

## **Business Practitioner Session**

**Event – 1 Date:** 04-10-2024

**Activity Name:** Business Practitioner

**Faculty Coordinator:** Dr. Trupti

**Faculty Coordinator Contact No.** 07276321396

**Guest Name:** Mr. JEEVA

**Guest Designation:** Manager (Arena -Sales)

**Company Name:** Maruti Suzuki India Limited

**Topic:** Marketing Mix strategies of Maruti Cars: Driving Success in a Competitive Market

**Duration:** 1.5 hours

**Venue:** Seminar Hall-1, 1<sup>st</sup> Floor, FMS-CMS-BS, JU

**No. of Participated:** 1000

**Summary: (Write-up required minimum 4 to 5 lines)**

The session had many learnings for students key learnings are: Each 'Ps' highlights important factors for business to consider in their marketing strategy such as product variety, pricing strategy, distribution channels, and promotional methods like advertising and social media.

4Cs of marketing:-Cost- price-Customer needs and wants- product-Convenience- Place-Communication-promotion. Push and pull strategies- The push strategy involves promoting products directly to customers through methods like pay-per-click, cold calling, direct mail, and TV/radio ads to create immediate product awareness. In pull strategy focuses on creating customer demand by using tools such as social media, word of mouth, referrals, and blogs, encouraging customers to seek out the product or service on their own.



## Business Practitioner Session



**Marketing Mix strategies of Maruti Cars:  
Driving Success in a Competitive Market**

**Mr. Jeeva Karuna**

Manager (Arena -Sales)  
Maruti Suzuki India Limited



October 4<sup>th</sup>, 2024



08:45 AM - 10:15 AM



Seminar Hall - 1



**Cohort Profile:**

MBA Batch 2024-26, 1<sup>st</sup> Semester

**Sections:**

M & I

**Faculty Coordinators:**



**Dr. Trupti Dandekar**  
Associate Professor



**Dr. Kalavathy K S**  
Associate Professor



