

HINDUSTAN MOTORS

Brand Re-Entry Proposal

DESIGN MANAGEMENT





Capabilities

Legacy of Timeless Designs of HM

Ambassador, Contessa





Capabilities

HM & Successful Collaborations

Passenger cars, Multi Utility Vehicles, mid-size premium segment, Sports utility Vehicles.



ISUZU



VAUXHALL





Capabilities

HM's Brand Value & Customers

Non diminishing brand image

History of owning segments

Loyal followers & customer base still exists





Challenges in front

FOR A REMARKABLE RE-ENTRY

Creating a Brand Image

Keep up with Latest Tech
and Brands

Sales & Service Network



The Market Climate

The context to which the re-entry
to be planned



- Meet certain gaps in the segment

- Need of innovation in automotive industry - electric car revolution

- Need of reliable brand





How can we
bring back
the **brand**?





“HM,
**your good
old friend**”

Present the brand as an old friend who restores the friendship.

Know the image before defining new one

All effort to maintain the existing good attributes associated with the brand name.

Friendly, Innovative, sustainable.





Brand Building

A long time plan



Community
Connect



Product
Innovation



Infrastructure
Development



Community Connect

Start a new emotional equation

Small organic social
gatherings

Acknowledge service of
local mechanics

Acknowledge drivers of
Yellow Taxis

Maintenance Drives for exclusive
spare parts

Exclusive events based on the
feedback

Yellow Cab Community Connect

An example event

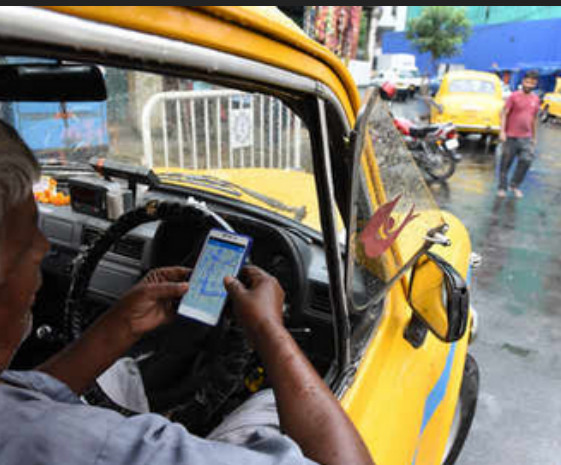
Organizing in a small street of Kolkata

Connects with local yellow cab users, drivers and mechanics

Listen, document to them, their issues, the life around the car, experiences

Solving some of the identified issues, like how online taxis affects them

Run a follow up drive, ensure the bonding.





Product Innovation

EVs & EV Charging Stations across the country

Mahindra, Tata, MG, Hyundai, Maruti

Infrastructure Development for EV
Future

Creating a Sustainable Identity

Sales Network Development

Utilizing the Time for Bigger Innovation
Pipelines

Utilize the Community Connect for
Understanding the Customer



Thank you.

Team 13.

