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## “A Comprehensive Study On Export Of The Two Company’s Tata Motors Limited And Mahindra & Mahindra ltd”

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**Abstract:** The comprehensive study on exports in Tata Motors Limited and Mahindra & Mahindra Limited delves into the pivotal role exports play in driving economic growth, fostering international trade relationships, and enhancing the competitiveness of nations in the global marketplace. This study explores the significance of exports throughout history, from ancient trading routes to modern global supply chains, highlighting their contribution to job creation, technological advancement, and overall economic development. In contemporary times, exports have become even more critical as countries seek to integrate into the global economy, attract foreign investment, and reduce poverty through increased trade opportunities. The study focuses on two prominent players in the Indian automotive industry: Tata Motors Limited and Mahindra & Mahindra Limited. Tata Motors, part of the Tata Group, is a multinational automotive company producing a wide range of vehicles, including cars, trucks, vans, and buses. Mahindra & Mahindra, a flagship company of the Mahindra Group, is known for its expertise in manufacturing utility vehicles, tractors, and agricultural machinery. Export-oriented strategies are analyzed within the context of these companies' operations, emphasizing their efforts to leverage comparative advantages, expand market reach, and navigate challenges in international trade. Despite facing obstacles such as regulatory complexities and market competition, both Tata Motors and Mahindra & Mahindra demonstrate resilience and adaptability in pursuing global opportunities. Ultimately, this study underscores the critical role of exports in driving economic growth and fostering innovation in the automotive industry. By exploring the export activities of Tata Motors and Mahindra & Mahindra, this study provides valuable insights into the complexities and opportunities of international trade, shaping strategies for future growth and competitiveness in the global marketplace.

**Key words :-** Exports, Tata Motors Limited, Mahindra & Mahindra Limited, Economic Growth, International Trade Relationships, Global Competitiveness, Technological Advancement, Foreign Investment, Indian Automotive Industry, Comparative Advantages, Market Competition, Innovation.

## I. INTRODUCTION

Exports play a crucial role in driving economic growth, fostering international trade relationships, and enhancing the competitiveness of a country's industries in the global marketplace. An export refers to the sale of goods or services produced within a country to buyers located outside its borders. This process not only generates revenue for the exporting country but also contributes to job creation, technological advancement, and overall economic development. Throughout history, exports have been integral to the prosperity of nations, facilitating the exchange of goods and services across borders and enabling countries to specialize in the production of goods where they have a comparative advantage. From ancient trading routes to modern-day global supply chains, exports have been a catalyst for economic expansion and cultural exchange.

In contemporary times, the significance of exports has only grown as countries increasingly participate in a globalized economy characterized by interconnected markets and heightened competition. Developing countries often view exports as a means to integrate into the global economy, attract foreign investment, and reduce poverty through increased trade opportunities. Exports serve as a vital component of their economic strategy, driving innovation, and sustaining high levels of productivity. Industries such as manufacturing, agriculture, technology, and services rely heavily on exports to expand their customer base, diversify revenue streams, and remain competitive in the international arena. However, the success of export-oriented strategies hinges on various factors, including government policies, infrastructure development, trade agreements, market access, and the overall business environment. Challenges such as trade barriers, currency fluctuations, geopolitical tensions, and supply chain disruptions can impede the growth of exports and undermine the economic benefits they bring.

Exports are a fundamental component of international trade and play a significant role in the global economy. They involve the sale of goods and services produced within one country to customers located in another country. Exports contribute to economic growth, job creation, and revenue generation, making them essential for the prosperity of nations worldwide. The process of exporting encompasses various activities and considerations, ranging from market research and product adaptation to logistics and payment facilitation. It involves identifying potential markets, understanding customer preferences and regulatory requirements, establishing distribution channels, and navigating trade barriers and tariffs.

One of the primary reasons countries engage in exporting is to capitalize on their comparative advantages. Comparative advantage refers to a country's ability to produce goods or services at a lower opportunity cost than other countries. By specializing in the production of goods or services in which they have a comparative advantage, countries can increase efficiency, productivity, and competitiveness in global markets. Exports offer several benefits to both exporting firms and the broader economy. For businesses, exporting provides access to larger markets, diversification of revenue streams, and opportunities for growth and expansion. It allows firms to leverage economies of scale, spread risk, and enhance their competitive position by reaching

new customers and leveraging global supply chains. In addition to economic benefits, exports contribute to technological advancement, knowledge transfer, and innovation diffusion. Export-oriented industries often invest in research and development (R&D) and technology upgrades to meet international standards and remain competitive in global markets. This leads to spillover effects, as knowledge and technology disseminate across industries and sectors, driving overall productivity and growth.

## II. Review of literature

"Export Competitiveness of Indian Manufacturing Industries" Google scholar, Sharma, R., & Arora, P., 2019, 4836-20365C, This paper provides a comprehensive review of existing literature on the export competitiveness of Indian manufacturing industries. It examines factors influencing export performance, such as technological innovation, quality standards, and government policies, and identifies gaps in the literature related to the role of supply chain management and digital technologies in enhancing export competitiveness.

"Export Marketing Strategies of Indian SMEs" IJMRS's International Journal of Management Sciences, Gupta, S., & Kumar, A., 2020, Vol. 01, Issue 02, This paper reviews the export marketing strategies adopted by Indian small and medium-sized enterprises (SMEs) to compete in international markets. It synthesizes findings from previous studies on market selection, entry modes, branding, and distribution channels used by Indian SME exporters. The paper also discusses the challenges faced by SMEs in accessing export markets.

"Government Policies and Export Performance" The American University in Cairo Press, Singh, M., & Verma, S., 2018, ARC HIV 108512, This paper examines the impact of government policies on export performance, with a specific focus on India. It reviews empirical studies analyzing the effectiveness of export promotion schemes, trade agreements, and infrastructure development initiatives in facilitating exports from India. The paper identifies gaps in the literature related to the evaluation of policy interventions.

Export Marketing Strategy Of Automobile Industry In India: A Case Study Of Tata Motors Ltd. Hedieh Divsala, 2016/6/1, Advances in Bioresearch, Volume-7, Issue-2, The increasing growth in demand on back of rising income, expanding middle class and young population base, in addition to a large pool of skilled manpower and growing technology, will propel India to be among the world's producers by 2015. India is also one of the key markets for hybrid and electric medium-heavy-duty trucks and buses. Tata Motors is also expanding its international footprint, established through exports since 1961. The Company's commercial and passenger vehicles are already being marketed in several countries in Europe, Africa, the Middle East, South East Asia, South Asia and South America. Exports bring valuable foreign exchange to the exporting country, which is mainly required to pay for import of capital goods, raw materials, spares and components as well as importing advance technical knowledge.

"Export Competitiveness of Select Firms from India: Glimpse of Trends and Implications" Pranusha Manthri, Ketan Bhokray, 2015, Indian Journal of Marketing, Seriousness is becoming important for development, balances, and maintainability of Indian firms. With the new government at the Middle, India appears to be quick to advance to next phases of seriousness, for example, collaboration driven or development

headed to support business, development, and flourishing. Monstrous imports that go with fast development are to be offset with trades, an area of earnest make up for lost time by firms of Indian beginning (FIOs). The paper utilized a data set way to deal with distinguish contrasts in examples of product execution of key firms in select polar businesses utilizing the idea of exchange seriousness record (TCI). While programming players are apparent monsters, amazing consistency in progress was found in assembling additionally, and a few remarkable firms were tracked down in the auto area. Taking into account the tremendous pool of Indian advertising and different experts - some might be powerful in global business sectors - the FIOs ought to attempt to adjust exchange through increase in trades. The ideas and levels featured in this paper might move other skilled firms to reach skyward and assemble fundamental abilities to play the more extended term round of worldwide seriousness.

### III. COMPANY PROFILE

#### 3.1 OBJECTIVES

- Assessment of Current Export Performance
- The current export performance of Tata Motors and Mahindra & Mahindra in terms of volume, revenue, market share, and profitability.

#### 3.2 Research Hypothesis

Hypothesis (H1): There is a significant difference in the volume or value of exports between Tata and Mahindra.

#### 3.3 TATA MOTORS

Tata Motors Limited is an Indian Multinational automotive company, headquartered in Mumbai and part of the Tata Group. The company produces cars, trucks, vans, and busses.

Subsidiaries include British Jaguar Land Rover and South Korean Tata Daewoo. Tata Motors has joint ventures with Hitachi (Tata Hitachi Construction Machinery) and Stellantis, which makes vehicle parts for Fiat Chrysler and Tata-branded vehicles. On 12 October 2021, private equity firm TPG invested \$1 billion in Tata Motors' electric vehicle subsidiary.

Tata Motors has auto manufacturing and vehicle plants in Jamshedpur, Pantnagar, Lucknow, Sanand, Dharwad, and Pune in India, as well as in Argentina, South Africa, the United Kingdom, and Thailand. It has research and development centers in Pune, Jamshedpur, Lucknow, Dharwad, India and South Korea, the United Kingdom, and Spain. Tata Motors is listed on the BSE (Bombay Stock Exchange), where it is a constituent of the BSE SENSEX index, the National Stock Exchange of India, and the New York Stock Exchange. The company is ranked 265th on the Fortune Global 500 list of the world's biggest corporations as of 2019.

On 17 January 2017, Natarajan Chandrasekaran was appointed chairman of the company Tata Group. Tata Motors increased its UV market share to over 8% in FY2019.

Tata Motors Cars is a division of Tata Motors which produces passenger cars under the Tata Motors hood. Tata Motors is among the top five passenger vehicle brands in India with products in the compact, midsize car, and utility vehicle segments. The company's manufacturing base in India is spread across Jamshedpur (Jharkhand), Pune (Maharashtra), Lucknow (Uttar Pradesh), Pantnagar (Uttarakhand), Dharwad (Karnataka) and Sanand (Gujarat). Tata's dealership, sales, service, and spare parts network comprise over 3,500 touchpoints. Tata Motors has more than 250 dealerships in more than 195 cities across 27 states and four Union Territories of India. It has the third-largest sales and service network after Maruti Suzuki and Hyundai.

Tata also has franchisee/joint venture assembly operations in Kenya, Bangladesh, Ukraine, Russia, and Senegal. Tata has dealerships in 26 countries across 4 continents. Tata is present in many countries, it has managed to create a large consumer base in the Indian subcontinent, namely India, Bangladesh, Bhutan, Sri Lanka and Nepal. Tata is also present in Italy, Spain, Poland, Romania, Turkey, Chile, South Africa, Oman, Kuwait, Qatar, Saudi Arabia, United Arab Emirates, Bahrain, Iraq, Syria and Australia.

### 3.4 MAHINDRA & MAHINDRA

Mahindra & Mahindra Limited (M&M) is an Indian multinational automotive manufacturing corporation headquartered in Mumbai. It was established in 1945 as Mahindra & Mohammed and later renamed Mahindra & Mahindra. Part of the Mahindra Group, M&M is one of the largest vehicle manufacturers by production in India. Its unit, Mahindra Tractors, is the largest manufacturer of tractors in the world by volume. It was ranked 17th on a list of top companies in India by Fortune India 500 in 2018. Its major competitors in the Indian market include Maruti Suzuki India and Tata Motors.

Mahindra & Mahindra was founded as a steel trading company on October 2, 1945, in Ludhiana as Mahindra & Mohammed by brothers Kailash Chandra Mahindra and Jagdish Chandra Mahindra, along with Malik Ghulam Muhammad. Anand Mahindra, the present Chairman of Mahindra Group, is the grandson of Jagdish Chandra Mahindra. In 1948, Ghulam Mohammed decided to move to the newly formed Pakistan. The Mahindras were left with stationary and company stamp that said M&M. They didn't have the financial resources to change the name. Since there were two Mahindra brothers in the business they decided to change the company name to Mahindra & Mahindra.

They eventually saw a business opportunity in expanding into manufacturing and selling larger MUVs and started assembling under the licence of Willys Jeep in India. Soon, M&M was established as the Jeep manufacturer in India and later commenced manufacturing light commercial vehicles (LCVs) and agricultural tractors. Jeep was bought by American Motors Corporation in 1970; Jeeps continued to be built by Mahindra under licence from AMC and, in turn, under Chrysler after Chrysler bought AMC in 1987.

Mahindra planned to sell the diesel SUVs and pickup trucks starting in late 2010 in North America through an independent distributor, Global Vehicles USA, based in Alpharetta, Georgia. Mahindra announced it would import pickup trucks from India in knockdown kit (CKD) form to circumvent the Chicken tax. CKDs are complete vehicles that were assembled in the United States from kits of parts shipped in crates. On 18 October 2010, however, it was reported that Mahindra had indefinitely delayed the launch of vehicles into the North



American market, citing legal issues between it and Global Vehicles after Mahindra retracted its contract with Global Vehicles earlier in 2010, due to a decision to sell the vehicles directly to consumers instead of through Global Vehicles. However, a November 2010 report quoted John Perez, the CEO of Global Vehicles USA, as estimating that he expected Mahindra's small Diesel pickups to go on sale in the United States by spring 2011, although legal complications remained, and Perez, while hopeful, admitted that arbitration could take more than a year. Later reports suggested that the delays may be due to Mahindra scrapping the original model of the truck and replacing it with an upgraded one before selling them to Americans. In June 2012, a mass tort lawsuit was filed against Mahindra by its American dealers, alleging the company of conspiracy and fraud. Mahindra Automotive North America (MANA), the company's U.S. subsidiary, opened a car manufacturing plant in Detroit, Michigan on 20 November 2017. The plant employs 250 people and is the first automotive production facility to open in Detroit in 25 years. The first product from the new facility was launched on 2 March 2018 as the Mahindra Roxor.

#### IV. DATA ANALYSIS

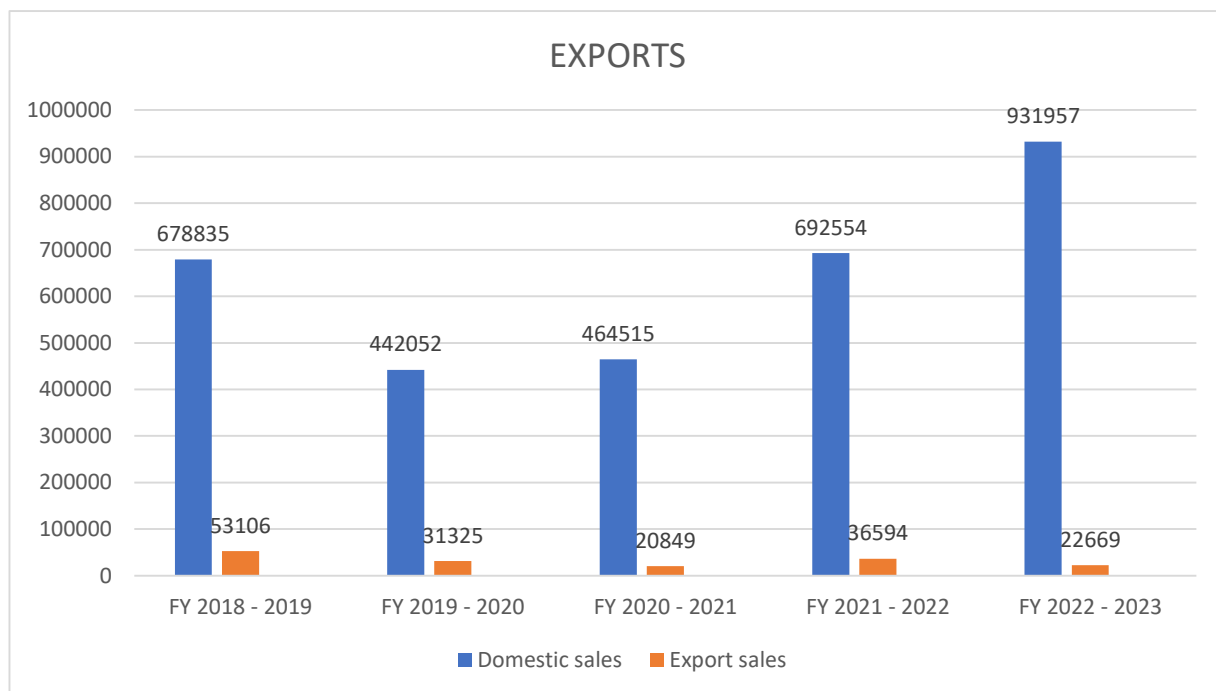
##### TATA MOTORS

#### 4.1 Vehicle export Tata Motors Ltd. from financial year 2018 to 2023.

Table 4.1: export of Tata Motors Ltd.

Years	Domestic sales	Export sales
FY 2018 - 2019	678835	53106
FY 2019 - 2020	442052	31325
FY 2020 - 2021	464515	20849
FY 2021 - 2022	692554	36594
FY 2022 - 2023	931957	22669

Graph 4.1: vehicle export of Tata Motors Ltd.



**Interpretation:-**

The table provides data on Tata Motors Ltd.'s domestic and export sales of vehicles from FY 2018 to FY 2023. In FY 2018-2019, Tata Motors sold 678,835 vehicles domestically and exported 53,106 vehicles. The domestic sales figures dropped to 442,052 vehicles in FY 2019-2020, while export sales decreased to 31,325 vehicles. Despite these declines, both domestic and export sales showed signs of recovery in FY 2020-2021, with domestic sales increasing to 464,515 vehicles and export sales to 20,849 vehicles. The trend continued in FY 2021-2022, with Tata Motors experiencing a significant increase in both domestic and export sales. Domestic sales reached 692,554 vehicles, while export sales increased to 36,594 vehicles. This growth trend continued in FY 2022-2023, with domestic sales climbing to 931,957 vehicles and export sales increasing to 22,669 vehicles.

Overall, Tata Motors has shown fluctuations in both domestic and export sales over the five-year period, with notable increases in FY 2021-2022 and FY 2022-2023. The company's performance reflects the broader trends in the automotive industry, with sales being influenced by factors such as economic conditions, consumer preferences, and market competition.

**MAHINDRA AND MAHANDRA**

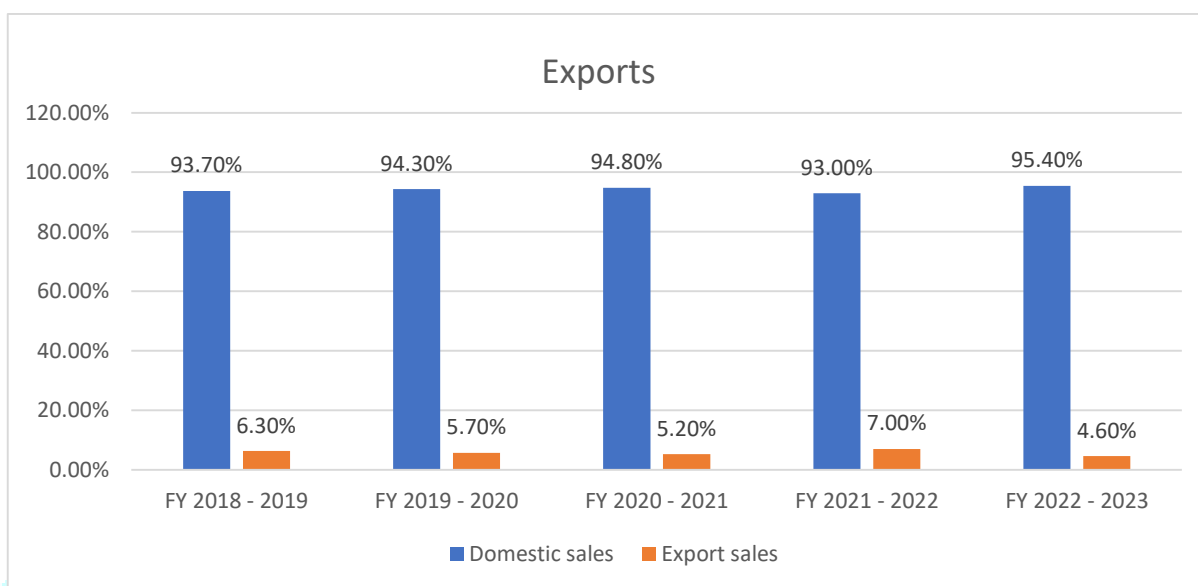
**4.2 Vehicle export of mahindra and mahandra Ltd. from financial year 2018 to 2023**

Table 4.2: export of mahindra and mahandra Ltd.

Years	Domestic sales	Export sales
FY 2018 - 2019	570,001	38,595
FY 2019 - 2020	448,295	27,026
FY 2020 - 2021	333,900	18,381

FY 2021 - 2022	433,091	32,510
FY 2022 - 2023	666,349	32,107

Graph 4.2: vehicle export of mahindra and mahandra Ltd.



#### Interpretation:-

Over the five-year period from FY 2018-2019 to FY 2022-2023, Mahindra & Mahindra has shown a mixed performance in both domestic and export sales. In terms of domestic sales, the company started with 570,001 units in FY 2018-2019, which decreased to 448,295 units in FY 2019-2020. This downward trend continued into FY 2020-2021, with domestic sales dropping further to 333,900 units. However, there was a significant recovery in FY 2021-2022, with domestic sales increasing to 433,091 units, and a further substantial increase to 666,349 units in FY 2022-2023.

In contrast, export sales for Mahindra & Mahindra started at 38,595 units in FY 2018-2019, which decreased to 27,026 units in FY 2019-2020. Despite the fluctuation in domestic sales, export sales remained relatively stable over the next two years, with 18,381 units in FY 2020-2021 and 32,510 units in FY 2021-2022. There was a slight decrease in export sales in FY 2022-2023 to 32,107 units.

Overall, Mahindra & Mahindra's domestic sales showed a strong recovery and growth trajectory over the five years, particularly in the later years, surpassing the initial figures. Export sales, on the other hand, remained relatively stable, with some fluctuations but no significant overall growth.

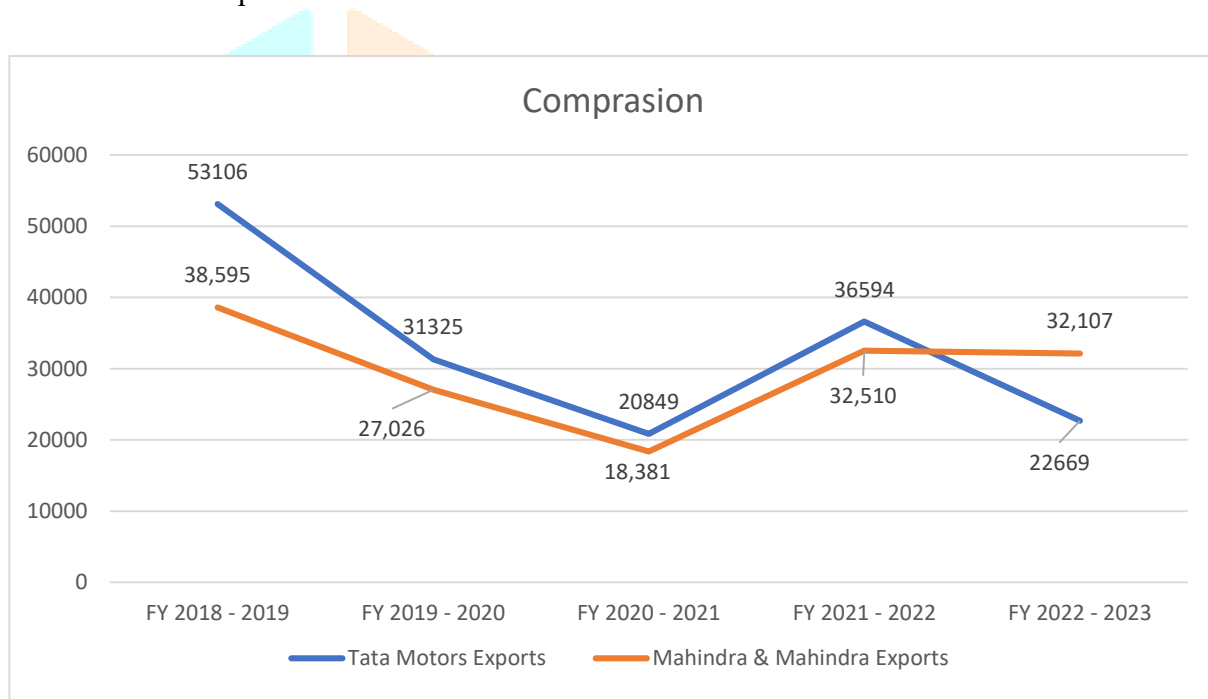


### 4.3 The comparison between Tata Motors and Mahindra & Mahindra Ltd.

Table 4.3: comparison between Tata Motors and Mahindra & Mahindra.

Years	Tata Motors Exports	Mahindra & Mahindra Exports
FY 2018 - 2019	53106	38,595
FY 2019 - 2020	31325	27,026
FY 2020 - 2021	20849	18,381
FY 2021 - 2022	36594	32,510
FY 2022 - 2023	22669	32,107

Graph 4.3 : vehicle comparison between Tata Motors and Mahindra & Mahindra.



**Interpretation:-**

Tata Motors and Mahindra & Mahindra are two prominent players in the Indian automotive industry. Both companies have faced challenges, including supply chain disruptions and semiconductor shortages. Let’s break down their performance:

Comparing the export figures of Tata Motors and Mahindra & Mahindra over the five-year period, it is evident that Tata Motors started with higher export numbers in FY 2018-2019, with 53,106 units compared to Mahindra & Mahindra's 38,595 units., However In FY 2020-2021 Tata Motors experienced a significant decline in exports in the following years, dropping to 20,849 units, while Mahindra & Mahindra's exports remained relatively stable around the 30,000-unit mark during the same period. In FY 2021-2022, both companies saw an increase in exports, with Tata Motors reaching 36,594 units and Mahindra & Mahindra reaching 32,510 units. However, in FY 2022-2023, Tata Motors' exports decreased again to 22,669 units, while Mahindra & Mahindra's exports remained consistent at 32,107 units.

Overall, Mahindra & Mahindra has maintained a more stable export performance compared to Tata Motors, with fewer fluctuations in export numbers over the five-year period. Despite Tata Motors' higher initial export figures, the company struggled to maintain consistent export numbers, experiencing significant drops in some years.

## V. FINDINGS

- **Market Diversification:** Both Tata Motors and Mahindra & Mahindra have pursued strategies to diversify their export markets, targeting regions across Asia, Africa, Europe, and the Americas.
- **Product Portfolio:** While Tata Motors has a broader product portfolio encompassing cars, trucks, vans, and buses, Mahindra & Mahindra's specialization lies in utility vehicles, tractors, and agricultural machinery.
- **Technological Adaptation:** Both companies have demonstrated a commitment to technological innovation and adaptation in their export offerings. Tata Motors has invested in electric vehicles (EVs) and sustainable mobility solutions, while Mahindra & Mahindra has leveraged advancements in agricultural technology to enhance the efficiency and productivity of its products.
- **Partnerships and Joint Ventures:** Tata Motors and Mahindra & Mahindra have formed strategic partnerships and joint ventures with local entities in various countries to facilitate market entry and navigate regulatory complexities.
- **Challenges and Resilience:** Both companies face challenges in exporting, including regulatory barriers, currency fluctuations, geopolitical tensions, and supply chain disruptions. However, their resilience and adaptability have enabled them to overcome these challenges and sustain their export growth over time.
- **Market Share and Competitiveness:** Tata Motors and Mahindra & Mahindra have steadily increased their market share in export destinations, leveraging their brand reputation, product quality, and customer service. While facing competition from global automotive players, they have managed to carve out a niche for themselves in key markets.

## VI. CONCLUSION

Both Tata Motors Limited and Mahindra & Mahindra Limited represent significant players in the automotive industry, not only within India but also on the global stage. These companies have established themselves as leaders in manufacturing a diverse range of vehicles, from cars and trucks to buses and utility vehicles. Exporting plays a crucial role in their business strategies, enabling them to expand their market reach beyond domestic borders and tap into international opportunities. Tata Motors' global presence is evident through its subsidiaries such as Jaguar Land Rover and Tata Daewoo, as well as its manufacturing and research facilities spread across various countries. The company's commitment to innovation and sustainability, particularly with investments in electric vehicles, further strengthens its position in the rapidly evolving automotive landscape. Meanwhile, Mahindra & Mahindra's legacy as a pioneering manufacturer of tractors and utility vehicles underscores its expertise and influence in the agricultural and transportation sectors. Despite facing challenges such as regulatory issues and market competition, both Tata Motors and Mahindra & Mahindra continue to

demonstrate resilience and adaptability in navigating the complexities of international trade. Their efforts in building robust sales and service networks, along with strategic partnerships and investments, reflect their long-term vision for growth and success in the global marketplace. The export-oriented strategies of Tata Motors and Mahindra & Mahindra underscore the importance of international trade in driving economic development and fostering innovation in the automotive industry. As they continue to expand their footprint and explore new markets, these companies are poised to play a pivotal role in shaping the future of mobility on a global scale.

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