



To Study Sales of Maruti Suzuki India Limited

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Abstract—

This report provides a comprehensive analysis of customer behavior and showroom management in the automobile industry, with a focus on improving customer engagement and satisfaction. It covers the industry landscape, the company profile, literature review, research methodology, and findings derived from data analysis culminating in actionable recommendations for business. This chapter introduces the study's scope and objectives, emphasizing the importance of understanding customer feedback for enhancing showroom experiences. It outlines the significance of customer relations in influencing purchasing decisions and fostering brand. An overview of the automobile industry is provided, highlighting trends, challenges, and opportunities. Based on the findings, actionable recommendations are provided to improve showroom operations. Suggestions include enhanced staff training, better test drive Management, improved financing clarity, and steps to create a more customer-friendly Environment.

Keywords— Sales , Marketing , Consumer Behaviour , Customer Relationship Manager , Management , Leadership , Automobile industry , Showroom .



I. INTRODUCTION

This study focuses on Kothari Wheels Maruti Suzuki Arena Pvt. Ltd., a leading dealership of Maruti Suzuki in Pune, Maharashtra. As a key player in the Indian automotive sector, the dealership plays a pivotal role in delivering Maruti Suzuki's trusted vehicles and services to customers. This study aims to examine the dealership's operations, customer engagement

strategies, and overall contribution to the brand's dominance in the automotive industry. The automotive dealership industry in India plays a critical role in bridging manufacturers

and customers. It encompasses a wide network of authorized dealerships responsible for the

sales, distribution, and servicing of vehicles. This industry is a vital link in the automotive

value chain, ensuring customers receive high-quality service and support post-purchase. Maruti Suzuki, India's largest car manufacturer, dominates the passenger vehicle segment, holding a significant market share. Its extensive network of dealers, including Kothari

Wheels Pvt. Ltd., supports its leadership position by delivering customer-centric services.

II. LITERATURE REVIEW

1. Customer Relationship Management (CRM) Theory:

Digital Transformation (2010–Present): With the advent of digital platforms, dealerships

Have transitioned to omnichannel approaches.

Kothari Wheels integrates online booking, virtual showroom tours, and CRM tools to enhance customer experience. Categorical Viewpoints Customer

Relationship Management

(CRM): Studies highlight the importance of CRM in Building long-term customer loyalty in the automotive sector. Kothari Wheels' CRM Implementation reflects a balance

between personalized service and operational efficiency. Operational Efficiency: The adoption of lean operational practices has been a significant

Trend among Maruti Suzuki dealerships. These practices ensure faster service delivery, optimized inventory management, and cost reduction Customer-Centric Approach: Research underlines the shift toward customer-focused

Strategies, where dealerships prioritize understanding customer needs, providing value-added

Services, and ensuring satisfaction at every touchpoint.

III. METHODOLOGY

Research Design

Descriptive research design has been used.

Data source Primary Data

Collected through structured questionnaire

Secondary Data From :

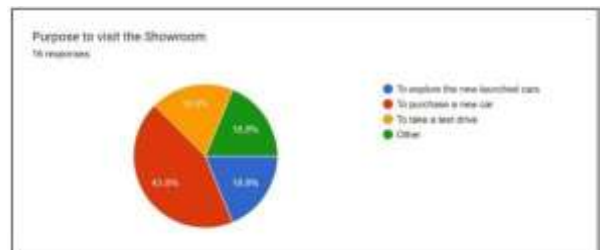
Books Journals Arties Websites Visits **Sample Size** 15 customers

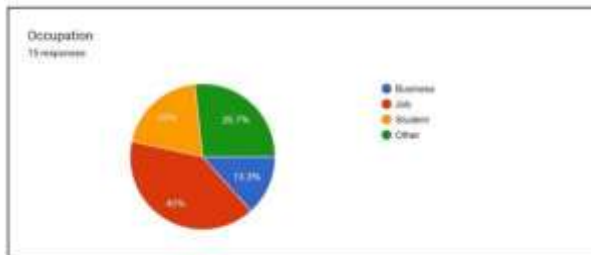
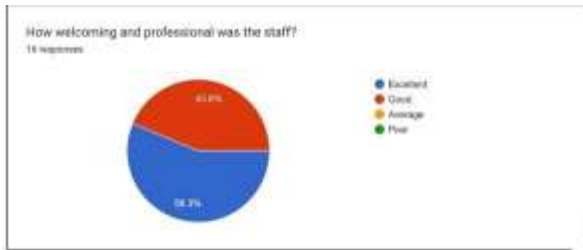
05 employees

Tools for analysis

Chart and percentage analysis.

IV. RESULTS AND DISCUSSION





Findings

After analyzing the responses to the questionnaire, here are potential findings and

Observations based on different areas of customer interaction:

1. Showroom Experience Positive Observations:

Most customers found the showroom welcoming, clean, and well-maintained. The staff was Generally perceived as professional and approachable.

Negative Observations:

A few customers experienced delays in being attended to upon arrival. Some customers Found the ambiance lacking or not conducive to a premium experience.

2. Staff Assistance and Product Knowledge Positive Observations:

Many customers appreciated the knowledge and professionalism of the sales Representatives. The majority of customers reported clear explanations of car features, pricing, and offers.

Negative Observations:

Some customers felt the staff could not address all technical or financing-related queries

Effectively. A few respondents indicated they were not proactively offered a test drive.

V. CONCLUSION

Key conclusions from the analysis include: Customer-Centric Approach: Kothari Wheels excels in fostering customer loyalty by

Providing personalized service, efficient after-sales support, and a seamless car-buying Experience. Operational Efficiency: The dealership maintains high operational standards through well-structured processes, a dedicated workforce, and advanced digital tools like mobile apps for.

Bookings and inquiries. Sales and Market Presence: Its strategic location, strong promotional activities, and

Alignment with Maruti Suzuki's marketing campaigns contribute significantly to its robust Sales performance. Adaptability and Growth: The dealership has shown resilience by adapting to market

Changes, including the adoption of electric vehicles (EVs) and compliance with new emission Norms. Customer Feedback and Continuous Improvement: Regularly collecting and acting on Customer feedback enables Kothari Wheels to address service gaps and enhance satisfaction Levels.

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REFERENCES

Evolution of Automotive Dealerships

Traditional Dealership Models (Pre-2000s): Dealerships were heavily dependent on walk- Ins and word-of-mouth advertising. Customer engagement strategies were limited, and Operations were largely manual. Emergence of

Organized Dealerships (2000–2010): The automotive retail industry in India

Began to consolidate, with dealerships like Kothari Wheels adopting structured operational

Frameworks aligned with OEM (Original Equipment Manufacturer) standards. Digital Transformation (2010–

Present): With the advent of digital platforms, dealerships

Have transitioned to omnichannel approaches. Kothari Wheels integrates online booking, virtual showroom tours, and CRM tools to enhance customer experience.

Website

<https://scholadar.google.com/ WWW.MARUTISUZUKI.COM>

<https://www.marutisuzuki.com/genuine- accessories.in>

