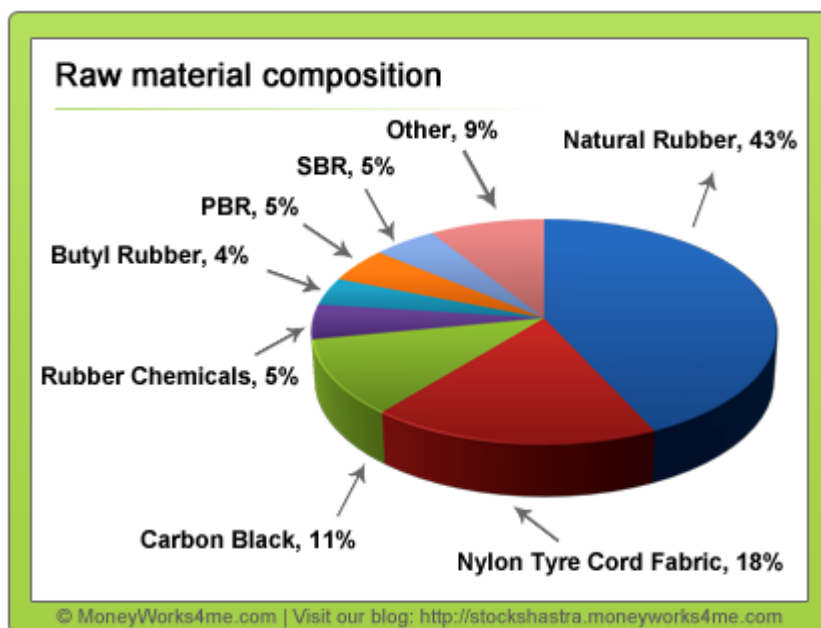
Truck & Bus tyres in India generates the major revenue i.e. 55% of total revenue whereas globally it is the Passenger Car Radials contribute the largest portion of

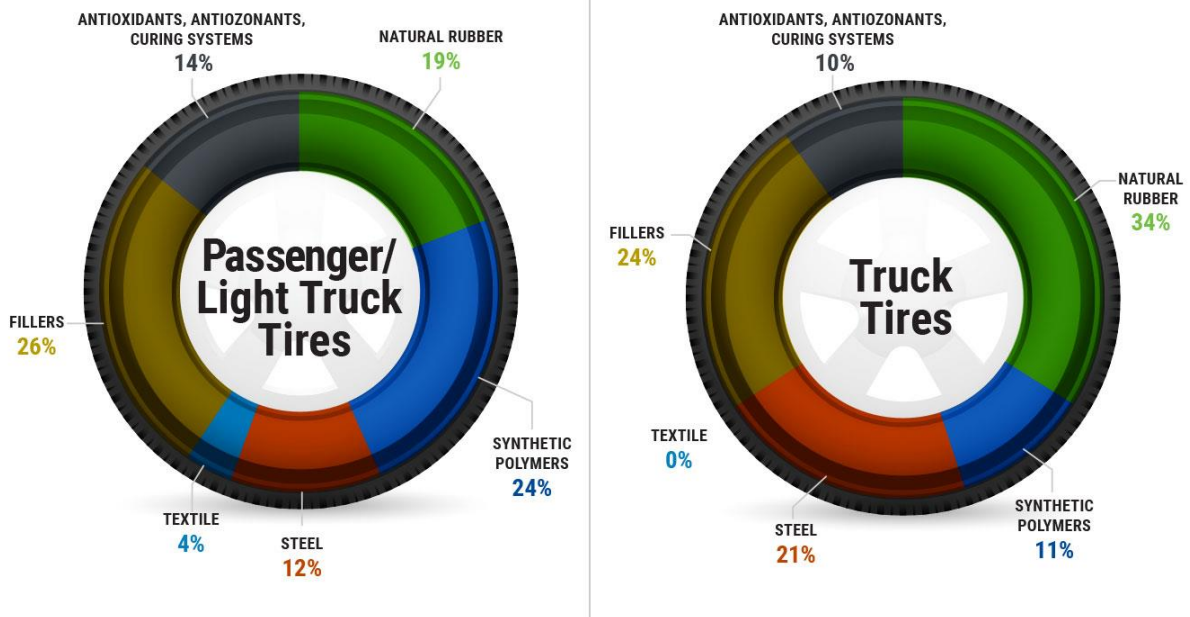
the revenue. This is mainly due to very low penetration of passenger vehicles in India – below 20 per 1,000 people whereas in China the number is ~70 per 1,000 people and 786 per 1,000 people in US. In terms of volume (tonnage) Truck & Bus tyres contributes around ~50% of the total volume.

The demand from OEM's is widely spread across the segment where Truck & Bus contributed ~35% and Passenger Vehicles & 2/3 Wheeler's contributed ~25% & ~22% respectively. In term of the replacement segment the demand was more skewed towards the Truck & Bus tyres which contributed ~61% and Passenger Vehicles & 2/3 Wheeler's contributed ~14% & ~9% respectively.

Nature of the Industry:

Tyre Industry is highly raw-material intensive. Raw materials cost accounts for approx. 63% of tyre industry turnover and 72% of total production cost. The tyre industry is a major consumer of the domestic rubber market. Natural rubber constitutes 80% while synthetic rubber constitutes only 20% of the material content in Indian tyres, 62% of total Natural Rubber consumption is by the Tyre Sector, balance by rubber based non-tyre industries. Interestingly, world-wide, the proportion of natural to synthetic rubber in tyres industry is 30:70.





Raw Material Composition

A simple round tyre is manufactured from a complex assembly of more than 250 raw materials amongst which the major components include natural & synthetic rubber, nylon tyre fabric, bead wire, carbon black, reinforcing non-black fillers like silica, vulcanizing agents & antioxidants.

Tyre Exports by Indian Tyre Industry:

Indian tyres has a good acceptance in global markets. Compounded Average Growth Rate (CAGR) of tyre exports to over 65 countries worldwide in the last one decade has been 8%. 17% export to high quality conscious US market. Other major export markets are Latin America, UAE, Bangladesh, Iran, Philippines, Vietnam, etc. Over 20% of T&B tyres (bias) produced domestically are exported. Emphasis now is on export of radial tyres, including Passenger Vehicle radial tyres.

OEM's Fitment

OEM stands for Original Equipment Manufacturer. Most often, OEMs purchase parts from other manufacturers or suppliers and use them to assemble their finished products. OEMs also make parts and sub-assemblies that are resold to other companies who assemble them into their own finished products.

JK Tyre has strong OEM relationship with the companies.

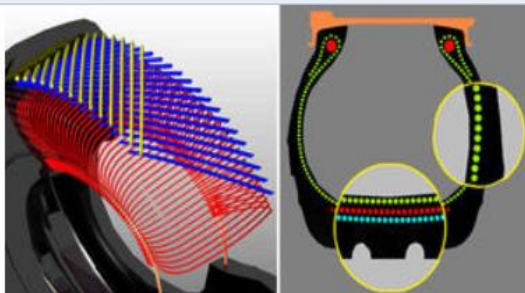
Strong OEM Relationships: Industry Leading Partners

Car	Truck	Tractor	OTR
• Maruti Suzuki • TATA Motors • Mahindra & Mahindra • Honda Cars • Force Motors	• TATA Motors • Mahindra & Mahindra • Ashok Leyland • Volvo Eicher • Volvo • MAN	• TAFE • Mahindra & Mahindra • Captain • Escorts	• BEML • Caterpillar • L&T Construction • Tractors India • TATA Hitachi • JCB • SANY
India/Mexico	JK Tormel, Mexico – LTR	India/Mexico	2/3 Wheelers
• Renault • Volkswagen • FIAT	• Nissan	• John Deere	• Hero MotoCorp • Bajaj Auto
JK Tormel, Mexico		JK Tormel Mexico	
• Chrysler		• Case New Holland	

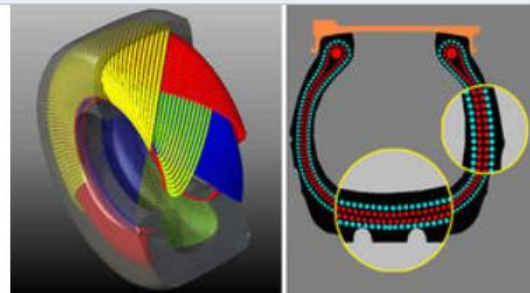
Technologically there are two types of tyres:

- Radial tyre
- Biased ply

RADIAL TIRE



BIAS TIRE

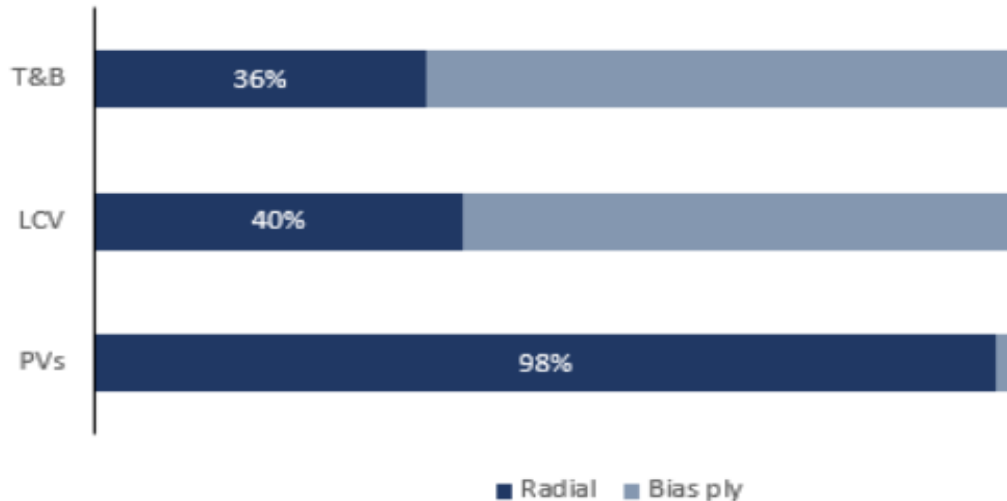


Radial Tyre

To increase structural integrity, radial tyres are constructed with perpendicular polyester plies and crisscrossing steel belts design underneath the tread. This construction provides a smooth ride to the rider and extends the life of the tyre. Radial tyres are mostly used for long-haul towing, travel trailers, toy haulers, larger boats, and livestock.

Biased Ply

A bias tyre's construction consists of internally crisscrossing of nylon cord plies at a 30 to 45-degree angle to the tread centre line. This design gives the tyre a tough and rugged build and increases sidewall puncture resistance. Bias technology is mostly used for construction, agriculture, marine and utility applications.



Radial Tyre Advantages

The advantages of radial tyres over bias ply tyres include:

- Flexible sidewalls.
- Radial tyre reduces fuel consumption due to less rolling resistance.
- A softer ride because of the layout of the tyre's plies and because of the flex of the sidewalls, assuring more stable contact with the road service and a softer ride.
- Less vibration.
- Extended tyre life due to less heat generated by the tyre.

Radial Tyre Disadvantages

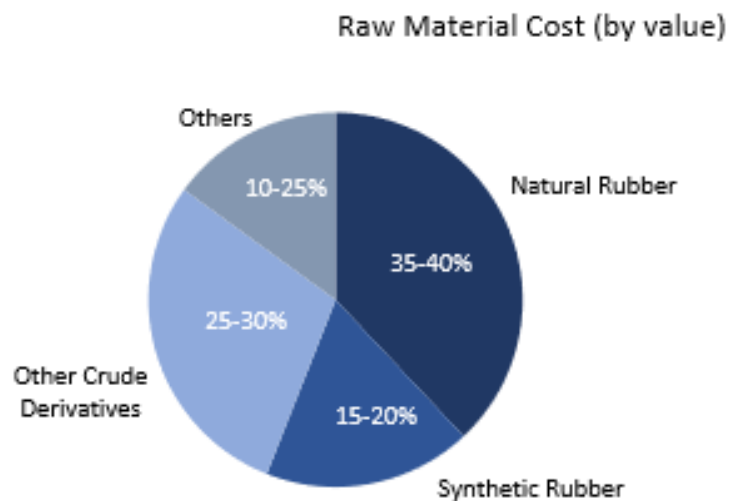
The disadvantages of radial tyres when compared to a bias ply tyre include:

- Poor transport handling since low lateral stiffness causes the tyre sway to increase as the speed of the vehicle increases.
- Increased vulnerability to abuse when overloaded or underinflated. The sidewall of radial tyre tends to bulge which could cause damage and puncture.
- A ply layout that causes the radial tyre to follow a wheel track more consistently than a bias ply tyre.

The radial tyre is more expensive than a bias ply tyre which may be considered as a disadvantage. However, the radial tyre lasts longer, and this results in the savings of money over the long run.

Cost Structure:

Tyre Industry is popularly known for its capital-intensive structure where 60% to 65% of the revenues is raw material cost. The other important cost involved are Selling General & Administrative which roughly contribute from 6% to 12% of the revenues and employee cost contributing from 7% to 14% of revenues.



Capacity Expansion Plans:

The Indian tyre industry is expected to see significant capacity expansion in the upcoming two to three years. All major players in the industry have announced their plans.

MRF:

MRF has announced to set up a new facility in Gujarat where it plans to spend ~Rs 4,500 crores over next few years.

Apollo Tyres:

Apollo tyres laid foundation for their fifth Indian facility in Andhra Pradesh which they will manufacture passenger vehicle tyres. The company is spending ~Rs 1800 crores in the first phase of the project. The facility is expected to commence operation in two years from now. Apollo is also planning to expand its T&B capacity at the Chennai plant which is expected to commence operations in this financial year.

JK Tyres:

In 2016, JK Tyres acquired the Cavendish tyre business from the BK Birla group to enter in the two-wheeler segment. JK Tyre now plans to expand its T&B tyre capacity by ~0.6 Mn units at the Cavendish facility by investing ~Rs 275 crores.

CEAT:

CEAT has announced a capex of ~Rs 3,000 to 4,000 crores over next 4 to 5 years. The company is entering into the OHT (off-highway tyre) segment with a new facility in the Amber Nath. The company has started its operations at a very small scale and plans to expand it further to capacity of ~100 MTPD. CEAT is also planning to expand its capacity significantly PCR with a greenfield expansion in Chennai which is expected to come online in line with Apollo's Andhra greenfield facility. It also has plans to expand its T&B and 2/3-Wheeler capacity by brown field expansion at Halol and Nagpur plant.

Balkrishna Industries:

Balkrishna Industries is coming up with an additional greenfield facility in the US with a capex of \$100 Mn (~Rs 700 crores) which will manufacture 20,000 tonnes of OHT tyres every year. The company is also spending ~Rs 500 crores in its domestic Waluj plant which will generate incremental capacity of 5,000 tonnes every year. Balkrishna also plans to set up a 140,000 tonnes/year carbon black facility.

Bridgestone:

Bridgestone India is planning to spend ~\$304 Mn to increase its current capacity of 15,000 tyres per day to 41,000 tyres per day

Looking at the above expansion plans it seems there could be a competitive scenario amongst the tyre companies to gain market share as majority of the capacities have similar timelines. The tyre companies might grow at a decent pace by selling more tyres however, their margins and return ratios might take a hit in order to achieve market share.

Competitor's Background

MRF Tyre

Rahul Mammen Mappillia

Chairman/Managing Director

- MRF Tyre is founded in 1946 by late KM Mammen Mappillia which deals in tyre, treads, tubes and conveyor, paints, and toys.
- MRF Tyre started tyre manufacturing in 1973.
- MRF Tyre is a largest manufacturer (Ranked 1st) in India and ranked 14th Largest manufacturer in the world.
- MRF Tyre has 8 manufacturing plant- 8 in India (Kottayam, Puducherry, Goa, Trichi, Arakonam, Tiruvottiyur, Medak, Ankenpally)
- MRF Tyre Deal in Passenger car tyres, motorcycle/scooter tyres, Commercial tyres, Off the road tyres, etc.
- MRF Tyre has dealer network with 4000 dealers.
- MRF Tyre has a global presence in 65 countries.
- MRF has won the JD Power award not once but 12 times till date.
- MRF has also won the TNS and CAPEXIL awards for being voted as the most trusted tyre company in India.
- MRF Pace Foundation - An academy that has trained various great cricketers.

Apollo Tyre Ltd.

Onkar Singh Kanwar

Chairman/Managing Director

- Apollo Tyre is founded in 1972 which deals in tyre manufacturing.
- Apollo Tyre is ranked 2nd in India and ranked 17th biggest manufacturer in the world.
- Apollo Tyre has 6 manufacturing plant- 4 in India (Chennai, Perambra, Kalamassery, Limda), 1 in Netherlands, 1 in Hungary
- Apollo Tyre Deal in Passenger car tyres, motorcycle/scooter tyres, Commercial tyres, Farm tyres, etc.
- Apollo Tyre has dealer network of 5000 outlet and out of which 2500 exclusive outlets.
- Apollo has a global presence in 100 countries.
- Apollo gets 69% of its revenues from India, 26% from Europe and 5% from other geographies.

PROJECT OBJECTIVE

Topic of the study:

“Analyse the impact if JK Tyre’s Sales promotion activities (BTL Activities) in the Truck Category with respect to competitors (MRF, Apollo)”

Objective of the study:

The purpose for which the study is undertaken are:

- To know the effectiveness of the BTL activities performed by JK tyre.
- Compare and know the effectiveness of BTL activities performed by JK Tyre and its competitors like MRF, Apollo.
- To draw the conclusion that were JK Tyre is standing as compare to its competitors.

RESEARCH METHODOLOGY

Source of the data-

The study is based on secondary data. Data regarding contact number is provided by company itself.

Sample size-

- JK Tyre Exclusive Dealers-50
- MRF Exclusive Dealers-30
- Apollo Exclusive Dealers-30
- Multi Brand Dealers-30
- JK Tyre Customer-106
- Non-JK Tyre Customer-109 (MRF are 53 and Apollo are 56)

Tool for Analysing Data-

- Questionnaire
- Telephonic Interview

ANALYSIS AND INTERPRETATION

Analysis for Exclusive Dealer

In the analysis part of the survey, which was conducted for BTL activities of Companies by reaching out to 50 JK Tyre dealers, 30 Apollo dealers, and 30 MRF dealers through telephonic interview and predefined Questionnaire. Data was collected to know about the effectiveness of promotional activities. Comparing it with its leading competitors like MRF and Apollo also gave more insightful information.

The parameters that we've taken for average purpose are as follows:

Below 1.5/= Very Poor Rating

1.5-2.5 = Poor Rating

2.5-3.5 = Average Rating

3.5-4.5= Good Rating

Above 4.5= Excellent Rating

Interpretation and analysis of these questions are given below:

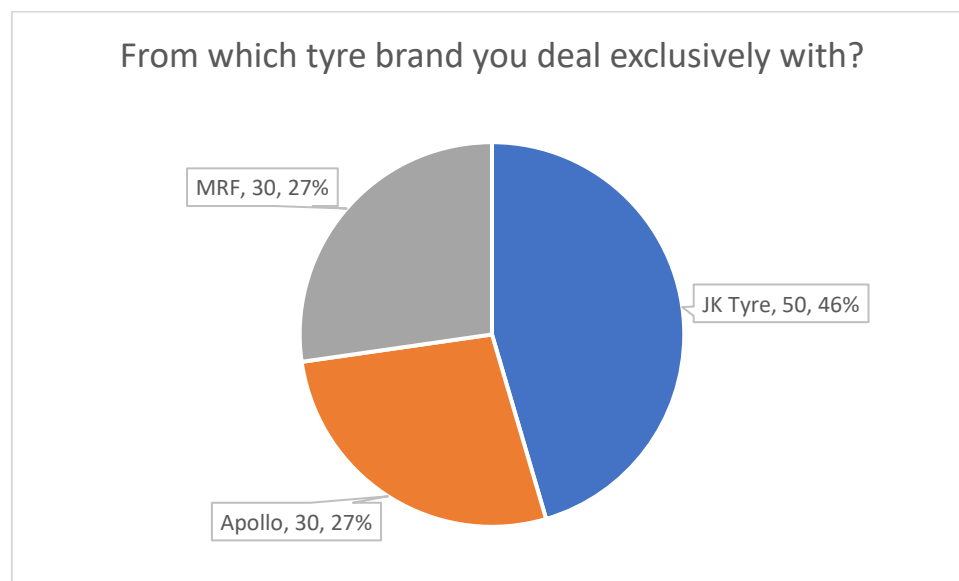
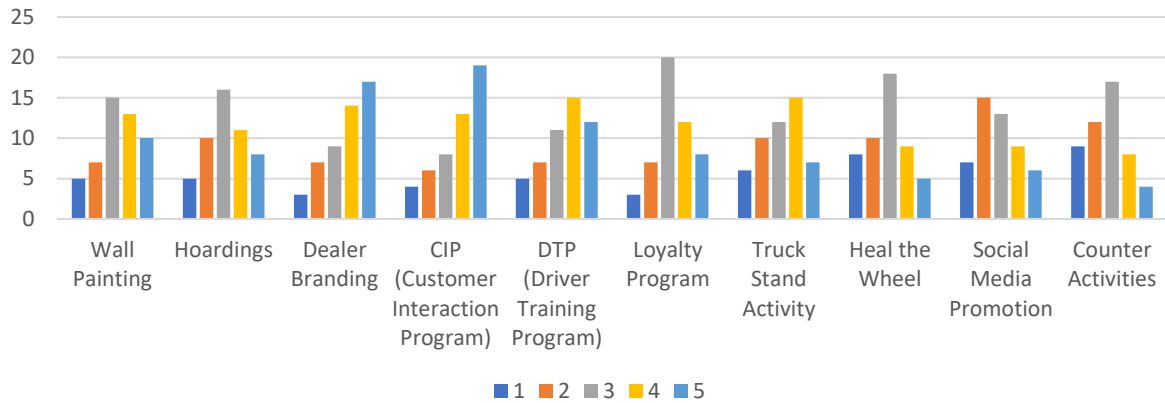


Fig.1-Dealer Bifurcation

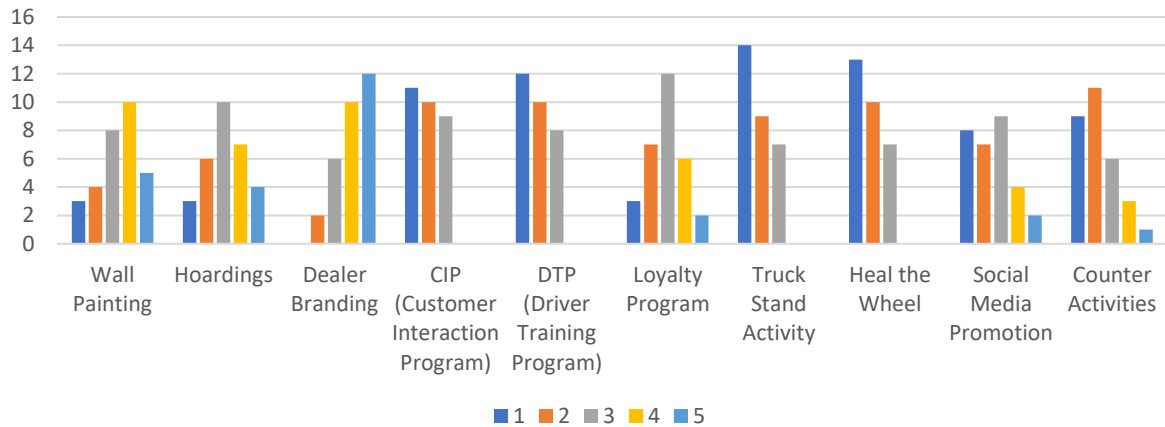
According to you, Rate the following activities based on their effectiveness? (Rate on the scale of 5, where 5-Excellent and 1-Very Poor)



Activities	Average Rating
Wall Painting	3.32
Hoardings	3.14
Dealer Branding	3.70
CIP (Customer Interaction Program)	3.74
DTP (Driver Training Program)	3.44
Loyalty Program	3.30
Truck Stand Activity	3.14
Heal the Wheel	2.86
Social Media Promotion	2.84
Counter Activities	2.72

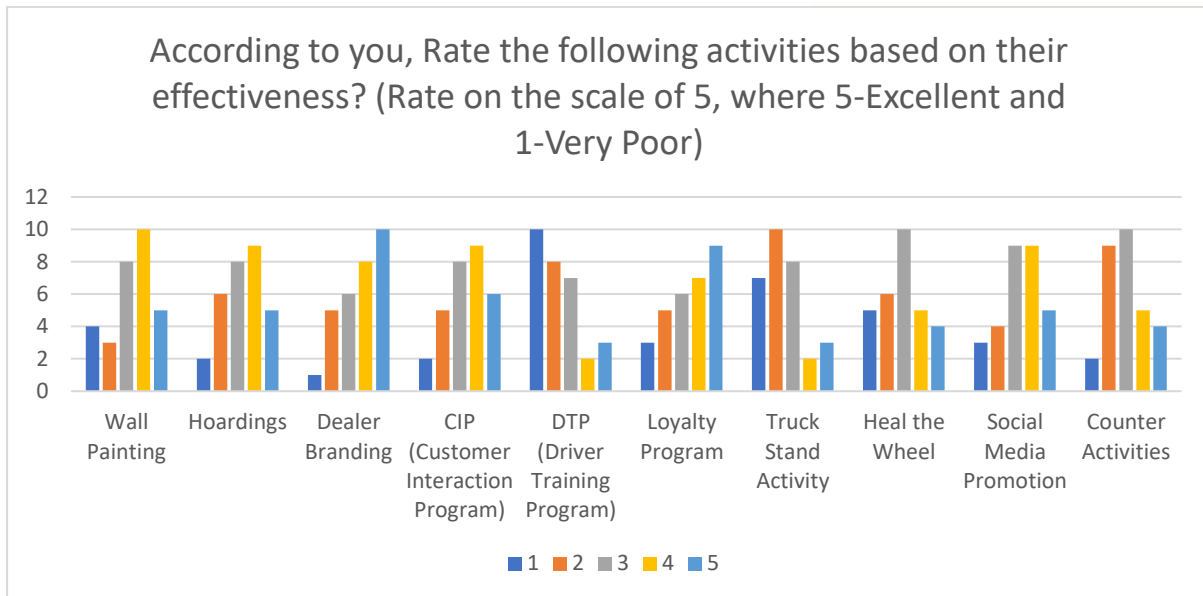
Fig.2-Rating from JK Tyre Dealers

According to you, Rate the following activities based on their effectiveness? (Rate on the scale of 5, where 5-Excellent and 1-Very Poor)



Activities	Average Rating
Wall Painting	3.33
Hoardings	3.10
Dealer Branding	4.07
CIP (Customer Interaction Program)	1.93
DTP (Driver Training Program)	1.87
Loyalty Program	2.90
Truck Stand Activity	1.77
Heal the Wheel	1.80
Social Media Promotion	2.50
Counter Activities	2.20

Fig.3- Rating from MRF Tyre Dealers



Activities	Average Rating
Wall Painting	3.30
Hoardings	3.30
Dealer Branding	3.70
CIP (Customer Interaction Program)	3.40
DTP (Driver Training Program)	2.33
Loyalty Program	3.47
Truck Stand Activity	2.47
Heal the Wheel	2.90
Social Media Promotion	3.30
Counter Activities	3.00

Fig.4-Rating from Apollo Tyre Dealers

As we can see in **Fig.2** there are a few activities conducted by **JK Tyre** to know the effectiveness of these promotional activities.

Activities like CIP and Dealer Branding has a good rating as there average rating lies between 3.5-4.5. On the other hand, some of the activities like Wall painting, Hoardings, Driver training program, Loyalty program, Truck stand activity, Heal the wheel, Counter activities, and Social media promotion have an average rating that lies between 2.5-3.5.

In **Fig.3** we can see that the activities conducted by **MRP Tyre** to know the effectiveness of their promotional activities.

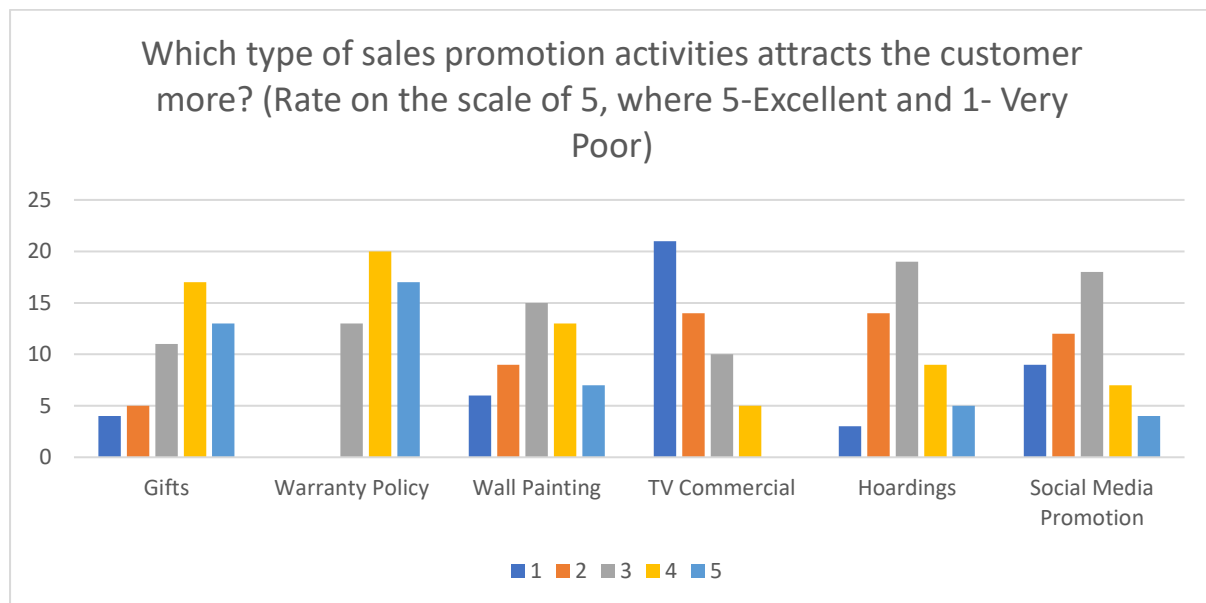
Activities like Dealer branding has a good rating as its average rating lies between 3.5-4.5. On the other hand some of the activities like Hoarding, Wall painting,

loyalty program, and Social media promotion camp has an average rating that lies between 2.5-3.5 whereas there are activities like CIP, Driving training program, Truck stand activity, Heal the wheel, and Counter activities has a poor rating that lies between 1.5-2.5.

In **Fig.4** we can see that the activities conducted by **Apollo Tyre** in order to know the effectiveness of their promotional activities.

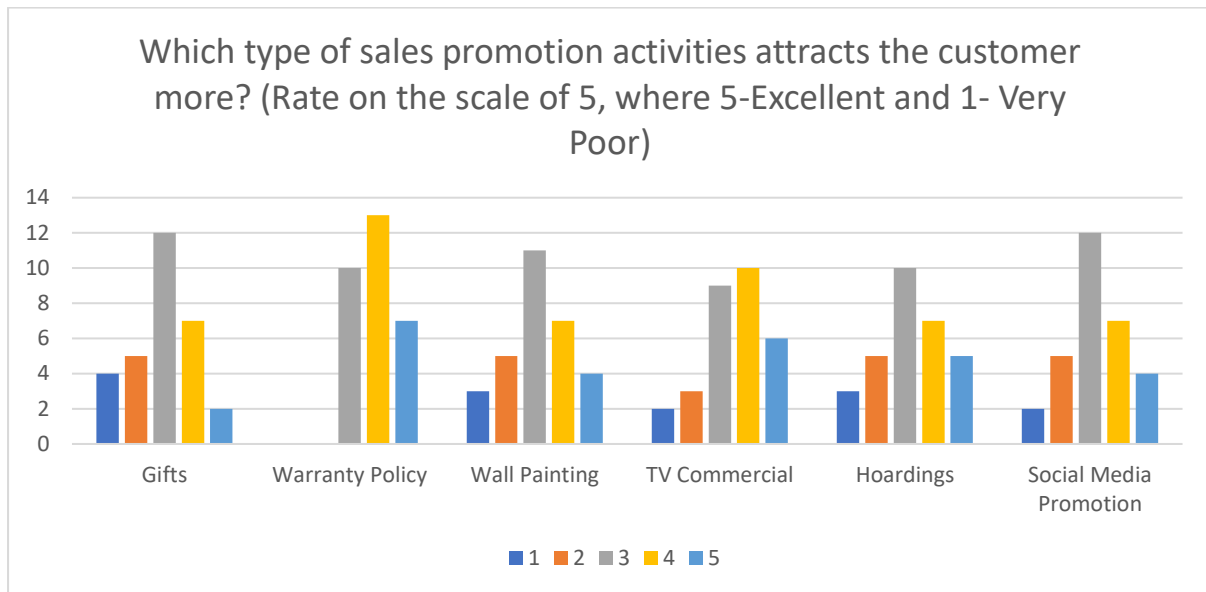
Activities like Dealer branding has a good rating as its average rating lies between 3.4-4.5. On the other hand, some of the activities like Wall painting, Hoarding, CIP, Loyalty program, Heal the wheel, Counter activities, and Social media promotion has an average rating that lies between 2.5-3.5 whereas there are activities like Driving training program, and Truck stand activity has a poor rating as there average rating that lies between 1.5-2.5.

If we look at the overall activities performed by JK tyre, it is doing good as a whole but, there are a few activities like Social Media Promotion, and Counter Activities that are performed by all three companies, in these activities Apollo are doing slightly better than JK Tyre and others



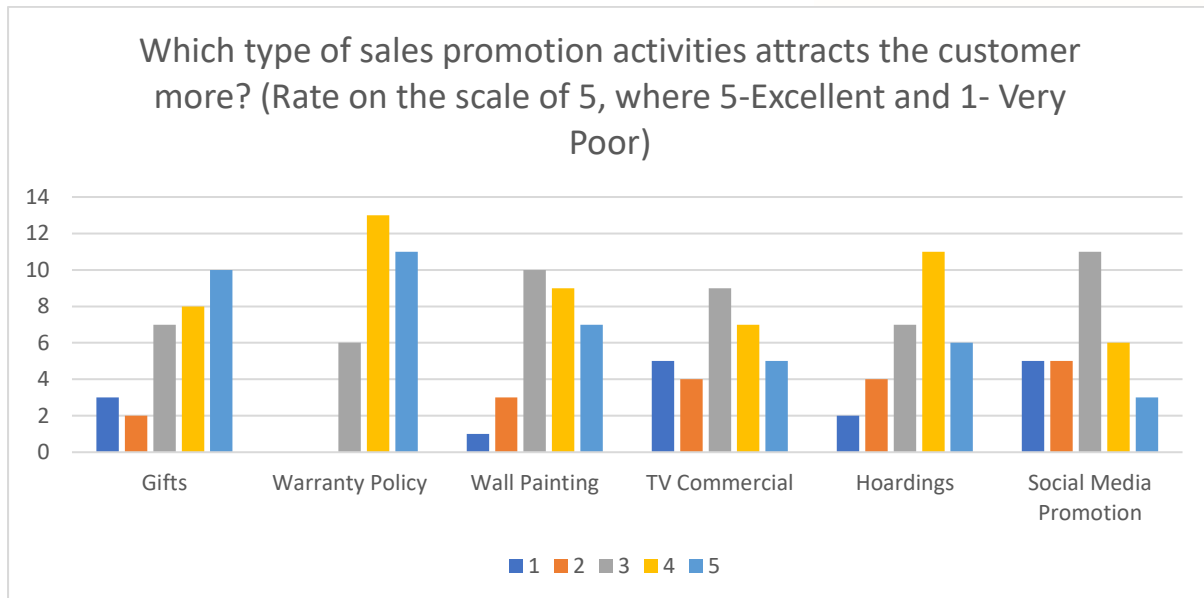
Activities	Average Rating
Gifts	3.60
Warranty Policy	4.08
Wall Painting	3.12
TV Commercial	1.98
Hoardings	2.98
Social Media Promotion	2.70

Fig.5-Rating from JK Tyre Dealers



Activities	Average Rating
Gifts	2.93
Warranty Policy	3.90
Wall Painting	3.13
TV Commercial	3.50
Hoardings	3.20
Social Media Promotion	3.20

Fig.6- Rating from MRF Tyre Dealers



Activities	Average Rating
Gifts	3.67
Warranty Policy	4.17
Wall Painting	3.60
TV Commercial	3.10
Hoardings	3.50
Social Media Promotion	2.90

Fig.7- Rating from Apollo Tyre Dealers

These are some of the activities and services conducted by companies to attract their customer. So, we have to ask the dealer first what type of activities and services attract the customer more.

In **Fig.5** we can see that, according to the **JK Tyre** dealer Gift, and Warranty Policy attracts the customer most as they have good rating (as there average rating lies between 3.5-4.5). On the other hand, Wall painting, Hoardings, and Social media promotion have an average rating that lies between 2.5-3.5 whereas there is an activity named TV Commercial that has a poor rating as its average rating lies between 1.5-2.5.

In **Fig.6** we can see that, according to the **MRF Tyre** dealer TV Commercial, and Warranty Policy attracts the customer most as they have good ratings (as there average rating lies between 3.5-4.5). On the other hand, activities like Gifts, Wall painting, Hoardings, and Social media promotion has an average rating that lies 2.5-3.5.

In **Fig.7** we can see that, according to the **Apollo Tyre** dealer Gift, Warranty Policy, Wall painting, and Hoarding attract the customer most as they have good ratings (as there average rating lies between 3.5-4.5). On the other hand, activities like TV Commercial, and Social media promotion has an average rating that lies 2.5-3.5.

According to Dealers schemes or activities like Gifts, TV Commercial and Warranty Policy attracts customers the most and after that Wall Paintings, Hoardings, and Social media promotion succeed in attracting the customers.

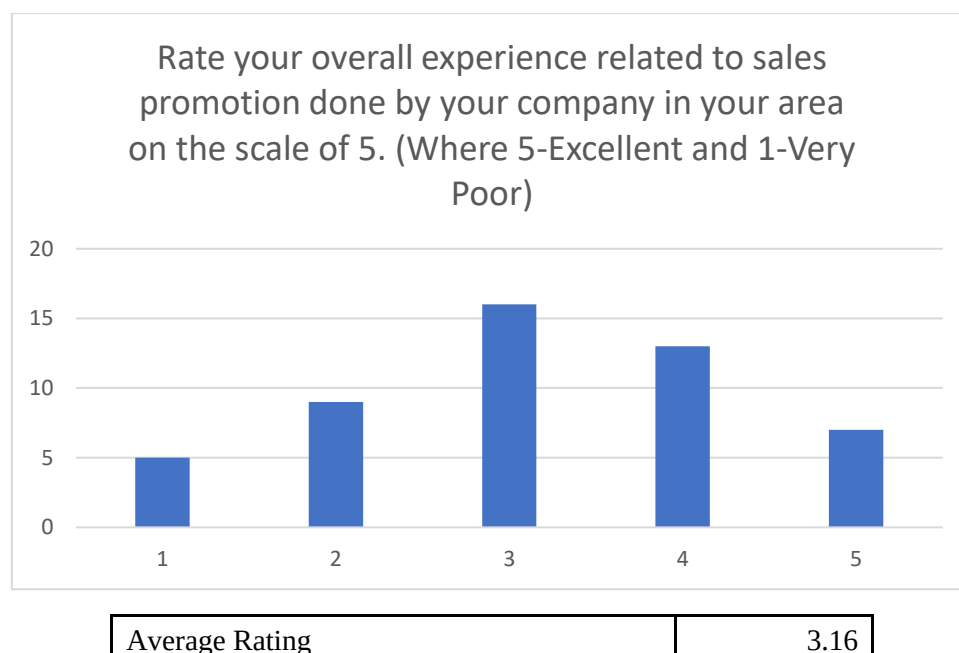


Fig.8- Rating from JK Tyre Dealers



Fig.9- Rating from MRF Tyre Dealers

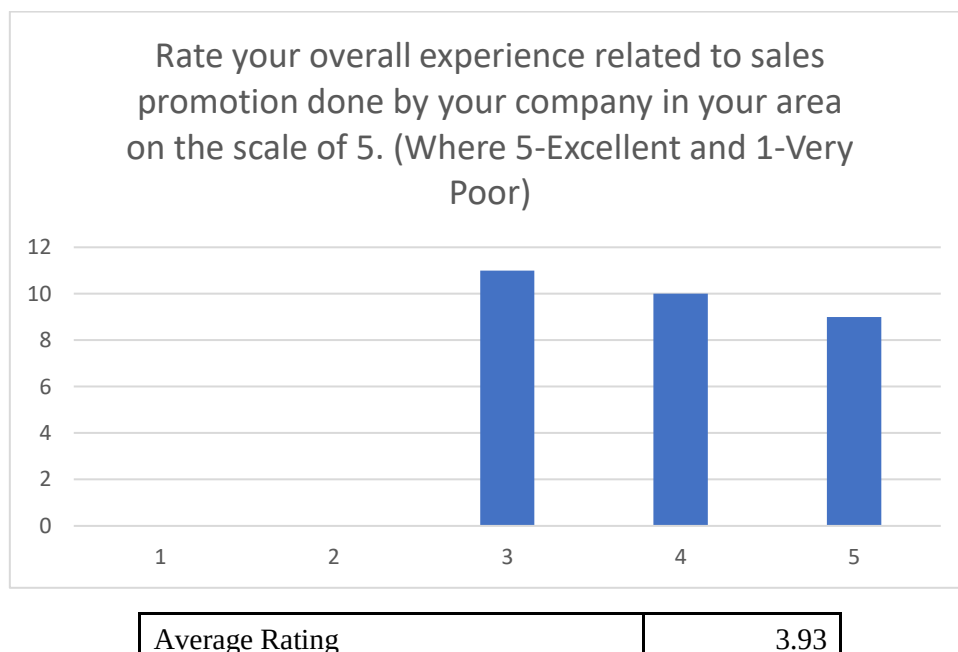


Fig.10- Rating from Apollo Tyre Dealers

From the above three figures i.e. fig. 8,9 and 10 we can have an idea that the experience related to sales promotion done by both JK and MRF are almost equal whereas APOLLO is slightly better due to its social media promotion and TV commercial activities.

Analysis for Multi Brand Dealer

For the analysis part of the survey, which was conducted for BTL activities of companies by reaching out to 30 multi-brand dealers through telephonic interviews and predefined Questionnaire. Data was collected to know about the effectiveness of promotional activities. Comparing it with its leading competitors like MRF and Apollo also gave more insightful information.

The parameters that we've taken for average purpose are as follows:

Below 1.5/= Very Poor Rating

1.5-2.5 = Poor Rating

2.5-3.5 = Average Rating

3.5-4.5= Good Rating

Above 4.5= Excellent Rating

Interpretation and analysis of these questions are given below:

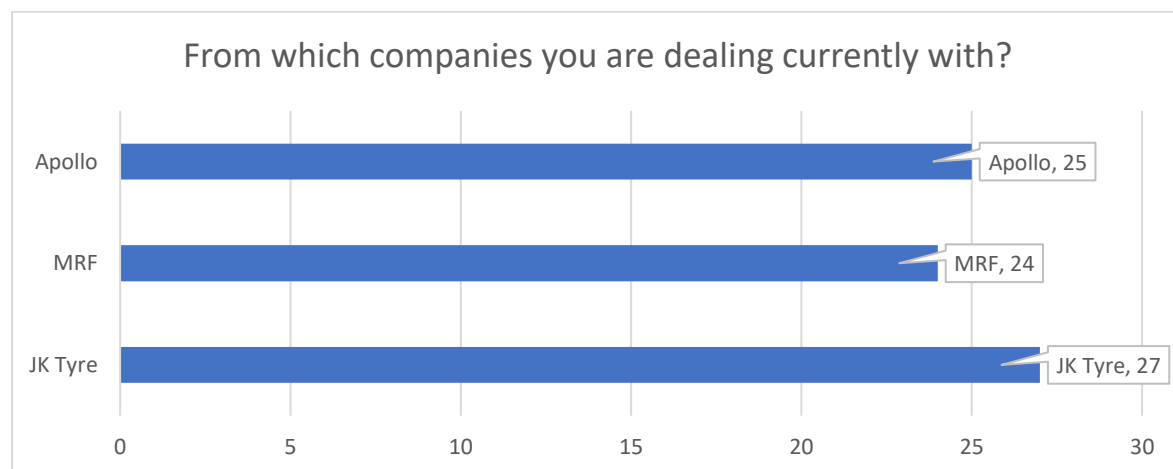
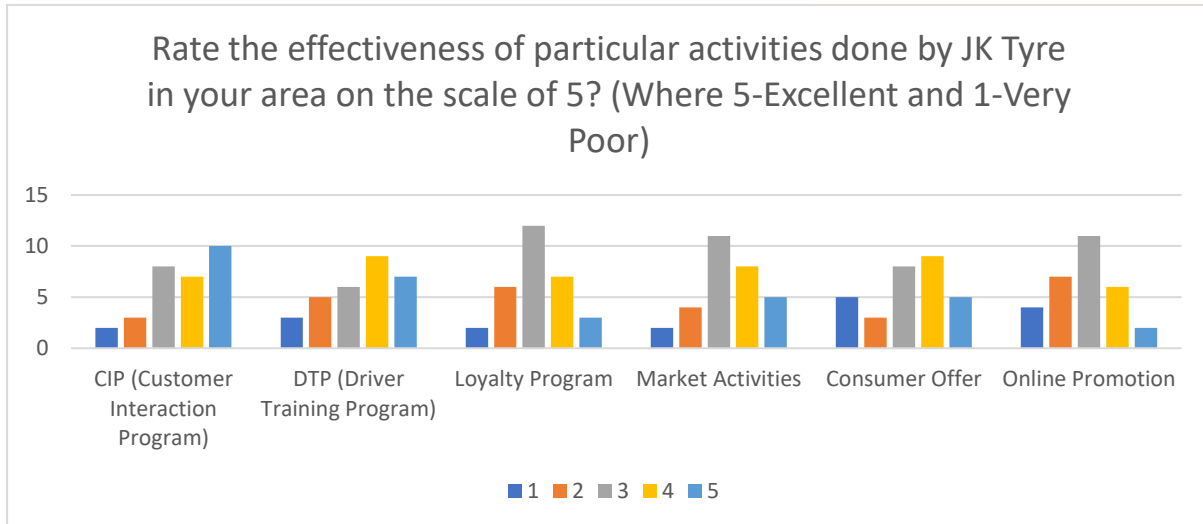
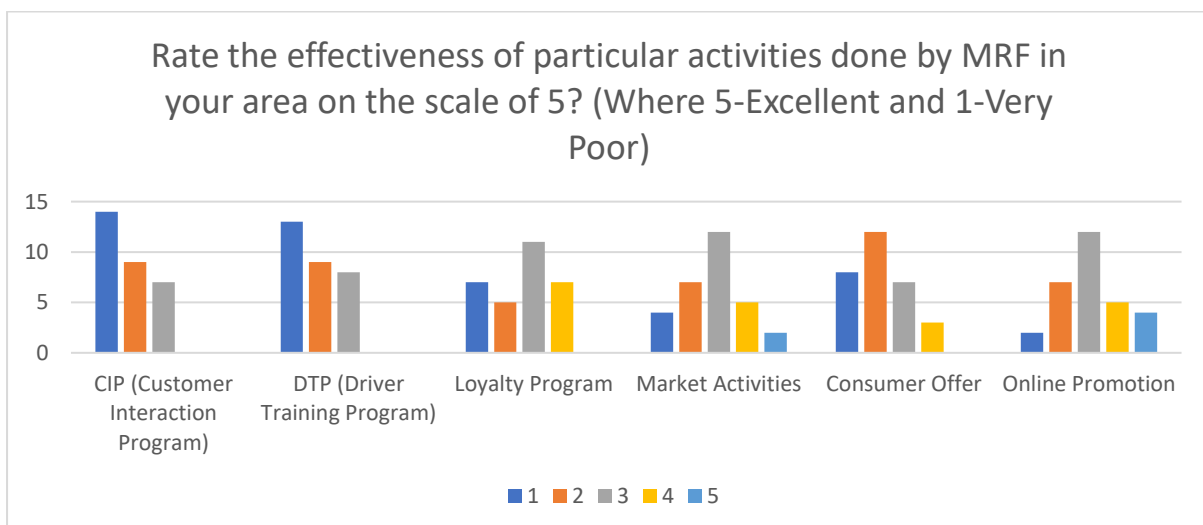


Fig.11-Multi-Brand Dealer Bifurcation



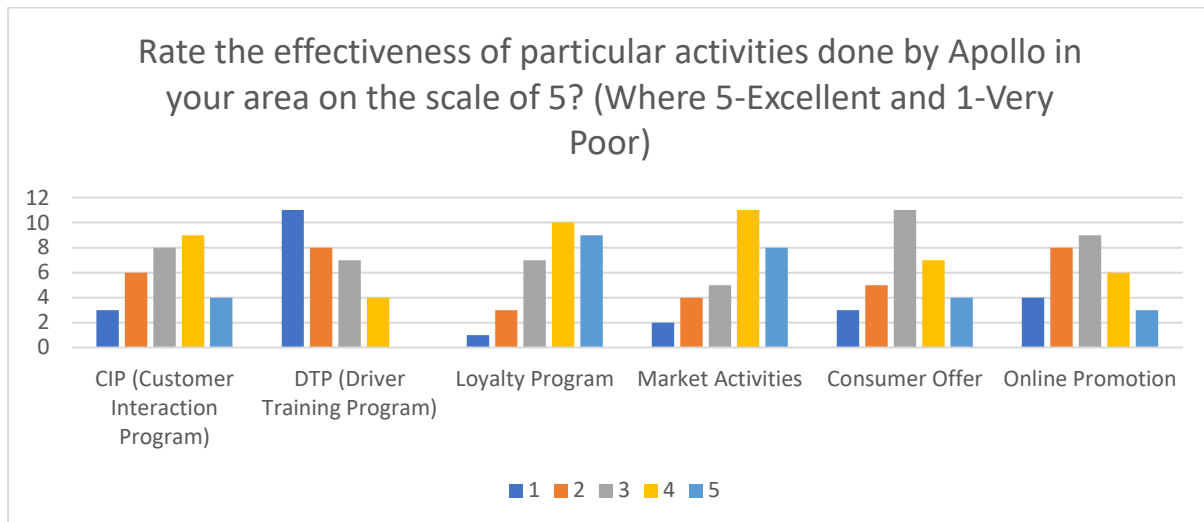
Activities	Average Rating
CIP (Customer Interaction Program)	3.67
DTP (Driver Training Program)	3.40
Loyalty Program	3.10
Market Activities	3.33
Consumer Offer	3.20
Online Promotion	2.83

Fig.12- Rating from Multi-Brand Dealers (JK Tyre)



Activities	Average Rating
CIP (Customer Interaction Program)	1.77
DTP (Driver Training Program)	1.83
Loyalty Program	2.60
Market Activities	2.80
Consumer Offer	2.17
Online Promotion	3.07

Fig.13- Rating from Multi-Brand Dealers (MRF Tyre)



Activities	Average Rating
CIP (Customer Interaction Program)	3.17
DTP (Driver Training Program)	2.13
Loyalty Program	3.77
Market Activities	3.63
Consumer Offer	3.13
Online Promotion	2.87

Fig.14- Rating from Multi-Brand Dealers (Apollo Tyre)

According to the Multi Brand Dealer,

As we can see in **Fig.12** there are a few activities conducted by **JK Tyre** in order to know the effectiveness of these promotional activities.

Activities like CIP has a good rating as there its average rating lies between 3.5-4.5. On the other hand, some of the activities like Driver training program, Loyalty program, Market activities, Consumer offer, and Online promotion have an average rating that lies 2.5-3.5.

As we can see in **Fig.13** there are a few activities conducted by **MRF Tyre** in order to know the effectiveness of these promotional activities.

Activities like Loyalty program, Market activities, and Online promotion have an average rating that lies between 2.5-3.5 whereas there are activities like CIP, Drive training program, and Consumer offer has a poor rating as there average rating lies 1.5-2.5.

As we can see in **Fig.14** there are a few activities conducted by **Apollo Tyre** in order to know the effectiveness of these promotional activities.

Activities like Loyalty program and Market Activities has a good rating as there average rating lies between 3.5-4.5. On the other hand, some of the activities like CIP, Consumer offer, and Online promotion have an average rating that lies 2.5-3.5 whereas there is an activity named Driver training program that has a poor rating as it's average rating lies between 1.5-2.5.

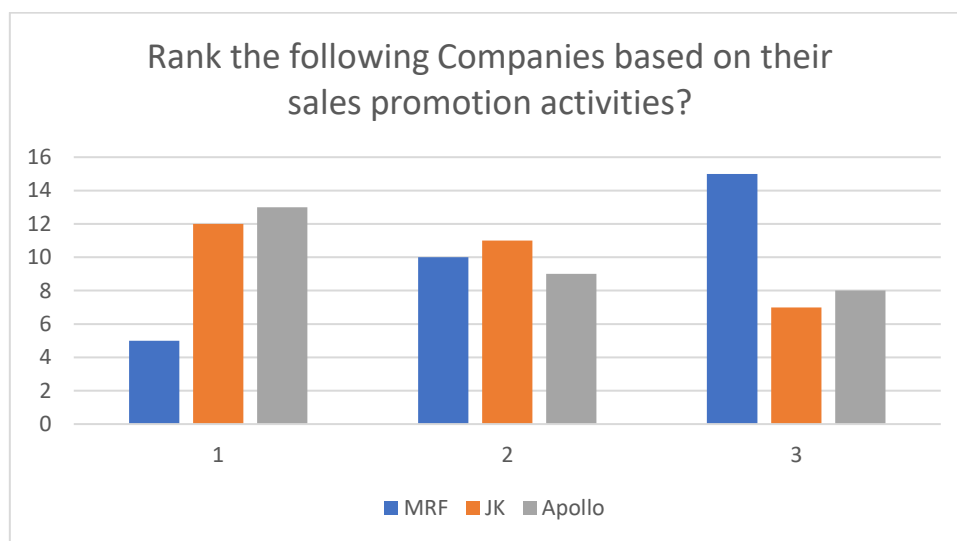


Fig.15-Ranking of Companies

In Fig.15, According to multi-brand dealers, JK Tyre and Apollo stand equally in terms of consumer preferences and competition with each other. They're having the neck to neck competition. And the reason why APOLLO is doing good because it's Loyalty Program, and Marketing Activities are slightly good as per multi-brand dealers whereas MRF lags when it comes to sale promotion activities.

Analysis for Customer

In the analysis part of the survey, which was conducted for BTL activities of JK Tyre by reaching out to 106 JK Tyre customers and 109 non-JK tyre customers through telephonic interview and predefined Questionnaire. Data was collected to know about the effectiveness of promotional activities for its customer. We have taken reviews from different customers on various parameters and then, for a better understanding of the scenario, we have created an average table for the same. Then Comparing JK Tyre with its leading competitors like MRF and Apollo also gave more insightful information.

The parameters that we've taken for average purpose are as follows:

Below 1.5/= Very Poor Rating

1.5-2.5 = Poor Rating

2.5-3.5 = Average Rating

3.5-4.5= Good Rating

Above 4.5= Excellent Rating

Interpretation and analysis of these questions are given below:

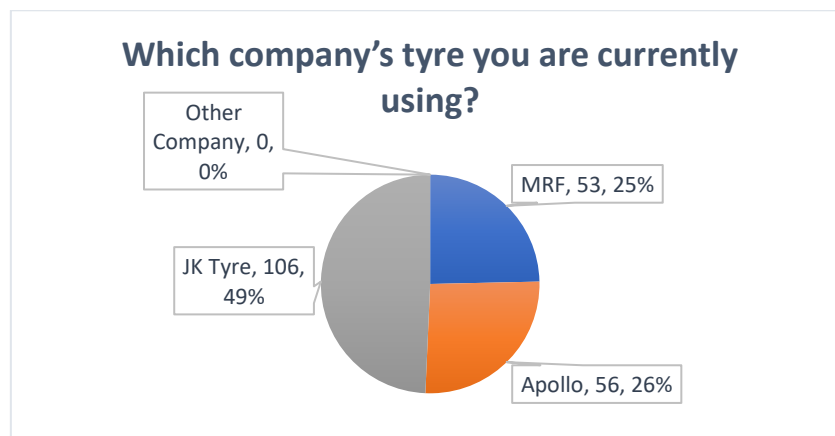


Fig.1-Customer Bifurcation

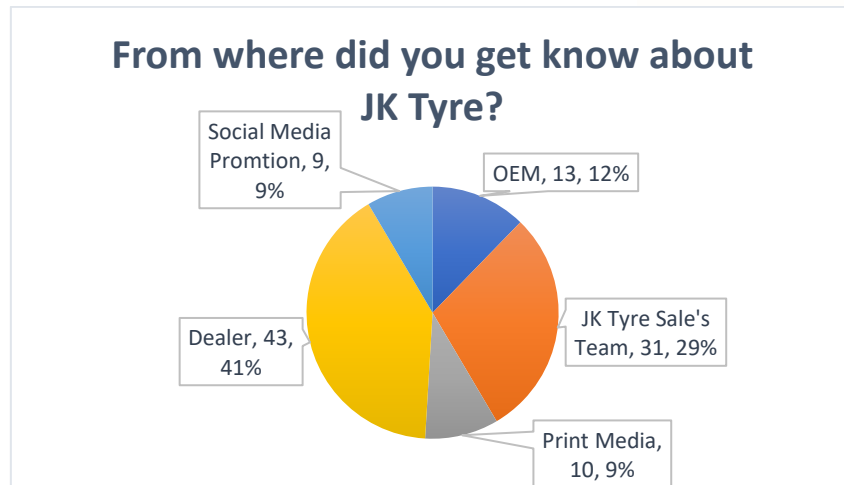


Fig.2- JK Tyre

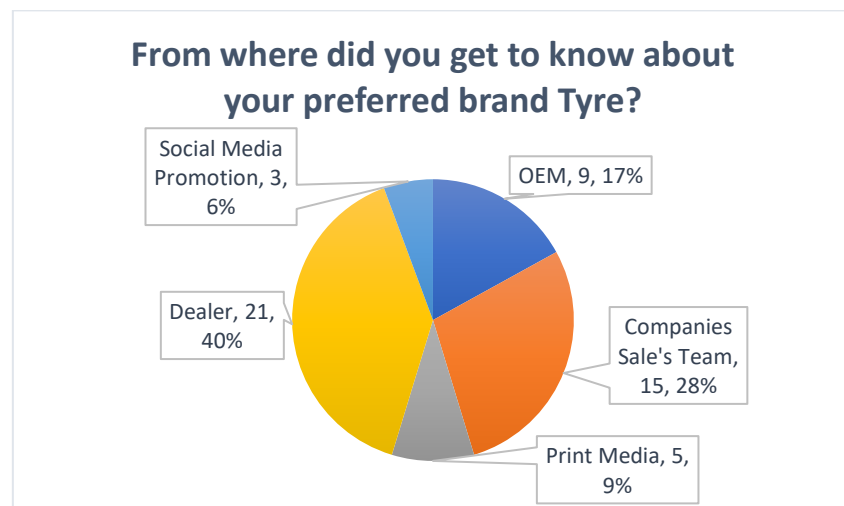


Fig.3-MRF Tyre

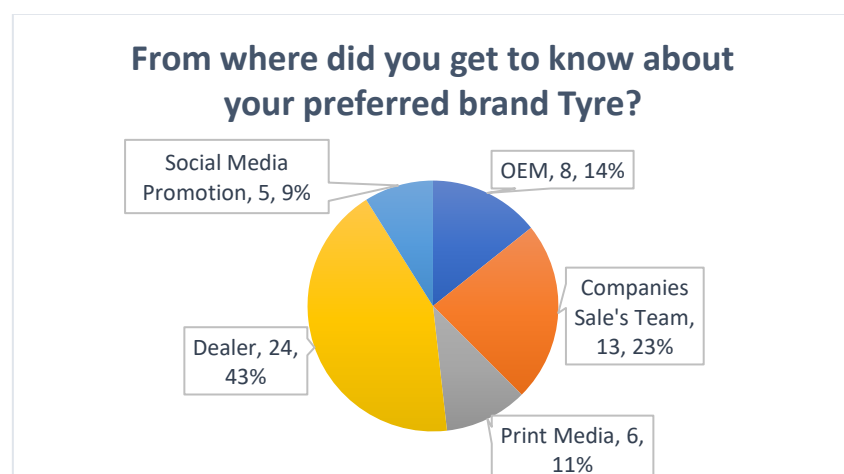
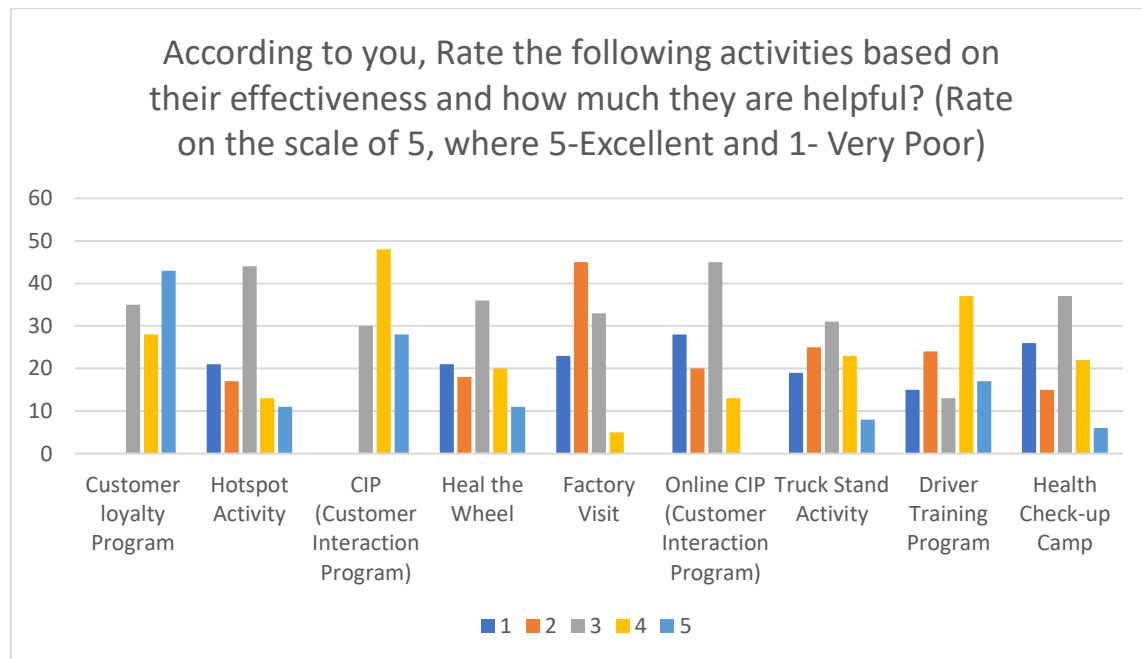


Fig.4-Apollo Tyre

As we can see from **Fig.2** that most of the customer came to know about **JK tyre** from dealers (41%) and JK Tyre's sale team (29%) and rest of the customer came to know about JK tyre from social media promotion (9%), OEM (12%), Print media (9%).

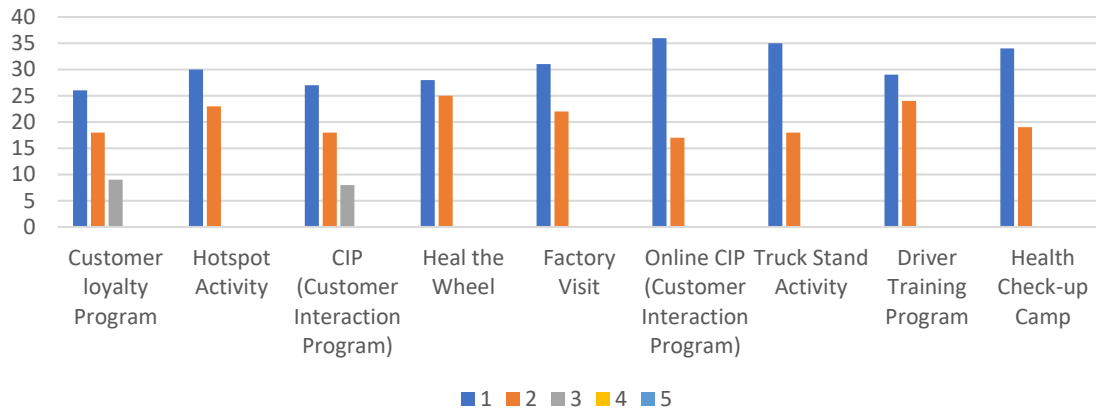
In **Fig.3 (MRF)** & **Fig.4 (Apollo)** we can see that most of the customers came to know about their preferred brand through dealer and companies' sales team. So, Dealer and companies' sales team has a higher reach to the customer as compared to Social media promotion, OEM, Print media.



Activities	Average Rating
Customer Loyalty Program	4.08
Hotspot Activity	2.77
CIP (Customer Interaction Program)	3.98
Heal the Wheel	2.83
Factory Visit	2.19
Online CIP (Customer Interaction Program)	2.41
Truck Stand Activity	2.77
Driver Training Program	3.16
Health Check-up Camp	2.69

Fig.5-Rating from JK Tyre Customer

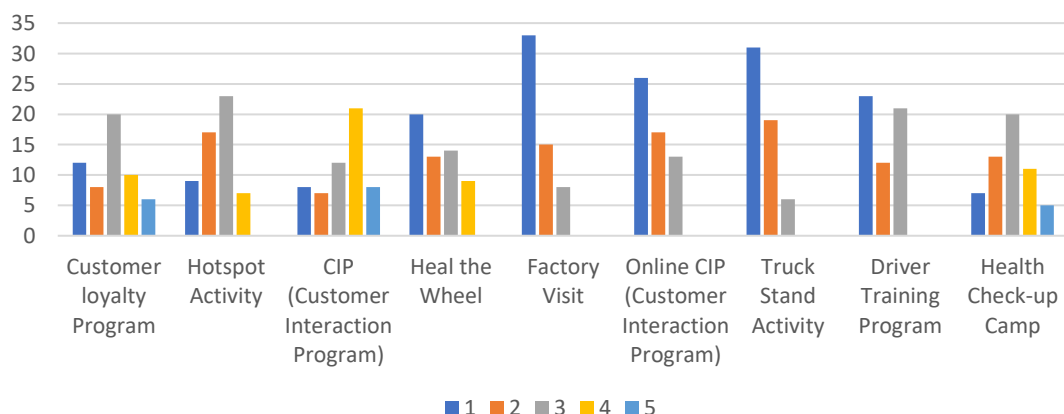
According to you, Rate the following activities based on their effectiveness and how much they are helpful? (Rate on the scale of 5, where 5-Excellent and 1- Very Poor)



Activities	Average Rating
Customer Loyalty Program	1.68
Hotspot Activity	1.43
CIP (Customer Interaction Program)	1.64
Heal the Wheel	1.47
Factory Visit	1.42
Online CIP (Customer Interaction Program)	1.32
Truck Stand Activity	1.34
Driver Training Program	1.45
Health Check-up Camp	1.36

Fig.6-Rating from MRF Tyre Customer

According to you, Rate the following activities based on their effectiveness and how much they are helpful? (Rate on the scale of 5, where 5-Excellent and 1- Very Poor)



Activities	Average Rating
Customer Loyalty Program	2.82
Hotspot Activity	2.50
CIP (Customer Interaction Program)	3.25
Heal the Wheel	2.21
Factory Visit	1.55
Online CIP (Customer Interaction Program)	1.77
Truck Stand Activity	1.55
Driver Training Program	1.96
Health Check-up Camp	2.89

Fig.7-Rating from Apollo Tyre Customer

As we can see in **Fig.5** that there are a few activities conducted by **JK Tyre** in order to know the effectiveness of their program for its customer.

Activities like Customer loyalty program and CIP has a good rating in term of their effectiveness as there average rating lies between 3.5-4.5. On the other hand, some of the activities like Hotspot activity, Heal the wheel, Drive training program, Truck stand activity, and Health check-up camp have an average rating that lies between 2.5-3.5 whereas there is an activity named Factory visit, and Online CIP has a poor rating as there average rating that lies between 1.5-2.5.

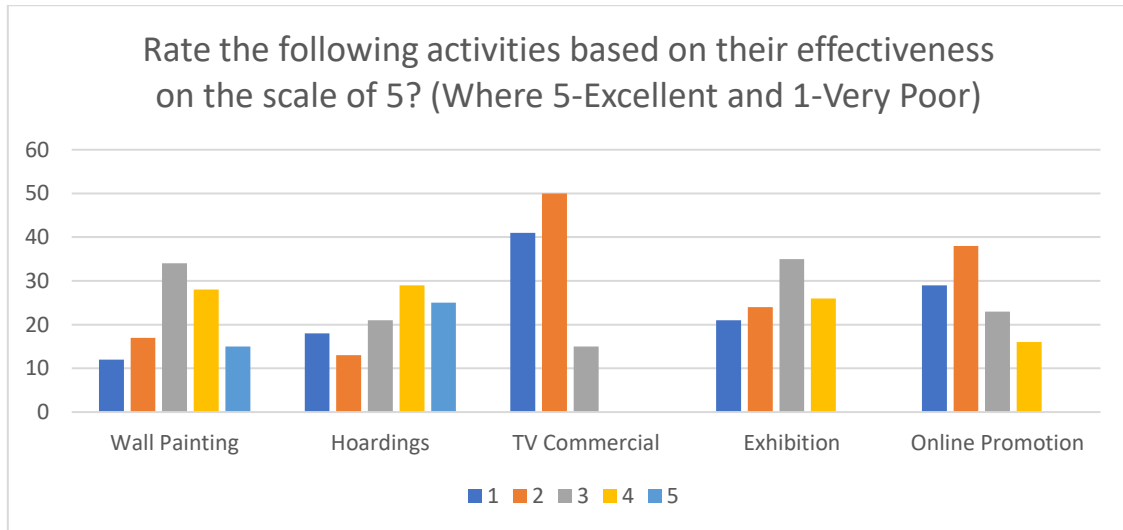
In **Fig.6** we can see that all the activities conducted by **MRF Tyre** in order to know the effectiveness of their program for its customer.

Activities like Customer loyalty program and CIP has a poor rating as there average rating lies between 1.5-2.5. on the other hand, Hotspot activity, Heal the wheel, Factory visit, Online CIP, Truck stand activity, Driver training program, and Health check-up camp have a very poor rating as there average rating below 1.5.

In **Fig.7** we can see that the activities conducted by **Apollo Tyre** in order to know the effectiveness of their program for its customer.

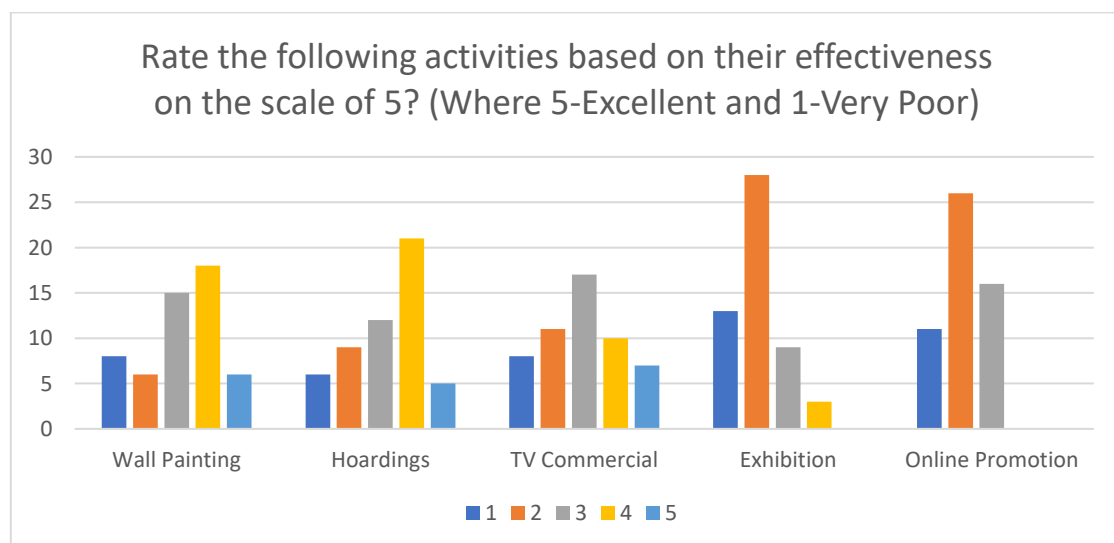
Activities like CIP, Hotspot activity, Customer loyalty program, and Health check-up camp has an average rating that lies between 2.5-3.5 whereas there are activities like Factory visit, Online CIP, Truck stand activity, Driver training program, and Heal the wheel has a poor rating as there average rating lies between 1.5-2.5.

If we sum up it together and compare all three companies, we can have an idea that the BTL activities of JK tyre stand best among its prominent competitors in term of its effectiveness and how helpful it is to its customers and it is very apparent from the above graphs and its interpretation.



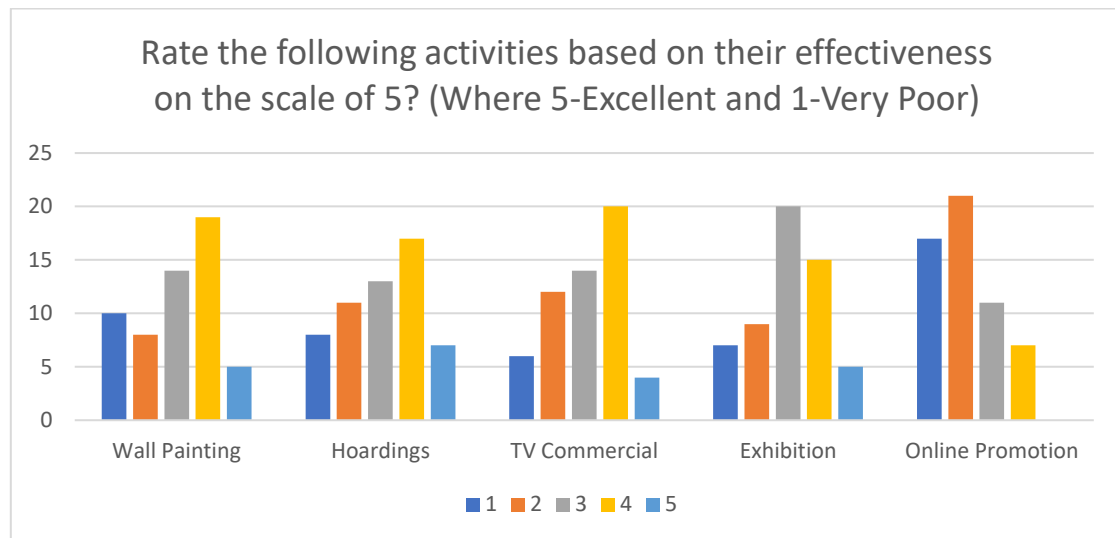
Activities	Average Rating
Wall Painting	3.16
Hoardings	3.28
TV Commercial	1.75
Exhibition	2.62
Online Promotion	2.25

Fig.8- Rating from JK Tyre Customer



Activities	Average Rating
Wall Painting	3.15
Hoardings	3.19
TV Commercial	2.94
Exhibition	2.04
Online Promotion	2.09

Fig.9- Rating from MRF Tyre Customer



Activities	Average Rating
Wall Painting	3.02
Hoardings	3.07
TV Commercial	3.07
Exhibition	3.04
Online Promotion	2.14

Fig.10- Rating from Apollo Tyre Customer

In **Fig.8** we can see that there are a few activities conducted for advertisement by **JK Tyre** in order to know the effectiveness of its activities for its customer.

Activities like Hoardings, Wall painting, and Exhibition have an average rating that lies between 2.5-3.5 whereas there are activities like TV Commercial, and Online promotion has a poor rating as there average rating that lies between 1.5-2.5.

In **Fig.9** While in the case of **MRF** activities like Wall painting, TV Commercial, and Hoardings have an average rating that lies between 2.5-3.5. On the other hand, activities like Exhibition, and Online promotion has a poor rating that lies between 1.5-2.5.

In **Fig.10** and in the case of **Apollo Tyres** activities like Wall painting, TV Commercial, Exhibition and Hoardings have an average rating that lies between 2.5-3.5. On the other hand, activities like Online promotion has a poor rating that lies between 1.5-2.5.

If we compare the Activities of JK Tyre with its competitors MRF and Apollo based on the above chart we can have an idea that JK Tyre is doing good in all the activities as compared to its competitors but, there are two activities i.e. TV Commercial and Exhibition in which competitors are doing better than JK Tyre and this we can see clearly from the above charts.



Fig.11- Rating from JK Tyre Customer



Fig.12- Rating from MRF Tyre Customer



Fig.13- Rating from Apollo Tyre Customer

From the above three figures i.e., Fig 11, 12 & 13 we can have an idea and we can infer that the overall experience when it comes to usage of JK Tyre have lower ratings than its competitors MRF AND APOLLO because of Quality and Warranty claims provided by them due to which they got a better overall rating from its customers.

CONCLUSION

- Mostly Customer get to know about JK Tyre through Dealers and Companies Sales Team.
- According to Customer, BTL activities done by JK Tyre are effective and helpful.
- According to Customer, JK Tyre's Online Promotions has a less visibility on online platforms.
- The Customers are not interested in any kind of these activities, but they are very much concerned about the Quality and Service (Warranty Claims, etc.) provided by the company.
- According to Dealers, most of the activities done by JK Tyre are effective.
- JK Tyre slightly lag behind in some activities like Social Media Promotion, Counter Activities, and Marketing Activities.
- According to Dealers, schemes or activities like Gifts, TV Commercial and Warranty Policy attracts customers the most and after that Wall Paintings, Hoardings, and Social Media Promotion succeed in attracting the customers.

RECOMMENDATION

- Overall JK Tyre is doing good in BTL activities. Company can do more Factory Visit, Hotspot Activities, and Truck Stand Activity as it attract and motivate customer to buy our product.
- Company can do TV Commercial with brand ambassador to engage and attract more customer like MRF is doing.
- Company can sponsor various event, and TV shows to increase brand awareness and customer base.
- Company can increase their Social Media Promotion to gain more visibility on online media platform.
- Since Gifts, Wall Painting, and Hoarding activities attract the customer most, company can give innovative Gifts and make wall painting & Hoarding more attractive.
- JK Tyre should continue with their Loyalty Program as it influence the dealers to do more business with the company.

REFERENCES

Links: -

- <https://www.alphainvesco.com/blog/>
- <https://www.jkorg.in/>
- <https://www.jktyre.com/>

APPENDICES

Questionnaire for Exclusive JK Tyre/MRF/Apollo Dealers

- From which tyre brand you deal exclusively with?
 - ☐ JK Tyre
 - ☐ MRF
 - ☐ Apollo
- According to you, Rate the following activities based on their effectiveness? (Rate on the scale of 5, where 5-Excellent and 1-Very Poor)

	1	2	3	4	5
Wall Painting					
Hoardings					
Dealer Branding					
CIP (Customer Interaction Program)					
DTP (Driver Training Program)					
Loyalty Program					
Truck Stand Activity					
Heal the Wheel					
Social Media Promotion					
Counter Activities					

- Which type of sales promotion activities attracts the customer more? (Rate on the scale of 5, where 5-Excellent and 1- Very Poor)

	1	2	3	4	5
Gifts					
Warranty Policy					
Wall Painting					
TV Commercial					
Hoardings					
Social Media Promotion					

- Rate your overall experience related to sales promotion done by your company in your area on the scale of 5. (Where 5-Excellent and 1-Very Poor)

1	2	3	4	5
☐	☐	☐	☐	☐

Questionnaire for Multi Brand Dealer

1. From which companies you are dealing currently with?

- ☐ JK Tyre
☐ MRF
☐ Apollo

1. Rate the effectiveness of particular activities done by JK Tyre in your area on the scale of 5? (Where 5-Excellent and 1-Very Poor)

	1	2	3	4	5
CIP (Customer Interaction Program)					
DTP (Driver Training Program)					
Loyalty Program					
Market Activities					
Consumer Offer					
Online Promotion					

2. Rate the effectiveness of particular activities done by MRF in your area on the scale of 5? (Where 5-Excellent and 1-Very Poor)

	1	2	3	4	5
CIP (Customer Interaction Program)					
DTP (Driver Training Program)					
Loyalty Program					
Market Activities					
Consumer Offer					
Online Promotion					

3. Rate the effectiveness of particular activities done by Apollo in your area on the scale of 5? (Where 5-Excellent and 1-Very Poor)

	1	2	3	4	5
CIP (Customer Interaction Program)					
DTP (Driver Training Program)					
Loyalty Program					
Market Activities					
Consumer Offer					
Online Promotion					

4. Rank the following Companies based on their sales promotion activities?

	MRF	JK	Apollo
Rank I			
Rank II			
Rank III			

Questionnaire for JK Tyre Customer

1. From where did you get to know about JK Tyre?

- ☐ OEM
- ☐ JK Tyres sale's team
- ☐ Print Media
- ☐ Dealer
- ☐ Social Media Promotion

2. According to you, Rate the following activities based on their effectiveness and how much were helpful? (Rate on the scale of 5, where 5-Excellent and 1- Very Poor)

	1	2	3	4	5
Customer loyalty Program					
Hotspot Activity					
CIP (Customer Interaction Program)					
Heal the Wheel					
Factory Visit					
Online CIP (Customer Interaction Program)					
Truck Stand Activity					
Driver Training Program					
Health Check-up Camp					

3. Rate the following activities based on their effectiveness on the scale of 5? (Where 5-Excellent and 1-Very Poor)

	1	2	3	4	5
Wall Painting					
Hoardings					
Exhibition					
TV Commercial					
Online Promotion					

4. Rate the overall experience as a proud customer of JK Tyre on the scale of 5? (Where 5-Excellent and 1-Very Poor)

1	2	3	4	5
☐	☐	☐	☐	☐

Questionnaire for Non- JK Tyre Customer

1. Which company's tyre you are currently using?
 - ☐ MRF
 - ☐ Apollo
 - ☐ Other company
2. From where did you get to know about JK Tyre?
 - ☐ OEM
 - ☐ Companies sale's team
 - ☐ Print Media
 - ☐ Dealer
 - ☐ Social Media Promotion
3. According to you, Rate the following activities based on their effectiveness and how much were helpful? (Rate on the scale of 5, where 5-Excellent and 1- Very Poor)

	1	2	3	4	5
Customer loyalty Program					
Hotspot Activity					
CIP (Customer Interaction Program)					
Heal the Wheel					
Factory Visit					
Online CIP (Customer Interaction Program)					
Truck Stand Activity					
Driver Training Program					
Health Check-up Camp					

4. Rate the following activities based on their effectiveness on the scale of 5? (Where 5-Excellent and 1-Very Poor)

	1	2	3	4	5
Wall Painting					
Hoardings					
Exhibition					
TV Commercial					
Online Promotion					

5. Rate the overall experience as a proud customer of your brand on the scale of 5? (Where 5-Excellent and 1-Very Poor)

1	2	3	4	5
☐	☐	☐	☐	☐