



Can you fit a car into your budget? And yet fit everything you want into it?

Now you can.

The Nano defies conventional thinking. Just because it was built to a price, it does not compromise on what you would want in a car. HVAC, power windows, central locking, fog lamps are all there besides many thoughtful features that would delight you. Much more than you would find in some existing small cars. All this comes with amazing fuel efficiency, big car space and safety. The Nano never ceases to surprise. As does its price. Nano. Opening a whole new world of possibilities.

nano



TATA MOTORS

- Price starts from **Rs. 1,00,000* ex-factory***
- 23.6 kmpl as per AIS
- Shared R Compliant
- Exceeds Safety Standards
- Incredibly Spacious Interior
- Top Speed of 105 kmph
- Smallest Turning Radius of 4 m
- High Ground Clearance of 180 mm
- High Grabability of 30%
- Power Windows
- Central Locking
- Fog Lamps

Nano, now on display in showrooms. Booking forms now available; bookings accepted from April 9th 2009 to April 29th 2009. Bookings will be accepted at Tata Motors Passenger Car Dealerships, State Bank of India branches, Website & Cinema stores. Online booking accepted at www.tatanano.com. Finance offers on purchase of booking forms from Westside, Cinema, World of Tata showrooms, Tata Indico exclusive stores and Tata Sky retail outlets. Booking Finance available through: State Bank of India, Tata Motors Finance, State Bank of Patiala, ICICI Bank, State Bank of Travancore, Central Bank, State Bank of Mysore, Corporation Bank, State Bank of Hyderabad, Punjab National Bank, State Bank of Bikaner and Jaipur, Federal Bank, State Bank of India, Indian Bank, AXS Bank, Union Bank of India, United Bank of India, UCB Bank. *Price is ex-factory Paragpur, Uttaranchal, for Nano (200) BS2 and includes transportation and VAT. To know more, log on to www.tatanano.com or call 020-6640-5676. Accessories shown above may not be part of standard equipment. Warranty of 18 months or 24,000 kms whichever is earlier.



Tata's Nano is not a car, it's a PHENOMENON. Tata Nano is undoubtedly being looked upon as the next big (actually small) thing. With a lot at stake on Nano, its success is extremely crucial. Let's delve into what all has been to market (online+offline) the car of the year.

Online Marketing:

1) **Website:** TataNano.com

A website dedicated to Tata Nano was up and running since January last year. The website saw huge spurts in traffic when it was the website was released and when the car was launched.



The folks at Tata have a done a good job at building a beautiful website which experience wise is also good.

The major sections of the site are

- a) Galary (both pictures and videos)
- b) Game(rather Link to a nice [virtual driving game](#) by Zapak)
- c) Community
- d) Why Nano?
- e) Booking Details

The website is quite informative and easy to navigate while the chat feature is either programmed or buggy. The site also has a forum which is slightly active and has no signs of involvement by officials from Tata.



2) Social Media:

There are definitely some efforts to use social media to market the car. Not sure if there's an elaborate strategy behind it all but here's what's being done.

a) Blog:



Though it's certainly a step in right direction but clearly it's a semi baked and half hearted effort with just two posts on the blog(managing 71 and 20 comments respectively) and no official replies to the conversation.

b) Orkut:

Orkut is one of the most popular social networking platforms in India and thus an obvious choice to pitch. There's a user [profile](#) for Nano which has a few pics and videos and has around 350 friends. Also, there's a [group](#) dedicated to the care which has around 11,000 members. The group was started back in May, 08.

c) Facebook:

Facebook is also a top networking site amongst Indians and there are some attempts to market Nano here too. There's a [fan page](#) for the car with about 6000 fans, a few videos and picture albums. Here again the interaction levels from company reps are quite low (if at all).

d) YouTube:

There's also a YouTube [channel](#) for Tata Nano which has some 78 subscribers and has managed to generated more than 10,000 views on videos of the car.

3) Online Booking:

There was also a lot of buzz surrounding online bookings for the car, I am not sure if this idea was [implemented](#) on Tata Nano's site but it did definitely generate a lot of excitement on the web in general.

4) Nano Game:



As mentioned previously, the game by Zapak was a great move to spread word about the car and it seems to have really worked well in doing it's job. There are a lot of [claims](#) that the game has been played millions of times since its launch. It's a simple and easily accessible game, which anyone with a browser and internet connection can play.

5) Online Advertisements:



The blogosphere and Indian media sites were inundated with ads for Tata Nano. The ads came in all shapes and sizes and were definitely noticed. Though not directly a part of marketing, it's an important aspect of Nano's promotional campaign.

Offline Marketing

1) Collaborations:

As a part of their strategy to avoid premium for booking Nano, Tata partnered with a few banks for releasing application forms. Though the reason behind the move was different, it did help a lot in marketing Nano as the banks used their resources to market their collaboration with Tata to attract more and more applicants. ICICI bank for example initiated a whole campaign to get noticed and spread the word. icicibank.com had a banner ad on their home page for booking Nano, and also ran links inside the site for the same. Not only this, the banks hired extra part time staff to book the Car. Roping banks like ICICI and SBI helped in also offering loans for total payment of car and infact to surprise of sum Tata announced a bank interest on the applications for Nano which will be rejected in lucky draw.

2) Mall Promotions:

As is the case with most automobile companies, Tata too ran a series of promotional activities on Malls to get Nano in front of perspective buyers.

3) Leveraging Existing Infrastructure:

Tata, a giant brand that it is has also leveraged its umbrella groups to market Nano. Now you can find Nano merchandise, application forms and demo cars in Tata Indicom, Titan, Croma and Westside stores. Tata Indicom is also offering a money-back offer with every application form.

4) TV

Though Tata didn't invest heavily into TV commercials; they did get a few channels to use the word 'nano' instead of small wherever possible. For instance, instead of anchors saying 'we'll be back after a short break' on TV channels, they're saying, 'We'll be back after a nano break.'

These are some of the marketing campaigns/tactics that I could find about Tata Nano, if you think I've missed something, just drop me an email and I'll update the post.

If you found this case study useful, feel free to share it with others.

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