

An Organization Study Report on
MARUTI SUZUKI INDIA LIMITED

(18MBAOS307)

Submitted by
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Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under Guidance of

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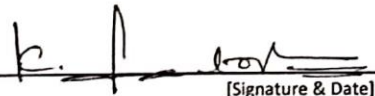
This is to certify that **Mr. JAISURYA N B** bearing **USN 1CR19MBA33** is a bonafide student of Master of Business Administration of our Institution during 2019-21 batch. The organization study report on **MARUTI SUZUKI INDIA LIMITED** is prepared by him under the guidance of **Mr. Santosh Kathari**, Assistant Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, affiliated to Visvesvaraya Technological University, Belagavi Karnataka.


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DECLARATION

I, **Mr. Jaisurya N B** bearing **USN: 1CR19MBA33**, hereby declare that the Organization Study conducted at **MARUTI SUZUKI INDIA LIMITED** is record of independent work carried out by me under the guidance of **Prof. Kathari Santosh** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru.

I also declare that this organisation study report is towards the partial of the university regulation for the award of degree of **Master of Business Administration by Visvesvaraya Technological University, Belagavi.**


I have undergone an organization study for a period of four weeks. I further declare that this organisation study report is based on the original study undertaken by me and not been submitted for the award of any degree/diploma from any other University /Institution.

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Place: Bangalore

Date: 29-09-2020


Signature of the Student

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ACKNOWLEDGEMENT

I acknowledge the deep gratitude to all those who have made organization study successful and helped in preparing the report.

I would like to express my sincere thanks to **Dr. Sanjay Jain**, Principal of CMR Institute of Technology, Bengaluru for his valuable support and guidance throughout the course of organization study.

I am grateful to **Prof. Sandeep Kumar M**, HOD of the Department of MBA, CMR Institute of Technology, Bengaluru for his constant motivation and inspiration.

I thank my Internal Guide, **Prof. Santosh Kathari** Assistant Professor of the Department of MBA, CMR Institute of Technology, Bengaluru for his constant guidance and support throughout the organization study.

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EXECUTIVE SUMMARY:

Maruti Suzuki India Limited is a widely listed automaker in India. It is the biggest automobile manufacturer in Southern Asia. Suzuki Motor Corporation of Japan holds a majority stake in the company. It was the first company in India to mass-produce and sell more than a million cars.

It is largely credited for having brought in an automobile revolution to India. It is the market leader in India and on 17 September 2007, Maruti Udyog Limited was renamed Maruti Suzuki India Limited. The company's headquarters are located in Delhi.

Maruti Udyog Limited (MUL) was established in 1981 in the month of February, though the actual production commenced in 1983 with the Maruti 800, based on the Suzuki Alto car which at the time was the only modern car available in India, its only competitors- the Hindustan Ambassador and Premier Padmini were both around 25 years out of date at that point.

Through 2004, Maruti Suzuki has manufactured over 5 Million vehicles. Maruti Suzukis are sold in India and various several other countries, depending upon export orders. Models similar to Maruti Suzukis (but not manufactured by Maruti Udyog) are sold by Suzuki Motor Corporation and manufactured in srilanka,bangladesh and other South Asian countries.

CHAPTER 1

MARUTI SUZUKI INDIA LTD



Name: Maruti Suzuki

Type: Public

Industry: Automobile

Founder: Govt of India

Founded: 1981, 39 years ago

Head quarters: New Delhi, India

Area served: India

Key people: R.C. Bhargava (chairman)

Kenichi Ayukawa (managing director & CEO)

INTRODUCTION

THE START OF A NEW ERA:

Maruti Suzuki India Limited (MSIL) was established in Feb 1981 through an Act of Parliament, to meet the growing demand of a personal mode of transport caused by the lack of an efficient public transport system.

Suzuki Motor Company was chosen from seven prospective partners worldwide. This was done not only due to their undisputed leadership in small cars but also due to their commitment to actively bring to MSIL contemporary technology and Japanese management practices (which had catapulted Japan over USA to the status of the top auto manufacturing country in the world).

Maruti created history by going into production in a record time of 13 months. On 14 December 1983, the then Prime Minister of India, Mrs. Indira Gandhi, handed over the keys of the first car to Mr. Harpal Singh of Delhi. Volume targets were routinely exceeded, and in March 1994, Maruti became the first Indian company to produce over one million vehicles. Maruti is one of the most successful automobile joint ventures, and has made profits every year since inception till 2000-01. In 2000-01, although Maruti generated operating profits on an income of Rs. 92.5 billion, high depreciation on new model launches resulted in a book loss. Maruti revolutionized the way Indians looked at cars.

"No other car company so completely dominates its home market" - (The Economist).

Despite there being more than 10 companies now in the passenger car market, Maruti holds about 54.5% of the total market share. MSIL is also the first and only car company in the world to lead its home market in terms of both market share and in the JD Power Customer Satisfaction study.

A license and a Joint Venture agreement were signed between Govt. of India and Suzuki Motor Company (now Suzuki Motor Corporation of Japan) in Oct 1988.

CHAPTER 2

ORGANISATION PROFILE



Maruti Suzuki is one of the leading automobile manufacturers of India, and is the leader in the car segment both in terms of volume of vehicle sold and revenue earned. It was established in February, 1981 as Maruti Udyog Ltd. (MUL), but actual production started in 1983 with the Maruti 800 (based on the Suzuki Alto kei car of Japan), which was the only modern car available in India at that time.

Previously, the Government of India held a 18.28% stake in the company, and 54.2% was held by Suzuki of Japan. However, in June 2003, the Government of India held an initial public offering of 25%. By May 10, 2007 sold off its complete share to Indian financial institutions. Through 2004, Maruti Suzuki has produced over 5 million cars. Now, the company annually exports more than 50,000 cars and has an extremely large domestic market in India selling over 730,000 cars annually.

The Maruti 800 remained the largest selling compact car of India till 2004 since its launch in 1983. More than a million units of this car have been sold worldwide so far. Currently, Maruti Suzuki Alto tops the sales charts and Maruti Suzuki Swift is the largest selling in A2 segment. More than half the cars sold in India are Maruti Suzuki cars. Maruti Suzuki's are sold in India and several other countries, depending upon export orders.



Models similar to Maruti Suzuki's (but not manufactured by Maruti Udyog) are sold by Suzuki Motor Corporation and manufactured in Pakistan and other South Asian countries. During 2007-08, Maruti Suzuki sold 764,842 cars, of which 53,024 were 1 Maruti Udyog Ltd. (old logo) Maruti Suzuki India Ltd. (current logo) exported. In all, over six million Maruti Suzuki cars are on Indian roads since the first car was rolled out on 14 December 1983.

Maruti Suzuki has two state-of-the-art manufacturing facilities in India. The first facility is at Gurgaon spread over 300 acres and the other facility is at Manesar, spread over 600 acres in North India. The Gurgaon facility Maruti Suzuki's facility in Gurgaon houses three fully integrated plants. While the three plants have a total installed capacity of 350,000 cars per year, several productivity improvements or shop floor Kaizens over the years have enabled the company to manufacture nearly

700,000 cars/ annum at the Gurgaon facilities. The entire facility is equipped with more than 150 robots, out of which 71 have been developed in-house.

BACKGROUND

Maruti Suzuki India Ltd (formerly Maruti Udyog Ltd) is India's largest passenger car company accounting for over 50 per cent of the domestic car market. The company offers full range of cars from entry level Maruti Alto to stylish hatchback Ritz A-star Swift Wagon R Estilo and sedans DZire SX4 and Sports Utility vehicle Grand Vitara. The company is a subsidiary of Suzuki Motor Corporation of Japan. The Japanese car major held 56.21% stake in Maruti Suzuki as on 31 December 2017. The company is engaged in the business of manufacturing purchase and sale of motor vehicles and spare parts (automobiles).

The other activities of the company include facilitation of pre-owned car sales fleet management and car financing. They have four plants three located at Palam Gurgaon Road Gurgaon Haryana and one located at Manesar Industrial Town Gurgaon Haryana. The company has nine subsidiary companies namely Maruti Insurance Business Agency Ltd Maruti Insurance Distribution Services Ltd Maruti Insurance Agency Solutions Ltd Maruti Insurance Agency Network Ltd Maruti Insurance Agency Services Ltd Maruti Insurance Agency Logistics Ltd True Value Solutions Ltd Maruti Insurance Broker Ltd and J Impex (Delhi) Pvt Ltd. Maruti Suzuki India Ltd was incorporated on February 24 1981 with the name Maruti Udyog Ltd.

MARUTI  **SUZUKI**

Way of Life!



The company was formed as a government company with Suzuki as a minor partner to make a

people's car for middle class India. Over the years the company's product range has widened ownership has changed hands and the customer has evolved. In October 2 1982 the company signed the license and joint venture agreement with Suzuki Motor Corporation Japan. In the year 1983 the company started their productions and launched Maruti 800. In the year 1984 they introduced Maruti Omni and during the next year they launched Maruti Gypsy in the market. In the year 1987 the company forayed into the foreign market by exporting first lot of 500 cars to Hungary. In the year 1990 the company launched India's first three-box car Sedan. In the year 1992 Suzuki Motor Corporation Japan increased their stake in the company to 50%. In the year 1993 they introduced the Maruti Zen and in the next year they launched Maruti Esteem in the market. In the year 1995 the company commenced their second plant.

In the year 1997 they started Maruti Service Master as model workshop in India to look after sales services. In the year 1999 the third plant with new press paint and assembly shops became operational. In the year 2000 the company launched Maruti Alto in the market. In the year 2002 Suzuki Motor Corporation increased their stake in the company to 54.2%. In January 2002 the company introduced 10 finance companies (8 + 2JVs) in Mumbai. Also they found one new business segment Maruti True Value for sales purchase and trade of pre-owned cars in India. In the year 2005 the company launched the first world strategic model from Suzuki Motor Corporation 'the SWIFT' in India. In the year 2006 they launched WaganR Duo with LPG and also the New Zen Estillo

During the year 2006-07 the company commenced operations in the new car plant and the diesel engine facility at Manesar Haryana. In November 2006 they inaugurated a new institute of Driving Training and Research (IDTR) which was set up as a collaborative project with Delhi Government at Sarai Kale Khan in South Delhi. During the year 2007-08 the company signed an agreement with the Adani group for exporting 200000 units annually through the Mundra port in Gujarat. They launched Swift Diesel and SX4- Luxury Sedan with Tag line 'MEN ARE BACK' during the year. In July 2007 the company launched the new Grand Vitara a stylish muscular and 5-seater in the MUV segment.

The company changed its name from Maruti Udyog Ltd to Maruti Suzuki India Ltd with effect from September 17 2007. During the year the company entered into a joint venture agreement with Magneti

Marelli Powertrain SpA and formed Magneti Marelli Powertrain India Pvt Ltd for manufacturing Electric Control Units. Also they entered into another joint venture agreement with Futaba Industrial Co Ltd and formed FMI Automotive Components Ltd for manufacturing Exhaust

Systems Components. During the year the company signed pact with Shriram City Union Finance Ltd a part of Shriram Group Chennai to offer easy transparent and hassle-free car finance to its customers particularly in semi urban and rural markets. The agreement is a joint initiative of the two companies for providing competitive car finance to people in Tier-II and Tier-III cities across the country.



During the year 2008-09 the company launched a new A2 segment car branded the A-star in India and in Europe as the new Alto. They raised their production capacity to a landmark 1 million cars. In June 2008 the company launched Maruti 800 Duo which is a dual fuel (LPG-cum- petrol) model car. In April 2009 the company revealed new Ritz K12M engine at Gurgaon plant. During the year 2009-10 the company raised the capacity of their next generation K-series engine plant to more than 500000 units per annum. They started work on an additional plant of 250000 cars per annum capacity at Manesar.

The company launched their fifth world strategic model the Ritz. They also came out with the spacious multipurpose van Eeco and the all new WagonR with a K-series engine. During the year 2010-11 the company launched refreshed variants of WagonR and Alto with the new K-series engines. SX4 was offered with a Super Turbo Diesel engine. The Company launched the Suzuki

Kizashi India's first sports luxury sedan. It sports a 2.4 litre engine and is endowed with best-in-class features. The company developed in-house I-GPI (Integrated Gas Port Injection) Technology and launched factory-fitted CNG variants for five of its models: Alto WagonR Eeco Estilo and SX4. During the year 2011-12 the company started the work to commission another diesel engine plant of 300000 annual capacity in Gurgaon.

At the 2012 Delhi Auto Expo the Company unveiled the Ertiga - Life Utility Vehicle. The global premiere of Ertiga marks the entry of the company in the UV segment which will help further strengthen its leadership position in the industry. The company also showcased the XA-Alpha a concept compact SUV. During the year 2012-13 the company started the work on the Gujarat site. During this period Suzuki Japan decided that India will now be responsible for the export markets of Africa the Middle East and its neighbouring countries.

The company has to ensure adequate sales and marketing arrangements in these countries with the help of Japan. It also has to determine the products to be manufactured for these markets and if necessary establish assembly plants overseas. This decision will greatly help the growth of its exports. In 2014-15 Maruti launched a successful sedan Ciaz model cars. The S-Cross creates a new market segment which combines the comfort and luxury of a sedan with the power and styling of an SUV. Both these products have been enriched with a number of premium features and enhanced performance levels. In January this year the Hon'ble Chief Minister of Gujarat laid the foundation stone of the Gujarat plant.

NATURE OF THE ORGANISATION

Maruti Suzuki India Limited is a country's largest four-wheeler automobile manufacturer, brought in an automobile revolution in India. It is basically a joint venture between Indian Government and Suzuki Japan which Govt. of India sold to Indian Financial Institutions in Mid 2007.

The company annually is selling 722,144 cars annually in domestic market. It has 55% Passenger Car Market Share compared to 54.6% (2007-08). Exports are also increased by 87.25% (10,546) compared to 5,632 cars last year.

CURRENT POSITION

Sales up despite recession :

The company has reported 33.36% growth in sales despite the recession. The Economic Times (India) commented, "Smooth ride for Maruti Suzuki in these hard times". The key behind the growth according to Jagdish Khattar, former MD, Maruti says, "For years it has developed business models in line with existing issues with a long term view."

Threat from new players is increasing:

As world become smaller, more and more companies try to be global, same with Indian market. Almost all the well known cars manufacturers are present and still many more are planning to enter in the market. As a result of this Threat from new players is increasing.

Rivalry within industry is high:

The company is focused on small family car segment. In the industry there is tough competition is going on in this segment.

Market strength of supplier is low:

The company orders automotive components from a large number of suppliers compared to the other companies which rationalize their vendor base to achieve components constantly.

Raw material prices are increasing:

As current global economic climate, raw material prices are continuously increasing. As a result of that company have to increase its product's prices.

CHANGES TOOK PLACE IN FIVE YEARS

1. 3G - Give Get Growth is their slogan as it completed 25 years.
2. Maruti has launched 8 new cars as well as launched updated version of 3 present cars.
3. All new cars come with latest technology engine which is fuel- efficient and lower on CO2 emissions.
4. Servicing on every corner, covers 1200 towns across the country which is unique facility from Maruti.
5. For its Indian operations, the company invested INR 90,000 Millions.
6. It has also made huge investment in the plant situated at Manesar.
7. It is running 69 Driving Schools domestically which contains theory, simulator and on road training, helps Indian drivers learn drive better and safer way.
8. It also launched Omni and WagonR with LPG Gas.
9. All new cars have iCAT - security against car theft system.
It builds trust among its customers through products and service standards.
10. Maruti Suzuki re-entered European market with a global car (Suzuki A-Star) that is fuel..

- It is launched “Maruti True Value” - Selling used cars with the trust certifications from Maruti which also includes warranty period of 1 year from company.
- It launched “Maruti Autocard” - A reward program for customers. Customers get points on Service, Spares which leads them to assured gift at certain fixed points which encourages customers to buy genuine spares and servicing at Maruti Authorized Dealers.
- It organizes free check up camps after every 2-3 months.
- It is performing social responsibilities like welfare camps, Education to underprivileged, greening of supply chain, reducing water wastage.
- It is practicing 3R - Reduce, Reuse and Recycle for Greener Earth

OUTCOME OF THE CHANGES

With the changes which took place in span of last five years helps company serving better to customers. It also helps to maintain its trust among customers and with latest launch company targets country's youth which is a win-win long term strategy of the company.



VISION

- **Brevity and Feasibility:** Maruti's vision is clear and specific as it wants to be "a leader in the Indian Automobile industry". It is also of appropriate length and it is able to communicate its message.
- **Clarity:** The vision statement is concise.
- **Challenging:** The statement describes what it intends to achieve that is to be leader in the automobile industry and create customer delight and shareholder wealth.
- **Future focused :** The statement describes the company's on-going action
- **Desirable Goal:** The statement describes goal to be a leader in the automobile industry, the vision also describes the company's fundamental values – to create customer delight and shareholder wealth, the statement also describes the company's collective identity to be "A pride of India".

This vision statement gives voice to the objective of the company, the values they embody and the good they are striving to accomplish.

It is also designed to inspire employees by becoming a pride of India i.e. a reputable name.

From the statement we can observe that Maruti is also clear in its objective.

MISSION

- Modernization of Indian automobile industry.
- Developing cars faster and selling them for lesser.
- Production of fuel efficient vehicles to conserve scarce resources.
- Production of large number of motor vehicles which was necessary for economic growth.
- Market penetration, market development similarly product development and diversification.
- Partner relationship management, value chain, value delivery network.

PRODUCT/SERVICE PROFILE

CURRENT MODEL

MODEL	PRODUCTION	IMAGE
Wagon R	1999 - Present	
Alto	2000 - Present	
Swift	2005 - Present	
Ertiga	2012 - Present	
Celerio	2014 - Present	

Discontinued Model

MODEL	Launched	Discontinued	Image
800	1983	2013	
OMNI	1984	2019	
Gypsy E	1985	2000	
Gypsy king	1985	2017	
1000	1990	2000	

SALES AND SERVICE NETWORK



Maruti Suzuki has 3598 sales outlets across 1,861 cities in India. The company aims to double its sales network to 4,000 outlets by 2020. It has 3,792 service stations across 1,861 cities throughout India¹ Maruti's dealership network is larger than that of enough known companies combined.

Service is a major revenue generator of the company. Most of the service stations are managed on franchise basis, where Maruti Suzuki trains the local staff. Also, The Express Service stations exist, sending across their repair man to the vehicle if it is away from a normal service center.

NEXA

In 2015, Maruti Suzuki launched NEXA, a new dealership network for its premium cars.

Maruti currently sells the Baleno, S-Cross, XL6, Ciaz and Ignis through NEXA outlets. S-Cross was the first car to be sold through NEXA outlets. Several new models will be added to both channels as part of the company's medium term goal of 2 million annual sales by 2020.

Maruti Insurance

Launched in 2002 Maruti Suzuki provides vehicle insurance to its customers with the help of the National Insurance Company, Bajaj Allianz, New India Assurance and Royal Sundaram. The service was set up the company with the inception of two subsidiaries Maruti Insurance Distributors Services Pvt. Ltd and Maruti Insurance Brokers Pvt. Limited

This service started as a benefit or value addition to customers and was able to ramp up easily. By December 2005 they were able to sell more than two million insurance policies since its inception.

Maruti Finance

To promote its bottom line growth, Maruti Suzuki launched Maruti Finance in January 2002. Prior to the start of this service Maruti Suzuki had started two joint ventures Citicorp Maruti and Maruti Countrywide with Citi Group and GE Countrywide respectively to assist its client in securing loan. Maruti Suzuki tied up with ABN Amro Bank, HDFC Bank, ICICI Limited, Kotak Mahindra, Standard Chartered Bank, and Sundaram to start this venture including its strategic partners in car finance. Again the company entered into a strategic partnership with SBI in March 2003 Since March 2003, Maruti has sold over 12,000 vehicles through SBI-Maruti Finance. SBI-Maruti Finance is currently available in 166 cities across India

Citicorp Maruti Finance Limited is a joint venture between Citicorp Finance India and Maruti Udyog Limited its primary business stated by the company is "hire-purchase financing of Maruti Suzuki vehicles".

Citi Finance India Limited is a wholly owned subsidiary of Citibank Overseas Investment Corporation, Delaware, which in turn is a 100% wholly owned subsidiary of Citibank N.A. Citi Finance India Limited holds 74% of the stake and Maruti Suzuki holds the remaining 26% GE Capital.

HDFC and Maruti Suzuki came together in 1995 to form Maruti Countrywide. Maruti claims that

its finance program offers most competitive interest rates to its customers, which are lower by 0.25% to 0.5% from the market rates.

Maruti True Value

Maruti True service offered by Maruti Suzuki to its customers. It is a market place for used Maruti Suzuki Vehicles. One can buy, sell or exchange used Maruti or non-Maruti vehicles with the help of this service in India. As of 10 August 2017 there are 1,190 outlets across 936 cities.

N2N Fleet Management

N2N is the short form of End to End Fleet Management and provides lease and fleet management to corporates. Clients who have signed up of this service include Gas Authority of India Ltd, DuPont, Reckitt Benckiser, Doordarshan, Singer India, National Stock Exchange of India and Transworld. These fleet management services include Leasing, Maintenance, Convenience services and Remarketing.

Maruti Accessories

Many of the auto component companies except than Maruti Suzuki started to offer compatible components and accessories. This caused a serious threat and loss of revenue to Maruti Suzuki. Maruti Suzuki started a new initiative under the brand name *Maruti Genuine Accessories* to offer accessories like alloy wheels, body cover, carpets, door visors, fog lamps, stereo systems, seat covers and other car care products. These products are sold through dealer outlets and authorized service stations throughout India.

Maruti Driving School

As part of its corporate social responsibility Maruti Suzuki launched the Maruti Driving School in Delhi. Later the services were extended to other cities of India as well. These schools are modeled

on international standards, where learners go through classroom and practical sessions. Many international practices like road behavior and attitudes are also taught in these schools. Before driving actual vehicles participants are trained on simulators

At the launch ceremony for the school Jagdish Khattar stated "We are very concerned about mounting deaths on Indian roads. These can be brought down if government, industry and the voluntary sector work together in an integrated manner. But we felt that Maruti should first do something in this regard and hence this initiative of Maruti Driving Schools."



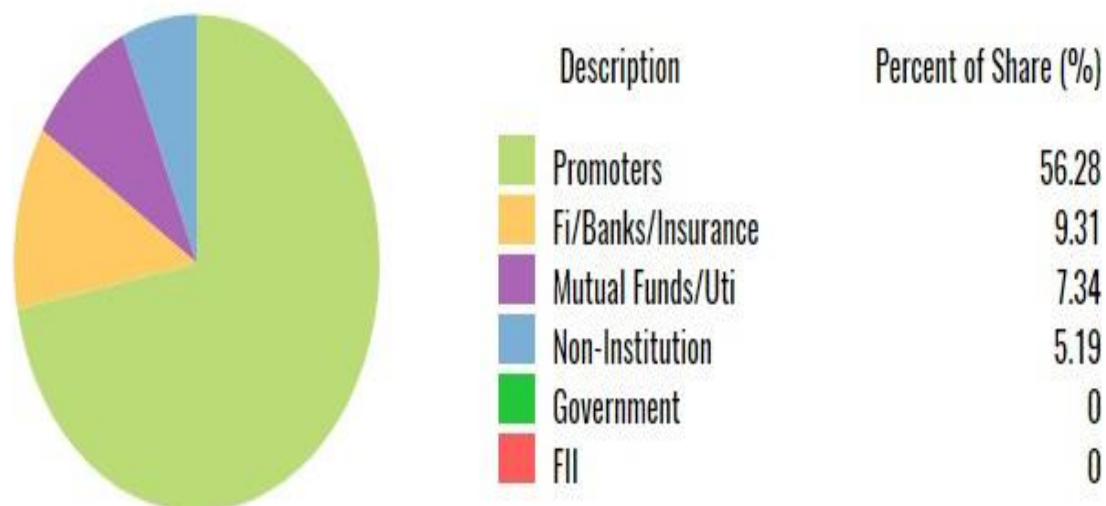
A Maruti Driving School in Chennai

1.1 OWNERSHIP PATTERN

Holders Name	No of Shares	% Share holding
No. of shares	302080060	100
Promoters	0	0
Foreign institutions	64853292	21.47
Nbanks mutual funds	22160245	7.34
Others	5049368	1.67
General public	10626039	3.52
Financial institutions	29391676	9.73
Foreign promoter	169999440	56.28

2.1 Ownership pattern

MARUTI SUZUKI INDIA LTD SHARE HOLDINGS



ACHIEVEMENTS

Maruti Suzuki excels in industrial safety wins ‘National Safety Award’ by Government of India

Maruti Suzuki has been awarded the ‘National Safety Award’ by Ministry of Labour and Employment, Government of India. The award is for excellence in industrial safety in the automobile category in performance year 2016.



Union Minister of State for Labour and Employment (Independent Charge), Shri Santosh

Gangwar presents the National Safety Award to Maruti Suzuki, Shri Santosh Kumar Gangwar, Union Minister of State for Labour and Employment (Independent Charge) presented the award to Maruti Suzuki. The award was received by Mr. Manoj Agrawal, Senior Vice President (Safety) on behalf of the company.

Maruti Suzuki has developed a robust three-tier safety governance structure with the “zero accident” vision comprising “zero human injury” and “zero fire”. This structure ensures safe working conditions for employees and contractors at its manufacturing facilities and offices.

Using Safety Circle Competitions to promote increased employee participation the company has started the “Zero Sai” initiative. In Safety Circles, teams identify work related hazards and implement a focused action plan for mitigation of the hazard. As a practice, planned safety audits, safety campaigns and theme based improvement programmes are conducted to enhance safety culture among employees.

AWARDS

2020

Arena Bangalore: Platinum Dealership Award for the 9th time in a row from Maruti Suzuki based on the performance parameters for the year of 2019 -20

Arena Hyderabad: Platinum Dealership Award for the 4th time from Maruti Suzuki based on the performance parameters for the year of 2019-20

Nexa Bangalore: Alpha Dealership Award for the 4th time from Maruti Suzuki based on the performance parameters for the year of 2019 -20

Nexa Hyderabad: Alpha Dealership Award for 3rd time from Maruti Suzuki based on the performance parameters for the year of 2019 -20

2019

Arena Bangalore: Platinum Dealership Award for the 8th time in a row from Maruti Suzuki based on the performance parameters for the year of 2018 -19

Arena Hyderabad: Platinum Dealership Award for the 3rd time from Maruti Suzuki based on the performance parameters for the year of 2018-19

Nexa Bangalore: Alpha Dealership Award for the 3rd time from Maruti Suzuki based on the performance parameters for the year of 2018-19

Nexa Hyderabad: Alpha Dealership Award for 2nd time from Maruti Suzuki based on the performance parameters for the year of 2018 -19

2018

Business Person of the Year: A. Mohan Raju, Chairman & Managing Director of Kalyani Motors got precious award from Zee Business/SAP.

Arena Bangalore: Royal Platinum Dealership Award for the 7th time in a row

(Platinum/Royal) from Maruti Suzuki based on the performance parameters for the year of 2017-18

Arena Hyderabad: Platinum Dealership Award for the 2nd time from Maruti Suzuki based on the performance parameters for the year of 2017-18

Nexa Hyderabad: Alpha Dealership Award for 1st time from Maruti Suzuki based on the performance parameters for the year of 2017 -18

2017

Arena Bangalore: Platinum Dealership Award for 6th time in a row from Maruti Suzuki based on the performance parameters for the year of 2016 -17

Nexa Bangalore: Alpha Dealership Award for 1st time from Maruti Suzuki based on the performance parameters for the year of 2016 -17.

Arena Hyderabad: Royal Platinum Dealership Award for the 1st time from Maruti Suzuki based on the performance parameters for the year of 2016 -17

2016

Arena Bangalore: Platinum Dealership Award for the 5th time in a row from Maruti Suzuki based on the performance parameters for the year of 2015 -16

2015

Arena Bangalore: Platinum Dealership Award for the 4th time in a row from Maruti Suzuki based on the performance parameters for the year of 2014 -15

2014

Kalyani Motors has won "Best Showroom in Bangalore" award from Brands Academy.

Arena Bangalore: Platinum Dealership Award for the 3rd time in a row from Maruti Suzuki based on the performance parameters for the year of 2013 -14.

2013

Dealership Platinum Award for overall performance 2012-13 Workshop

Performance Award, Highest growth in wholesale.

2012

Dealership Platinum Award for overall performance 2012-13 Workshop

Performance Award, Highest growth in wholesale.

2011

New Initiative - VTS Regional Service Conference, Bangalore

Lowest pending body repair vehicle, Regional Service Conference, Bangalore

2010

Spare Parts Award, Lowest average inventory in stock months (work consumption less than 3 crores).

2009

Highest growth in sales.

Sales Award, highest growth in Alto sales (top 20 cities).

FUTURE GROWTH

Maruti Suzuki, India's largest carmaker is going to be impacted hugely from these upcoming changes. The company has already started working in different directions to absorb the impact of new crash test and BSVI emission norms. Maruti Suzuki has started upgrading its all existing products to meet the new crash test norms.

Easy on the pocket, high localization level and the willingness to respond to the changing preferences. It was these three things that made Maruti Suzuki India's favorite automobile brand. Recently, Maruti Suzuki announced its intentions to undergo one of the biggest ever expansions in

its history. With the installation and up-gradation of existing facilities in Gujarat to raise the production to 2.5 million units by 2022, the company aims to continue its dominance in the coming decades as well. Maruti Suzuki's success story, in fact, is one of the glorious narratives from the history of independent India and its manufacturing sector.

Maruti Reveals Futuro-e Coupe-SUV Concept At Auto Expo 2020

- The Futuro-e is a four-seater electric coupe-SUV.
- It gets a blue and ivory interior theme with wide sweeping screens running the length of the dashboard.
- The concept is just a design study, although we expect a production vehicle to spawn from it sometime in the future.

Maruti has revealed the Futuro-e concept at Auto Expo 2020 and it looks like a coupe. Let. That. Sink. In. Maruti had filed a copyright for this name a couple of months ago. However, back then we were wondering whether this concept would be along the lines of the Future-S crossover concept that we got to see at Auto Expo 2018.



MARUTI AND TOYOTA TIE UP

As per the agreement, while Maruti will supply its four models — Baleno, Ciaz, Ertiga and Vitara Brezza — to Toyota, the latter will share its hybrid and electric vehicle (EV) technologies, besides its sedan Corolla, to Maruti. The two carmakers will also jointly develop a new Toyota C-segment multipurpose vehicle (MPV) that will be supplied to Suzuki.

However, Toyota has reportedly dropped plans to upgrade its sedan Corolla beyond 2020 for BS-VI emission standards, which implies that the rebadged version of the mid-sized sedan meant for Maruti Suzuki is unlikely to happen. The country's largest carmaker has so far not informed as to what would be the alternate option if Corolla is not shared.

In a recent interaction with FE, Toyota Kirloskar Motor deputy managing director N Raja said the details regarding upgrading Corolla is still under consideration and the headquarters will take a call on that. "In any case, if we don't upgrade it, we have an agreement to develop a multi-purpose vehicle together," he said.

In its letter Sanford Bernstein has also asked for an alternative if the rebadged versions of Toyota do not manage to garner sufficient share. Other concerns raised by the firm were the cost savings that Maruti Suzuki is envisaging through the transfer of hybrids and EV technology by Toyota and through cost-sharing of EV battery manufacturing capacity.

Analysts said that Maruti's management in the investor calls has shared very minute details which are insignificant for the stakeholders.

Experts are of the opinion that the collaboration may have a negative impact on Maruti Suzuki's volume growth, given that it is sharing its best-selling models with Toyota. Maruti has already shared its compact car Baleno with Toyota, which the latter launched after rebadging and naming it Glanza.

"While we believe this alliance addresses the long-term sustainability issues of Maruti by getting access to EV and hybrid technologies of Toyota, cross-badging of best-selling models of Maruti creates uncertainty due to possibility of cannibalisation," analysts at Motilal Oswal had earlier said.

As part of the cross-badging exercising, companies sell vehicles under different brand names with some cosmetic changes. Maruti's models will also be sold by Toyota in the African market. The four models mentioned above contribute nearly 28% of Maruti Suzuki's domestic volumes.

Analysts said the tie-up would have an incremental negative impact from Maruti's perspective as it is sharing its models starting this year, while the technology shared by Toyota will start showing results at least after 4-5 years, as initially EVs won't garner volumes due to lack of infrastructure. "Access to Toyota's technology will be key to future-proof Maruti's long-term prospects, particularly in the electric vehicles segment. However, quid pro quo will inevitably mean concessions by Maruti, in various forms, which investors need to factor in," analysts at Jefferies have said.



CHAPTER 3

MCKENSY'S 7S FRAMEWORK AND PORTER'S FIVE FORCE MODEL

Strategic Business modeling

This modeling involves the organization's initial attempt to spell out in some detail with the paths by which the organization's mission is to be accomplished. In this phase of the modeling process, the planning team is asked to future scenarios and it is also asked to identify the steps necessary for achieving those scenarios, who will responsible for those step and when those steps can be accomplished.

Moreover, strategic business modeling is not an extrapolation of the organization is doing now. This models that are developed should reflect the values and the overall mission which was created on the earlier phases of the planning process. (Leonard David Goodstein, 1993)

Basic Frame work of the organization

7 S frame work as follows:

This 7-S frame work developed by the McKinsey. This frame work was originally developed by deep thinking and more broadly about effectively organizing a company. It's concept related on strategy implementation as a matter of structure and strategy. These seven elements is conjunction with a different of other elements.

- Shared values
- Strategy
- Structure
- Systems
- Skills
- Staff
- Style

The seven S elements divided in two parts, are called 'hard' and 'soft' elements. 'Hard' or 'tangible' elements are strategy, structure and systems.

Strategy refers to plan of action to achieve a particular goal or objectives, such as related on certain products and markets and allocating resources. Strategy is the direction and scope of an organization over the long term period.

Structure: it is refers to the organizational structure, hierarchy and co-ordination including division and activities and integration of tasks. A structure provides a convenient way of organizing several related variables as a single unit.

Systems are the primary and secondary processes that the organization employees to get things done, for instant manufacturing system supply planning order taking process etc. systems thinking offers you a powerful new perspective and a set of tools that you can use to address the most stubborn problems in your everyday life and work.

Diagram of basic frame work develop strategy (Steven, Wouter, & Steve, 2003)

'Soft' elements are style, staff, skills and shared values.

Style refers to the unwritten yet tangible evidence of how management really sets priorities and spends its time. It is a symbolic behavior between bosses and workers. Style is a reflection of your speaking and thinking habits.

Staff: The staff is comprised of the people in an organization, who work for the organization and the employees and their general capabilities.

Skills: "To get paid what you are worth, know your disruptive skills" by Whitney Jhonson. When selling yourself in the talent marketplace, it can be all too easy too easy to focus on the strengths that are required of the job in question. Skills are organizational capabilities that are independent of individuals.

Share value: called "super ordinate goals" when the model was first developed. It is proof of existence of the company. Share value is represents their own present company situation.

MARUTI SUZUKI PORTERS FIVE FORCES ANALYSIS

Power of buyers

In the last 15-20 years, Maruti Suzuki managed to dominate the Indian automotive market based on a value for money foundation of producing cheap fuel efficient cars backed by good after sales with little regard given to style or features. In the past, this served the market well due to the economic realities of weak purchasing power, barriers such as regulatory protection and information asymmetry. But as incomes rise, and technology fuels disruptive technology, while knowledge becomes a commodity, power has shifted somewhat to buyers. Sources of competitive advantage are beginning to move beyond price to include differentiation, hence why Hyundai is gaining (Rao 2014). Nevertheless, because Indians rank car resale value very highly, it makes switching brands very hard so they get locked in to certain brands limiting buyer power of Indian car buyers hence the continued dominance of Maruti (Mehra 2017; Senguptal 2016).

Power of suppliers

Due to the sheer number of car manufacturers and brands setting up shop in India, it has also spawned an influx of component manufacturers who supply the auto industry. This gives them power over some brands that are not OEM manufacturers such as Tata Motors or Mahindra.

Rivalry within existing firms

India's automotive industry currently resembles a duopoly with the top two car manufacturers commanding more than 65% of the entire passenger vehicle market consisting of 18 car and SUV manufacturers ((Annual Report 2017; Mukherjee 2017; Mundy 2017). This is a legacy of many factors including early mover advantage of the Maruti Suzuki joint venture since 1982 while Hyundai started manufacturing operations in 1992, the first foreign car brand to do so (Rao 2014). Government subsidy arising from the government's shareholding in the Maruti Suzuki joint venture was an added perk for Maruti at least until 2007 when the government sold its shareholding. These factors have helped Maruti and Hyundai build unmatched distribution, sales and service outlets, helping them establish brand loyalty and reputation that will take time for rivals to overcome (Rao 2014).

Threat of substitutes

Another unique feature of India's automotive industry is the massive presence of two wheelers, whose unit volume sales reached 18million (or 81% market share of the automobile market) compared to passenger vehicle unit sales of 3.4million--13% market share (Statista 2017). This means car purchases in India have a far bigger threat from two wheeler substitutes compared to other modes of transportation in other countries. Together with the rail, they offer a more affordable way of travelling within the country for the poor as almost half of two-wheelers sales comes from rural markets. Car rentals and cab aggregating platforms are another substitute whose continued growth is driven primarily by millennials but whose threat isn't substantial due to fragmentation with demand mostly for short duration trips or weddings (Euro Monitor 2017; Mukherjee 2016).

Threat of entry/Barriers to entry

As the incumbent leader with the dominant market share in India's automobile industry, Maruti Suzuki is all too aware of the threat new entrants pose to both its dominance of market share as well as profitability in different car segments as well as the automobile entire market. The threat of entry in an industry is usually determined by the barriers to entry that existing players set up to try and barricade themselves from competition. In India's automobile industry, Maruti is facing increased competition from domestic rivals such as Hyundai Motors India that has been eroding Maruti Suzuki dominance since 2012.

But rather than start a price war with new entrants vying for some of the attractive and lucrative car segments it dominates, Maruti Suzuki has instead embarked on a strategy of raising entry barriers in an effort to fortify itself against increased competition. In business strategy, one of the most effective offensive strategies incumbent market leaders use when facing market share erosion across key segments is to raise entry barriers through tactical maneuvers such as capital expenditure on new products, increased differentiation aimed at reinforcing consumer loyalty, or an outright price war against an encroaching competitor to deter them (Grant 2010; Johnson 2008).

A price war or increased capital expenditure on new car models isn't the most favored option by carmakers because it's risky yet very expensive. Maruti Suzuki has instead managed to gain and sustain its current competitive advantage through a four thronged counter-offensive strategy that has focused on raising entry barriers and fortifying its dominant position through 1) incremental product

intervention, 2) distribution network expansion, 3) improved service offering and 4) digitization as detailed below (Annual Report 2017; Bhargava 2017; Murkherjee 2017).

Incremental product interventions

When Maruti Suzuki realized at some point in the last few years that it was losing appeal among growing millennials and the more affluent segments of the population; it quickly launched new products and services to counter this. For long seen as the “not-so-premium” brand for price-conscious consumers, Maruti Suzuki wanted to shed the dull image and move beyond its traditional value-seeking customer base (Rao 2014; Bhargava 2017). It has done this by slowly introducing cars with more stylish designs and sophisticated features to appeal to the young and more affluent. It has redesigned many of cars, including the Baleno RS as well as its bestselling car, the Alto which is currently more aerodynamic and stylish compared to past models. For young millennials, it has introduced a brand new compact hatchback, the Ignis, and the premium Ciaz hybrid for environmentally conscious elites (Mukherjee 2017; Annual Report 2017).

Accelerated distribution network-expansion programmes

- Maruti also embarked on an accelerated network expansion programme adding new distribution, service and sales outlets, expanding a network infrastructure that was already substantially bigger than rivals'. Now it boasts a nationwide service network spanning over 1500 cities and towns and a sales network that spreads across 1471 cities, backed by 2 state-of-art factories (Marutisuzuki.com 2017).

New and Improved services

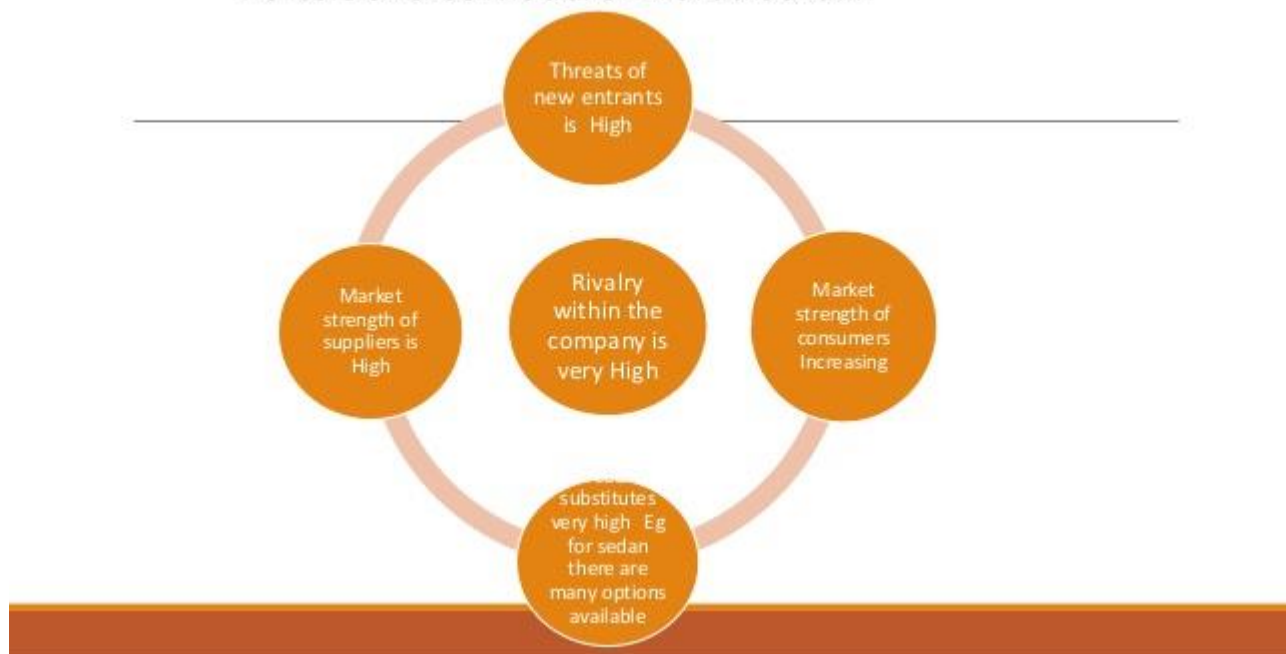
- It also launched new services in an effort to shed its staid image including the launch of the Nexa chain of premium retail outlets in 2015 to serve higher end consumers (Bhargava 2017). This was followed by a plan for a nationwide complete revamp all True Value outlets, the independent sales and service network offering buyers of pre-owned Maruti Suzuki cars a safe, reliable and hassle free purchase experience as buyers of new cars (Annual Report 2017).

Digitization

- Maruti Suzuki has started leveraging digital integration to differentiate itself from competitors through innovations such as digitally enhanced showrooms enhanced like Nexa premium stores and Arena, which use digital technology to provide more information, customized buying experience and convenience to Indian car shoppers (Business Standard 2017).

All these operations have been part of an offensive strategy aimed at transforming a staid market leader coping with anxieties in the last 4-5 years about staying relevant in an India whose demographic landscape is shifting rapidly. Fortunately for Maruti Suzuki, the result of the strategic transformation is a now formidable infrastructure of resources and capabilities that are creating mobility barriers for rivals seeking to challenge it across the many market segments in the Indian automobile industry.

Porters 5 force model of Maruti Suzuki



CHAPTER 4

SWOT ANALYSIS OF MARUTI SUZUKI



Maruti Suzuki is the market leader in India and has an amazing brand equity. Maruti is known for the service it provides and is synonymous with Maruti 800 – the longest running small car in India. Here is a SWOT of maruti suzuki, its strengths, weaknesses, opportunities and threats.

Strengths in the SWOT analysis of Maruti Suzuki

- Maruti Udyog limited (MUL) is in a leadership position in the market with a market share of 48.74

- Major strength of MUL is having largest network of dealers and after sales service centers in the country.
- Good promotional strategy is adopted by MUL to transfer its thoughts to the people about its products.
- Maruti Suzuki recorded highest number of domestic sales with 9,66,447 units from 7,65,533 units in the previous fiscal. It recently attained the 10million domestic sales mark.
- Strong Brand Value and Loyal Customer Base are big strengths for MUL
- There are around 15 vehicles in Maruti Product portfolio. Has good product lines with good fuel efficiency like Maruti Swift, Diesel, Alto etc
- Alto still beats the small car segment with highest number of sales
- MUL is the first automobile company to start second hand vehicle sales through its True-value entity.
- MUL has good market share and hence it's after sales service is a major revenue contributor.

Weaknesses in the SWOT analysis of Maruti Suzuki

- Low interior quality inside the cars when compared to quality players like Hyundai and other new foreign players like Volkswagen, Nissan etc.
- Government intervention due to having share in MUL.
- Younger generations started getting a great affinity towards new foreign brands
- The management and the company's labor unions are not in good terms. The recent strikes of the employees have slowed down production and in turn affecting sales.
- Maruti hasn't proved itself in SUV segment like other players.

Opportunities in the SWOT analysis of Maruti Suzuki

- MUL has launched its LPG version of Wagon R and it was a good move simultaneously
- MUL can start R&D on electric cars for a much better substitute of the fuel.
- Maruti's Cervo 600 has a huge potential in tapping the middle class segment and act as a strong threat to Nano

- New DZire from Maruti will capture the market share and expected to create the same magic as Maruti Esteem(currently not available)
- Export capacity of the company is giving new hopes in American and UK markets
- Economic growth of the country is constantly increasing and the government is working hard to increase the gdp to double digit.

Threats in the SWOT analysis of Maruti Suzuki

- MUL recently faced a decline in market share from its 50.09% to 48.09 % in the previous year(2011)
- Major players like Maruti Suzuki, Hyundai, Tata has lost its market share due to many small players like Volkswagen- polo. Ford has shown a considerable increase in market share due to its Figo.
- Tata Motors recent launches like Nano 2012, Indigo e-cs are imposing major threats to its respective competitor’s segment
- China may give a good competition as they are also planning to enter into Indian car segment
- Launch of Hyundai’s H800 may result in the decline of Alto sales.



CHAPTER 5

ANALYSIS OF FINANCIAL STATEMENTS

MARUTI SUZUKI INCOME STATEMENT ANALYSIS

- Operating income during the year rose 7.8% on a year-on-year (YoY) basis.
- The company's operating profit decreased by 8.7% YoY during the fiscal. Operating profit margins witnessed a fall and stood at 13.0% in FY19 as against 15.3% in FY18.
- Depreciation charges increased by 9.5% and finance costs decreased by 78.1% YoY, respectively.
- Other income grew by 25.2% YoY.
- Net profit for the year declined by 2.9% YoY.
- Net profit margins during the year declined from 9.6% in FY18 to 8.6% in FY19.

1.2 MARUTI SUZUKI INCOME STATEMENT 2018-19

No. of Mths Year Ending		12 Mar-18*	12 Mar-19*	% Change
Net Sales	Rs m	798,094	860,685	7.8%
Other income	Rs m	20,458	25,616	25.2%
Total Revenues	Rs m	818,552	886,301	8.3%
Gross profit	Rs m	122,267	111,589	-8.7%
Depreciation	Rs m	27,598	30,208	9.5%
Interest	Rs m	3,458	759	-78.1%
Profit before tax	Rs m	111,669	106,238	-4.9%
Tax	Rs m	32,862	29,732	-9.5%
Profit after tax	Rs m	78,807	76,506	-2.9%
Gross profit margin	%	15.3	13.0	
Effective tax rate	%	29.4	28.0	
Net profit margin	%	9.6	8.6	

MARUTI SUZUKI BALANCE SHEET ANALYSIS

- The company's current liabilities during FY19 down at Rs 142 billion as compared to Rs 154 billion in FY18, thereby witnessing an decrease of -8.3%.

- Long-term debt stood at Rs 1 billion as compared to Rs 1 billion during FY18, a growth of 35.0%.
- Current assets rose 56% and stood at Rs 124 billion, while fixed assets rose 10% and stood at Rs 170 billion in FY19.
- Overall, the total assets and liabilities for FY19 stood at Rs 640 billion as against Rs 602 billion during FY18, thereby witnessing a growth of 6%.

1.3 MARUTI SUZUKI BALANCE SHEET AS ON MARCH 2019

No. of Mths Year Ending		12 Mar-18*	12 Mar-19*	% Change
Net worth	Rs m	425,594	470,921	10.7
Current Liabilities	Rs m	154,485	141,605	-8.3
Long-term Debt	Rs m	1,108	1,496	35.0
Total Liabilities	Rs m	602,484	639,687	6.2
Current assets	Rs m	79,300	123,727	56.0
Fixed Assets	Rs m	155,209	170,442	9.8
Total Assets	Rs m	602,484	639,687	6.2

BalanceSheet - Maruti Suzuki India Ltd.

Particulars	Mar'20	Mar'19	Mar'18	Mar'17	Mar'16
Liabilities	12 Months	12 Months	12 Months	12 Months	12 Months
Share Capital	151.00	151.00	151.00	151.00	151.00
Reserves & Surplus	48286.00	45990.50	41606.30	36280.10	29733.20
Net Worth	48437.00	46141.50	41757.30	36431.10	29884.20
Secured Loan	106.30	149.60	.00	.00	.00
Unsecured Loan	.00	.00	110.80	483.60	77.40

TOTAL LIABILITIES	48543.30	46291.10	41868.10	36914.70	29961.60
Assets					
Gross Block	29196.10	25873.40	21095.80	18443.70	15200.50
(-) Acc. Depreciation	13414.90	10465.60	7736.80	5151.00	2690.50
Net Block	15781.20	15407.80	13359.00	13292.70	12510.00
Capital Work in Progress	1337.40	1600.10	2125.90	1252.30	1006.90
Investments	36467.60	36515.00	35290.20	28481.00	19932.20
Inventories	3214.90	3325.70	3160.80	3262.20	3132.10
Sundry Debtors	2127.00	2310.40	1461.80	1199.20	1322.20
Cash and Bank	21.10	178.90	71.10	13.80	42.20
Loans and Advances	3602.90	3593.90	3901.30	3749.40	3994.40
Total Current Assets	8965.90	9408.90	8595.00	8224.60	8490.90
Current Liabilities	13277.60	15976.80	16915.50	13865.00	11564.70
Provisions	731.20	663.90	586.50	470.90	413.70
Total Current Liabilities	14008.80	16640.70	17502.00	14335.90	11978.40
NET CURRENT ASSETS	-5042.90	-7231.80	-8907.00	-6111.30	-3487.50
Misc. Expenses	.00	.00	.00	.00	.00
TOTAL ASSETS(A+B+C+D+E)	48543.30	46291.10	41868.10	36914.70	29961

MARUTI SUZUKI CASH FLOW STATEMENT ANALYSIS

- MARUTI SUZUKI's cash flow from operating activities (CFO) during FY19 stood at Rs 66 billion on a YoY basis.
- Cash flow from investing activities (CFI) during FY19 stood at Rs -35 billion on a YoY basis.
- Cash flow from financial activities (CFF) during FY19 stood at Rs -29 billion, an improvement of 14% on a YoY basis.
- Overall, net cash flows for the company during FY19 stood at Rs 1 billion from the Rs 501 million net cash flows seen during FY18.

1.4 MARUTI SUZUKI CASH FLOW STATEMENT 2018-19

Particulars	No. of months	12	12	12	12	12
		Year Ending	Mar-20	Mar-19	Mar- 18	Mar-17
Cash Flow from Operating Activities	Rs m	117,879	66,009	11785	10279.30	8484.50
Cash Flow from Investing Activities	Rs m	-83,017	-35,399	-8282.10	-9177.90	-7227.40
Cash Flow from Financing Activities	Rs m	-34,361	-29,479	-3446	-1129.30	-1236.40
Net Cash Flow	Rs m	501	1,131	56.90	-27.90	20.70

RATIO ANALYSIS FOR MARUTI SUZUKI

- Solvency Ratios

Current Ratio: The Company's current ratio improved and stood at 0.9x during FY19, from 0.5x during FY18. The current ratio measures the company's ability to pay short-term and long-term obligations.

Interest Coverage Ratio: The Company's interest coverage ratio improved and stood at 141.0x during FY19, from 33.3x during FY18. The interest coverage ratio of a company states how easily a company can pay its interest expense on outstanding debt. A higher ratio is preferable.

- Profitability Ratios

Return on Equity (ROE): The ROE for the company declined and down at 16.2% during FY19, from 18.5% during FY19. The ROE measures the ability of a firm to generate profits from its shareholders capital in the company.

Return on Capital Employed (ROCE): The ROCE for the company declined and down at 22.6% during FY19, from 27.0% during FY18. The ROCE measures the ability of a firm to generate profits from its total capital (shareholder capital plus debt capital) employed in the company.

Return on Assets (ROA): The ROA of the company declined and down at 12.1% during FY19, from 13.7% during FY18. The ROA measures how efficiently the company uses its assets to generate earnings.

1.5 KEY RATIO ANALYSIS

No. of Mths Year Ending		12 Mar-18*	12 Mar-19*
Current ratio	x	0.5	0.9
Debtors' Days	Days	7	10
Interest coverage	x	33.3	141.0
Debt to equity ratio	x	0.0	0.0
Return on assets	%	13.7	12.1
Return on equity	%	18.5	16.2
Return on capital employed	%	27.0	22.6

MARUTI SUZUKI SHARE PRICE PERFORMANCE

Over the last one year, MARUTI SUZUKI share price has moved down from Rs 9,287.4 to Rs 5,760.0, registering a loss of Rs 3,527.4 or around 38.0%.

Meanwhile, the S&P BSE AUTO Index is trading at Rs 15,583.9 (up 0.9%). Over the last one year has moved down from 24,220.8 to 15,583.9, a loss of 8,637 points (down 35.7%).

Overall, the S&P BSE SENSEX is down 2.4% over the year.

CHAPTER 6

LEARNING EXPERIENCE

I have taken Maruti Suzuki Ltd for my organizational study even though it was a secondary data it was great experience learning more in-depth about the company and acquired quite knowledge about the company.

- Learned about the Maruti Suzuki companies operations in different sectors.
- Learned about their innovation in automobiles.
- Their involvement in other fields.
- Learned about the awards and rewards received by the company.
- Their future growth in automobile industry and their innovation made in automobiles.
- Their marketing strategies in promoting their companies products.
- Learned about their strength and weakness in the industry

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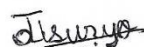
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WEEKLY PROGRESS REPORT

Student Name	Mr. Jaisurya N B
USN	ICR19MBA33
Title of the Study	An Organisation Study on MARUTI SUZUKI INDIA LIMITED
Organization	MARUTI SUZUKI INDIA LIMITED
WEEK-1	
Duration (Start date - End date)	6.8.2020 - 12.8.2020
Chapter s covered	Chapter 1 and Chapter 2
Descriptions of activities performed during the week	Introduction to organization, Industry profile and company profile
WEEK-2	
Duration (Start date - End date)	13.8.2020 - 18.8.2020
Chapter s covered	Chapter 3
Descriptions of activities performed during the week	McKensy's 7S framework, Porter's Five Force Model.
WEEK-3	
Duration (Start date - End date)	19.8.2020 - 26.8.2020
Chapter s covered	Chapter 4 and Chapter 5
Descriptions of activities performed during the week	SWOT Analysis and analysis of financial statements
WEEK-4	
Duration (Start date - End date)	27.8.2020 - 30.8.2020
Chapter s covered	Chapter 6
Descriptions of activities performed during the week	Learning experience and Bibliography



Signature of the Guide



Signature of the Student