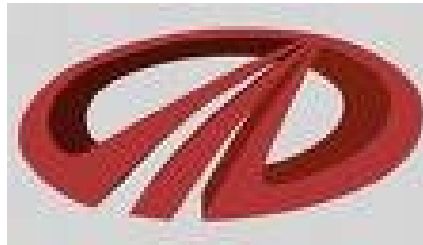


**A
STUDY ON
CUSTOMER SATISFACTION WITH SPECIAL REFERENCE
TO
MAHINDRA BOLERO
BY**

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Regd. No. 08/48



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**INSTITUTE OF COMPUTER & BUSINESS MANAGEMENT
HYDERABAD**





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EXECUTIVE SUMMARY

Mahindra & Mahindra (M&M), the market leader in multi-utility vehicles in India. The company started manufacturing commercial vehicles in 1945. M&M is the leader by far in commercial vehicle and the second largest in the passenger vehicle market. The company is the world's sixth largest medium and heavy commercial vehicle manufacturing.

Mahindra is best known for utility vehicles and tractors in India, Its automotive division, the company's oldest unit (founded in 1945), makes jeeps and three-wheelers (not passenger "auto rickshaws," but utilitarian delivery and flatbed incarnations). M&M's farm equipment sector, formed in 1963 during India's green revolution, manufactures tractors and industrial engines. M&M also produces military vehicles. The company has facilities located throughout India.

The survey involved gathering wide information about the company, its products, customer satisfaction and impact of various competitive firms on the company.

From the information collected, various aspects were identified where the company needs to focus more to improve the efficiency of marketing team of Mahindra Automotives.

The research was conducted through collection of primary and secondary data. Secondary data was collected through visiting various web sites, automobile magazines and other reliable sources. Primary data was collected through a well-framed questionnaire, of which later a detailed analysis was done using various statistical I.T. tools like MS Word and MS Excel.





On the basis, the secondary data analysis and the extensive analysis of the primary data, interpretations were drawn for the questions and conclusion is drawn. Certain suggestions are also drawn from the analysis to help.

Mahindra Automotives to increase its market share in commercial passenger segment and MPVs.

The main research that followed is to know "**Customer satisfaction towards Mahindra BOLARO SLX**", a new SUV recently launched by Mahindra. Due to the limited resources and time constraints, the study was conducted within the area **Allahabad** city.





ma**INTRODUCTION**hindra

Customer Satisfaction is the buzzword used by the business people for the success of organization in the present days. Due to the increases of heavy competition in every product – line it become difficult for the companies to retain the customers for longer time. So retain the customer for longer time the marketer has to do only one things i.e. customer satisfaction .If customer is fully satisfied by the product it not only rub the organization successfully but also fetch many benefits for the company . They are less process sensitive and they remain customer for a longer period. They buy addition products overtimes as the company introduce related produce related products or improved, so customer satisfactions is gaining a lot of importance in the present day. Every company is conducting survey on customer satisfaction level on their products .To make the products up to the satisfaction level of customers.

This project is also done to know the customers satisfaction on the BOLERO on behalf of Mahindra and Mahindra Automobiles. The impact of automobile industry on the rest of the economy has been so pervasive and momentous that is characterized as second industrial. It played a vital role in helping the nation to produce higher value good and services and in the enhancing their skills and impose tremendous demand for automobile. The decrease in the interest rate and easy available of cars loons from 2 to 3 years, lot of car manufacturers company facing cut throat competition in the fields of technology and price, So to gain the market share it is important for the institutes to satisfy its customers and to retain the reputation and its image.





Customer Satisfaction Strategies Followed By M&M

The different strategies followed by M&M consists of Customer relationship management, strategy to providing better facility to the owner, and strategy to provide better after sales service to customer.

Customer Relationship Management

CRM as a tool was used to create positive word-of-mouth, to monitor customer experiences and generate referrals. A series of CRM activities were implemented with regular direct communication, events and customer satisfaction surveys, Events, Festive offers, Rewards Program, etc.

INTRODUCTION OF AUTOMOBILE INDUSTRY

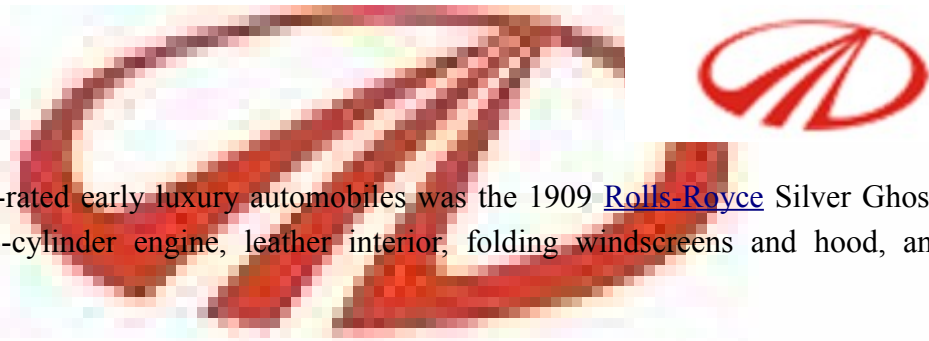
The automobile industry has changed the way people live and work. The earliest of modern cars was manufactured in the year 1895.

Shortly the first appearance of the car followed in India. As the century turned, three cars were imported in Mumbai (India). Within decade there were total of 1025 cars in the city.

The dawn of automobile actually goes back to 4000 years when the first wheel was used for [transportation](#) in India. In the beginning of 15th century, Portuguese arrived in China and the interaction of the two cultures led to a variety of new technologies, including the creation of a wheel that turned under its own power. By 1600s small steam-powered engine models was developed, but it took another century before a full-sized [engine](#)-powered vehicle was created.

Brothers Charles and Frank Duryea introduced the actual horseless carriage in the year 1893. It was the first internal-combustion motor car of America, and it was followed by Henry Ford's first experimental car that same year.





One of the highest-rated early luxury automobiles was the 1909 [Rolls-Royce](#) Silver Ghost that featured a quiet 6-cylinder engine, leather interior, folding windscreens and hood, and an aluminum body.

Chauffeurs usually drove it and emphasis was on comfort and style rather than speed.

During the 1920s, the cars exhibited design refinements such as balloon tires, pressed-steel wheels, and four-wheel brakes.

Graham Paige DC Phaeton of 1929 featured an 8-cylinder engine and an aluminum body.

The 1937 Pontiac De Luxe [sedan](#) had roomy interior and rear-hinged back door that suited more to the needs of families. In 1930s, vehicles were less boxy and more streamlined than their predecessor was.

The 1940s saw features like automatic transmission, sealed-beam headlights, and tubeless tires.

The year 1957 brought powerful high-performance cars such as Mercedes-Benz 300SL. It was built on compact and stylized lines, and was capable of 230 kmph (144 mph).

This was the Indian automobile history, and today modern cars are generally light, aerodynamically shaped, and compact.

Facts & Figures

The automobile industry in India is on an investment overdrive. Be it passenger car or two-wheeler manufacturers, commercial vehicle makers or three-wheeler companies - everyone appears to be in a scramble to hike production capacities. The country is expected to witness over **Rs 30,000 crore** of investment by 2010.

Hyundai will also be unmasking the Verna and a brand new diesel car. **General Motors** will be launching a mini and may be a compact car.





Most of the companies have made their intentions clear. **Maruti Udyog** has set up the second car plant with a manufacturing capacity of **2.5 lakh** units per annum for an investment of **Rs 6,500 Crore** (**Rs 3,200 Crore** for diesel engines and **Rs 2,718 Crore** for the car plant itself).

Hyundai and **Tata Motors** have announced plans for investing a similar amount over the next 3 years. Hyundai will bring in more than **Rs 3,800 Crore** to India.

Tata Motors will be investing **Rs 2,000 Crore** in its small car project.

General Motors will be investing **Rs 100 Crore**, **Ford** about **Rs 350 Crore** and **Toyota** announced modest expansion plans even as **Honda Siel** has earmarked **Rs 3,000 Crore** over the next decade for India - a sizeable chunk of this should come **by 2010** since the company is also looking to enter the lucrative small car segment.

.Talking about the commercial vehicle segment, **Ashok Leyland** and **Tata Motors** have each announced well over **Rs 1,000 Crore** of investment. **Mahindra & Mahindra's** joint venture with International Trucks is expected to see an infusion of at least **Rs 500 Crore**.

Industry performance in 2008-09

The Indian automotive market managed to stand up to the vagaries of the economic meltdown to show slightly growth during fiscal 2008-09. Overall vehicle sales at **97.23 lakh** grew **0.71 per cent** from **96.54 lakh** units in 2007-08.

When major automotive markets reported a **30-40 per cent** decline, only a handful of countries managed to show growth. A few months ago, India was looking at negative growth but has turned around. It is actually better than expected.

Passenger vehicle sales at **15.51 lakh** registered flat growth while commercial vehicle sales showed a **21 per cent drop**.

SIAM has a positive outlook for the current financial year. While it foresees a **7-8 per cent** growth for the commercial vehicle segment, the industry body predicts a **3-5 per cent** growth for





passenger vehicles. The three-wheeler segment may grow **5-8 per cent** growth while two wheelers may show **3-5 per cent** growth.

The passenger vehicle market has weathered the downturn largely due to market leader **Maruti Suzuki** which holds **48 per cent** of the market. The compact car giant clocked **7.22 lakh** units for 2008-09. Closest rival **Hyundai Motor India** sold **2.44 lakh cars**, a growth of **13 per cent**. Tata Motors' sales grew **1.3 per cent** at **2.30 lakh** units while Mahindra & Mahindra posted **2.5 per cent** growth at **1.06 lakh** units.

Most premium carmakers saw volumes shrink last fiscal. **Toyota Kirloskar Motor's** numbers fell **15 per cent** to **46,892** units while **Ford India's** sales were down **17 per cent** to **27,976** units. **Honda Siel Cars India** also saw a **17 per cent** drop at **52,420** units while **General Motors India** was down **8 per cent** to **61,526** units.

Among commercial vehicle makers, all major players saw substantial fall in volumes. Market leader **Tata Motors** with a **60 per cent** plus share, showed **22 per cent** drop in numbers at **2.34 lakh** units while Ashok Leyland showed **37 per cent** drop at **47,632**.

Eicher's sales volume fell **37 per cent** at **17,341** units and Force Motors was down **28 per cent** at **7,819** units. "The freight movement is unlikely to improve this fiscal which will impact truck sales.

Two-wheeler sales grew **2.6 per cent** to **74.38 lakh** units. "Hero Honda has made up for the erosion of sales volume for other two-wheeler makers including Bajaj Auto and TVS Motor Company," said Mr. Matta. Hero Honda clocked **36.40 lakh** units, a growth of **12.5 per cent**. Bajaj Auto's volumes dropped **23 per cent** to **12.86 lakh** units while TVS saw a marginal decline at **11.36 lakh** units. **Honda** Motorcycle and Scooter India's sales surged **16 per cent** to **10.15 lakh** units.

OBJECTIVES OF THE STUDY





The study has been under taken to analyze the customer satisfaction towards all variant of Mahindra BOLERO in Allahabad (U.P) with a special reference to the M&M motors, the other objectives are:

- To gather information about customer satisfaction toward Bolero in the geographic region of Allahabad (UP).
- To know the customer perception about features, low maintenance cost and looks of Bolero.
- To know the customer satisfaction about the safety and comfort provided by Bolero.
- To provide suggestions, in improving the customer satisfaction and the company sales and profitability
- To know the customer satisfaction towards the after sales service offers by M&M.





RESEARCH METHODOLOGY

Research Methodology

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate actions. The research process provides a systematic, planned approach to the research project and ensures that all aspects of the research project are consistent with each other.

Research studies evolve through a series of steps, each representing the answer to a key question.

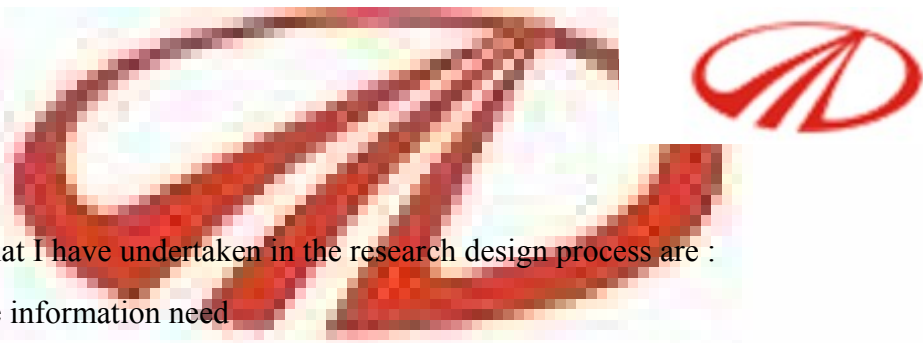
INTRODUCTION

This chapter aims to understand the research methodology establishing a framework of evaluation and reevaluation of primary and secondary research. The techniques and concepts used during primary research in order to arrive at findings; which are also dealt with and lead to a logical deduction towards the analysis and results.

RESEARCH DESIGN

I propose to first conduct a intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which I feel remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research. This stage shall help me to restrict and select only the important question and issue, which inhabit growth and segmentation in the industry.





The various tasks that I have undertaken in the research design process are :

- Defining the information need
- Design the exploratory, descriptive and causal research.

RESEARCH PROCESS

The research process has four distinct yet interrelated steps for research analysis

It has a logical and hierarchical ordering:

- ✓ Determination of information research problem.
- ✓ . Development of appropriate research design.
- ✓ . Execution of research design.
- ✓ . Communication of results.

Each step is viewed as a separate process that includes a combination of task , step and specific procedure. The steps undertake are logical, objective, systematic, reliable, valid, impersonal and ongoing.

EXPLORATORY RESEARCH

The method I used for exploratory research was

- Primary Data
- Secondary data

PRIMARY DATA

New data gathered to help solve the problem at hand. As compared to secondary data which is previously gathered data. An example is information gathered by a questionnaire. Qualitative or





quantitative data that are newly collected in the course of research, Consists of original information that comes from people and includes information gathered from surveys, focus groups, independent observations and test results. Data gathered by the researcher in the act of conducting research. This is contrasted to secondary data, which entails the use of data gathered by someone other than the researcher information that is obtained directly from first-hand sources by means of surveys, observation or experimentation.

Primary data is basically collected by getting questionnaire filled by the respondents.

SECONDARY DATA

Information that already exists somewhere, having been collected for another purpose. Sources include census reports, trade publications, and subscription services. There are two types of secondary data: internal and external secondary data. Information compiled inside or outside the organization for some purpose other than the current investigation Researching information, which has already been published? Market information compiled for purposes other than the current research effort; it can be internal data, such as existing sales-tracking information, or it can be research conducted by someone else, such as a market research company or the U.S. government.

Secondary source of data used consists of books and websites

My proposal is to first conduct a intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which I feel remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research.

DESCRIPTIVE RESEARCH

STEPS in the descriptive research:





Statement of the problem

- ✓ Identification of information needed to solve the problem
- ✓ Selection or development of instruments for gathering the information
- ✓ Identification of target population and determination of sampling Plan.
- ✓ Design of procedure for information collection
- ✓ Collection of information
- ✓ Analysis of information
- ✓ Generalizations and/or predictions

DATA COLLECTION

Data collection took place with the help of filling of questionnaires. The questionnaire method has come to the more widely used and economical means of data collection. The common factor in all varieties of the questionnaire method is this reliance on verbal responses to questions, written or oral. I found it essential to make sure the questionnaire was easy to read and understand to all spectrums of people in the sample. It was also important as researcher to respect the samples time and energy hence the questionnaire was designed in such a way, that its administration would not exceed 4-5 mins. These questionnaires were personally administered.

The first hand information was collected by making the people fill the questionnaires. The primary data collected by directly interacting with the people. The respondents were contacted at shopping malls, markets, places that were near to showrooms of the consumer durable products





etc. The data was collected by interacting with 200 respondents who filled the questionnaires and gave me the required necessary information. The respondents consisted of housewives, students, businessmen, professionals etc. the required information was collected by directly interacting with these respondents.

DETERMINATION THE SAMPLE PLAN AND SAMPLE SIZE

TARGET POPULATION

It is a description of the characteristics of that group of people from whom a course is intended. It attempts to describe them as they are rather than as the describer would like them to be. Also called the audience the audience to be served by our project includes key demographic information (i.e.; age, sex etc.).The specific population intended as beneficiaries of a program. This will be either all or a subset of potential users, such as adolescents, women, rural residents, or the residents of a particular geographic area. Topic areas: Governance, Accountability and Evaluation, Operations Management and Leadership. A population to be reached through some action or intervention; may refer to groups with specific demographic or geographic characteristics. The group of people you are trying to reach with a particular strategy or activity. The target population is the population I want to make conclude an ideal situation; the sampling frames to matches the target population. A specific resource set that is the object or target of investigation. The audience defined in age, background, ability, and preferences, among other things, for which a given course of instruction is intended.

I have selected the sample trough Simple random Sampling

SAMPLE SIZE:





This involves figuring out how many samples one need.

The numbers of samples you need are affected by the following factors:

- Project goals
- How you plan to analyze your data
- How variable your data are or are likely to be
- How precisely you want to measure change or trend
- The number of years over which you want to detect a trend
- How many times a year you will sample each point
- How much money and manpower you have

SAMPLE SIZE

I have targeted 150 people in the age group above 21 years for the purpose of the research. The target population influences the sample size. The target population represents the Delhi regions. . The people were from different professional backgrounds.

The details of our sample are explained in chapter named primary research where the divisions are explained in demographics section.

ERRORS IN THE STUDY

Interviewer error

There is interviewer bias in the questionnaire method. Open-ended questions can be biased by the interviewer's views or probing, as interviewers are guiding the respondent while the questionnaire is being filled out. The attitudes the interviewer reveals to the respondent during the





interview can greatly affect their level of interest and willingness to answer openly. As interviewers, probing and clarifications maximize respondent understanding and yield complete answers, these advantages are offset by the problems of prestige seeking, social desirability and courtesy biases.

mahindra

Questionnaire error

The questionnaire designing has to be careful so that only required data is concisely revealed and there is no redundant data generated. The questions have to be worded carefully so that the questions are not loaded and does not lead to a bias in the respondents mind

Respondent error

The respondents selected to be interviewed were not always available and willing to co operate also in most cases the respondents were found to not have the knowledge, opinion, attitudes or facts required additionally uninformed response errors and response styles also led to survey error.


Sampling error

We have taken the sample size of 150, which cannot determine the buying behavior of the total population. The sample has been drawn from only National Capital Region.

Research Design

Research design is a conceptual structure within which research was conducted. A research design is the detailed blueprint used to guide a research study towards its objective. It is a series of advanced decision taken together comprising a master plan or a model for conducting the





research in consonance with the research objectives. Research design is needed because it facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximum information with the minimum effort, time and money.

Mahindra

Scope and the Limitation of the study

- The scope of study is limited to the respondents are selected from in and around Allahabad, U.P
- The project is carried out for the period of 45 days only.
- Measurement of customer satisfaction is complex subjects, which uses non-objectives method, which is not reliable.
- The sample unit was also 150 respondents.
- However, Mahindra and Mahindra Automobile showrooms are located in other places i.e. locally and even in the neighboring states. Only opinion of respondents of Allahabad city was consider for finding out the opinions of respondents.





COMPANY PROFILE





HISTORY OF MAHINDRA & MAHINDRA AUTOMOTIVE

Mahindra & Mahindra (M&M) was established in 1945 as Mahindra & Mohammed. Later on, after the partition of India, one of the partners - Ghulam Mohammad - returned to Pakistan, where he became Finance Minister. As a result, the company was renamed to Mahindra & Mahindra in 1948.

M&M started its operation as a manufacturer of general-purpose utility vehicles. It assembled CKD jeeps in 1949. Over the passing years, the company expanded its business and started manufacturing light commercial vehicles (LCVs) and agricultural tractors.





Apart from agricultural tractors and LCVs, Mahindra & Mahindra also showed its dexterity in manufacturing army vehicles. Soon, it started its operations abroad, through its plants set up in China, the United Kingdom and the USA.

M&M partnered with companies prominent in the international market, including Renault SA, International Truck and Engine Corporation, USA, in order to mark its global presence. M&M also started exporting its products to several countries across the world. Subsequently, it set up its branches including Mahindra Europe Srl (based in Italy), Mahindra USA Inc., Mahindra South Africa and Mahindra (China) Tractor Co. Ltd.

At the same time, M&M managed to be the largest manufacturer of tractors in India, by holding leadership in the market of the country, for around 25 years. The company is an old hand in designing, developing, manufacturing and marketing tractors as well as farm implements. It made its entry to the passenger car segment in India, with the manufacture of Logan (mid-size sedan) in April 2007, under the Mahindra Renault collaboration.

Soon after the considerable success of Logan, M&M started launching a wide range of LCVs and three wheelers as well as SUVs including Scorpio and Bolero. In the present time, Bolero has gained immense popularity in India. It is one of the most opted vehicles in its class.

MAHINDRA BOLERO

Mahindra Bolero is one of the most successful and popular utility vehicle of the Mahindra and Mahindra Group. The car is robust in appearance and it has been elegantly designed, keeping in mind the conditions of the Indian roads.

Mahindra Bolero is also among the best fuel-efficient cars of India as the manufacturer has equipped it with a 2500 cc diesel engine with 5-speed transmission.





MAHINDRA SCORPIO

Mahindra & Mahindra Limited launched Mahindra Scorpio as its first Sports Utility Vehicle in India in 2002.

This SUV has redefined the expectations for the design of SUVs with its sturdy looks and powerful performance, the sophisticated interior design adds to the further glory to the appearance.

MAHINDRA INGENIO

Mahindra & Mahindra is planning to launch a new multi-purpose vehicle (MPV) to take on the Toyota Innova and the Chevrolet Tavera in both the individual buyer and taxi segments. Mahindra has currently named the project Ingenio. The vehicle is expected to hit the market in 2009.

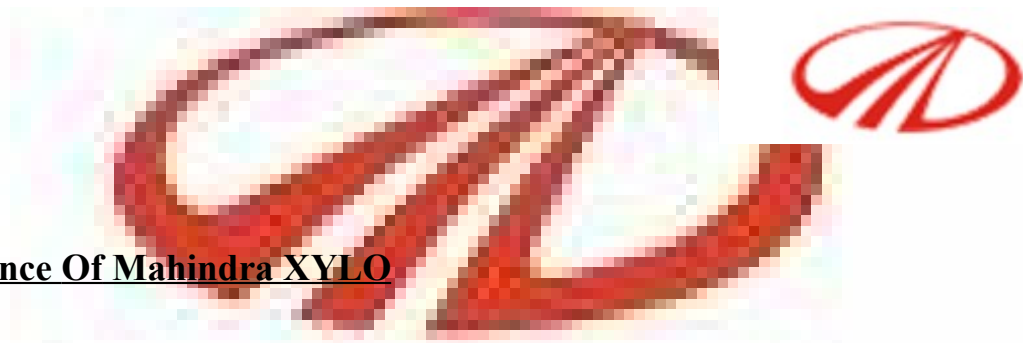
MAHINDRA RENAULT LOGAN

Much awaited Mahindra-Renault Logan has been launched in India. This compact sedan is a spacious, practical and affordable vehicle. The outlook of Logan is impressive and the basic version is a value for money, however the top-end versions are a bit high on price. The prominent feature of this car is its performance, interiors and economy.

MAHINDRA XYLO

Mahindra & Mahindra Limited launched their latest Multi Utility Vehicle (MUV) “Xylo” in India on January 13, 2009. The car boasts of having all the luxurious features that are seen in today’s sedans, with the ample space of a utility vehicle. Xylo's muscular stance contributes to its commanding road presence. Fully packed with the latest features, the MUV is sure to impress Indian consumers and provide a stiff competition to the other vehicles within its class.





Performance Of Mahindra XYLO

Under the hood of Mahindra Xylo lies a 4-cylinder turbocharged, mEagle diesel engine, which generates a power of 112bhp @ 3800 rpm and a peak torque of 24 kgm @ 1800-3000 rpm. The powerful engine is developed on the NEF CRDe platform and is mated to 5-gears manual transmission. The car accelerates from rest to 60 km/h in just 5.8 seconds.

MILSTONE, AWARDS AND ACCOLADES

M&M's 61st year was studded with a number of noteworthy achievements, prestigious prizes and glittering awards.

DUAL HONOURS FOR CHAIRMAN MR. KESHUB MAHINDRA

Chairman, **Mr. Keshub Mahindra** was awarded the “Business Visionary Award 2006” instituted by the National Institute of Industrial Engineering (NITIE), Mumbai.

Chairman, Mr. Keshub Mahindra was also awarded the prestigious IBS Kolkata Lifetime





Achievement Award for his “unparalleled contribution to industrial growth and social and economic development of the community”.

The Institute of Chartered Financial Analysts of India’s (ICFAI) India Business School (IBS) presented it, Kolkata, at the Strategy Summit 2007, held in Kolkata.

SLEW OF HONOURS FOR MR. ANAND MAHINDRA

Mr. Anand Mahindra, VC & MD, Mahindra Group, received a number of prestigious awards in 2006-07, including:

- The prestigious CNBC Asia Business Leader of the Year Award for the Year 2006 as well as the CNBC TV India “Business Leader of the Year Award”.
- The ‘CEO of the Year’ award at the India Brand Summit 2006 co-sponsored by Business Standard and ITM Business School in association with Times Now and DNA newspaper.
- The LMA Entrepreneur of the Year 2006 award, instituted by the Ludhiana Management Association (LMA).
- The Most Inspiring Corporate Leader of the Year’ Award by NDTV Profit
- The NDTV Profit – Car & Bike Award 2007 for Automobile Man of the Year.

Mr. Anand Mahindra was also nominated as a Member of the Council of the Executive Committee of the National Sports Development Fund (NSDF) of the Govt. of India. He was featured in the list of 50 Most Influential Indians in Business Week’s edition dated August 13, 2007





HIGHEST CRISIL RATING FOR M&M

M&M has received the highest Governance & Value Creation rating, CRISIL GVC Level - I from CRISIL for the ability to create value for all stakeholders, while adopting sound corporate governance practices.

DUN & BRADSTREET AMERICAN EXPRESS CORPORATE AWARDS 2006

Mahindra & Mahindra was rated as the leading Indian company in the Automobile - Tractors sector in the 'Dun & Bradstreet – American Express Corporate Awards 2006'. The Automobile Sector comprises of three categories – Passenger Vehicles, Commercial Vehicles and Tractors.

These awards recognize the virtues of size and growth in the awards methodology. M&M ranked No. 1 in these two segments in the premier Dun & Bradstreet India publication, India's Top 500 Companies 2006.

MAHINDRA RECEIVES AMITY HR EXCELLENCE AWARD

Mahindra & Mahindra was honored with the Amity HR Excellence Award at the Fourth Amity Global HR Summit 2007 held at the Amity International Business School, Noida. The Amity HR Excellence Award recognized Mahindra as one of the most admired companies across the globe on account of its innovative strategies for Human Resources Management and Development.

GLOBAL HR EXCELLENCE AWARD FOR M&M

Mahindra & Mahindra won the Global HR Excellence Award for Innovative HR practices (Manufacturing Sector), in the Asia Pacific HRM Congress, held in Mumbai. These awards recognize organizations and individuals who have embraced change, encouraged constructive challenges and demonstrated entrepreneurial skills in the corporate world.





M&M WINS BOMBAY CHAMBER GOOD CORPORATE CITIZEN AWARD 2006-07

M&M was presented with the coveted Bombay Chamber Good Corporate Citizen Award 2006-07 at a glittering ceremony held to celebrate the Chamber's 172nd Foundation Day on September 21, 2007. Mr. Bharat Doshi, Executive Director, M&M Ltd. and Mr. Rajeev Dubey, Member of the Group Management Board and Chairman, Mahindra & Mahindra CSR Council, received the award on behalf of the company.

This Award recognizes and honors conspicuous achievement by corporate organizations by way of service to the civic community, in addition to outstanding operational performance. It takes into account several parameters, including Business Performance, Corporate Interests, Employee Welfare, Customer and Stakeholder Satisfaction and Social Investment.

GOLDEN PEACOCK AWARD FOR EXCELLENCE IN CORPORATE GOVERNANCE

Mahindra & Mahindra won the coveted Golden Peacock Award for Excellence in Corporate Governance 2006. This award validates the company's 'Best-in-Class' corporate governance practices and reflects its transparent and ethical dealings with stakeholders across the entire value chain. It recognizes the Management's commitment to the highest standards of corporate conduct and its commitment to Corporate Social Responsibility as a distinct activity that helps build commendable social values and adds to the ethical fiber of the organization.

BEST AUTOMOTIVE MANUFACTURING SUPPLY CHAIN EXCELLENCE AWARD

Mahindra & Mahindra has been awarded as the organization with the "Best Automotive Manufacturing Supply Chain Excellence". The awards were presented by India Times Mindscape (Times of India Group) along with the Business India Group at the Express,





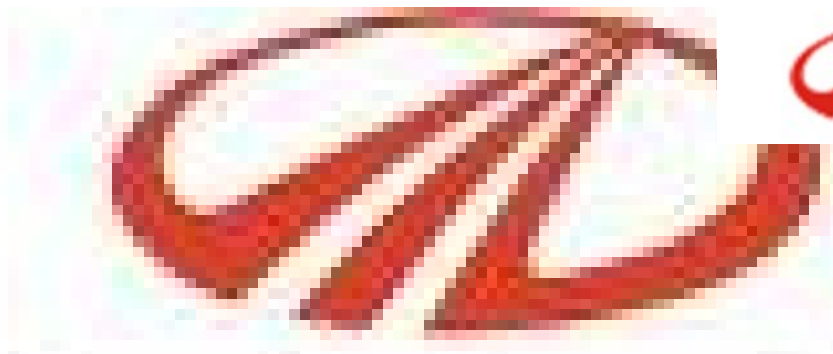
Logistics & Supply Chain Awards held in Mumbai on September 28, 2007. A. C. Neilson is accredited with the research for the award nominees and winners.

HIGH RANKINGS FOR MAHINDRA

M&M was ranked second in the prestigious e Most Trusted Car Company in India study conducted by TNS. M&M scored 127 points, just seven points below the top ranking company, according to a TNS communiqué.

- M&M was ranked 14th in The Economic Times prestigious ‘ET 500’ list of top achieving companies in India. The company has moved up four ranks from last year. To quote from the ‘ET 500’ write-up: “M&M’s ‘art-to-part’ strategy of diversification into the auto parts value chain and its plans for new platforms for utility vehicles and joint venture with Renault for Logan have led to a gain in ranks.”
- M&M was ranked 22nd in Business India’s annual survey of the country’s top companies - Super 100
- M&M was ranked 31st in Business Today’s annual survey of India’s most valuable companies

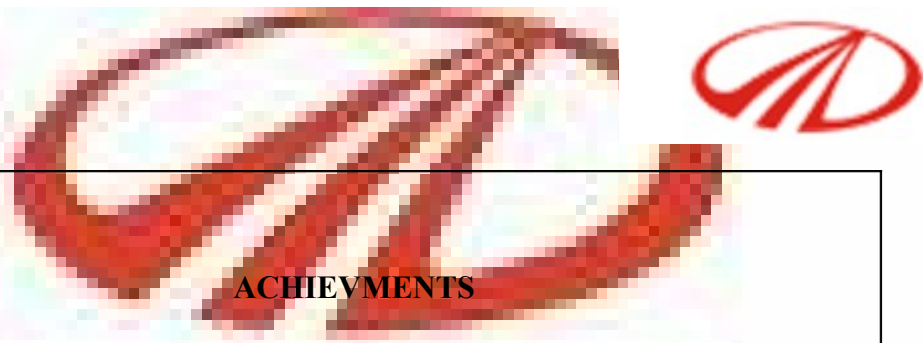




MAHINDRA

MILESTONES OF MAHINDRA & MAHINDRA





YEAR	ACHIEVEMENTS
1947	In October, the first batch of 75 Utility Vehicles (UVs) imported in CKD condition from Willys overland Export Corporation.
1949	Lease of 11,071 Sq. yards at Mazagaon from British India Steam navigation. The first Willys Overland Jeep built in India at the Assembly Plant , Mazagaon, Bombay (now Mumbai).
1954	Manufacture of Vehicles undertaken in collaboration with Kaiser Jeep Corporation and American Motors Corporation.
1962	Indigenous content of Jeep goes up to 70 per cent. To centralise manufacturing operations, 137 acres of land purchased at Kandivli.
1965	FC 150 Petrol Trucks introduced.





Mahindra





PRODUCT PROFILE

PRODUCTS OF MAHINDRA AUTOMOTIVE

MAHINDRA

MAHINDRA "SCORPIO"



MAHINDRA "BOLERO"





MAHINDRA “XYLO”



MAHINDRA RENAULT “LOGAN”



MAHINDRA “MARSHAL”





MAHINDRA "MAXX"

BOLERO VARIANTS

Bolero SLX

Features and Specification

Make	Mahindra
Model	Bolero
Variant	SLX
Body Type	SUV
No. of Doors	5

Fuel Efficiency:

City Mileage	9.4 kmpl
Highway Mileage	12.4 kmpl





Fuel Capacity	60 liters
Fuel Type	Diesel
Fuel Grade	-

Engine Parameters:

Displacement	2523cc
Bore	-
Stroke	-
Cylinder Configuration	4 inline
Valve Gear Operation	-
Compression Ratio	-
No. of Valves	8
Aspiration	Turbo Charged
Fuel System	DI
Horse Power	63.12@3200 ps@rpm
Torque	180@1440 Nm@rpm

Steering and Suspension

Steering Type	Rack and pinion, power assist
Power Steering	Yes
Front Suspension	Independent with coil spring
Rear Suspension	Leaf spring

Dimensions:





Length	4056 mm
Height	1880 mm
Width	1660 mm
Wheel Base	2680 mm
Clearance	200 mm
Boot	-
Front Head Room	Min: 60mm Max: 60mm
Front Leg Room	-
Rear Head Room	Min: 60mm Max: 60mm
Rear Leg Room	Min: 74mm Max: 94mm
Krebs Weight	Min: 1615kg Max: 1615 kg
Gross Weight	

Drive Train

Type	Manual
Gears	5
Drive Line	RWD

Comforts Features

AM / FM Radio	Present
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Except AM / FM radio there is no other comfort is provided.

Safety: There is no safety feature included in Bolero SLX including antitheft system etc.

BOLERO SLE

Feature and Specification





Make	Mahindra
Model	Bolero
Variant	SLE
Body Type	SUV
Number of Doors	5

Fuel Efficiency:

City Mileage	9.5 kmpl
Highway Mileage	13.2 kmpl
Fuel Capacity	60 liters
Fuel Type	Diesel
Fuel Grade	-

Engine Parameters:

Displacement	2523cc
Bore	-
Stroke	-
Cylinder Configuration	4 inline
Valve Gear Operation	-
Compression Ratio	-
No. of Valves	8
Aspiration	Turbo Charged
Fuel System	DI
Horse Power	63.12@3200 ps@rpm
Torque	180@1440 Nm@rpm

Steering and Suspension

Steering Type	Rack and pinion, power assist
Power Steering	Yes





Front Suspension	Independent with coil spring
Rear Suspension	Parabolic Leaf spring

Dimensions:

Length	4056 mm
Height	1880 mm
Width	1660 mm
Wheel Base	2680 mm
Clearance	180 mm
Boot	-
Front Head Room	-
Front Leg Room	-
Rear Head Room	-
Rear Leg Room	-
Krebs weight	Min: 1615kg Max: 1615 kg
Gross weight	-

Drive Train

Type	Manual
Gears	5
Drive Line	RWD

Comfort Features

Air-Conditioning	Yes
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Except Air conditioning, no other comfort features are present in the Bolero SLE.

Same as SLX no safety features are present in the Bolero SLE.

Mahindra

BOLERO DIZ

Feature and Specification

Make	Mahindra
Model	Bolero
Variant	DIZ
Body Type	SUV
Number of Doors	5

Fuel Efficiency:

City Mileage	9.5 kmpl
Highway Mileage	13.2 kmpl
Fuel Capacity	60 liters
Fuel Type	Diesel
Fuel Grade	-

Engine Parameters:

Displacement	2523cc
Bore	-
Stroke	-
Cylinder Configuration	4 inline
Valve Gear Operation	-
Compression Ratio	-
No. of Valves	8





Aspiration	-
Fuel System	DI
Horse Power	63.12@3200 ps@rpm
Torque	137.5@2000-2500 Nm@rpm

Steering and Suspension

Steering Type	Rack and pinion, power assist
Power Steering	Yes
Front Suspension	Independent with coil spring & anti roll bar
Rear Suspension	Parabolic Leaf springs

Dimensions:

Length	4056 mm
Height	1880 mm
Width	1815 mm
Wheel Base	2680 mm
Clearance	200 mm
Boot	-
Front Head Room	-
Front Leg Room	-
Rear Head Room	-
Rear Leg Room	-
Krebs weight	Min: 1615kg Max: 1615 kg
Gross weight	5.4 kg





Drive Train Mahindra

Type	Manual
Gears	5
Drive Line	RWD

This model of Mahindra Bolero do not consist any comfort features and safety features.

BOLERO DI

Feature and Specification





Make	Mahindra
Model	Bolero
Variant	DI
Body Type	SUV
Number of Doors	5

Fuel Efficiency:

City Mileage	10.7 kmpl
Highway Mileage	12.9 kmpl
Fuel Capacity	60 liters
Fuel Type	Diesel
Fuel Grade	-

Engine Parameters:

Displacement	2523cc
Bore	-
Stroke	-
Cylinder Configuration	4 inline
Valve Gear Operation	-
Compression Ratio	-
No. of Valves	8
Aspiration	Turbo Charged
Fuel System	DI
Horse Power	63.08@3200 ps@rpm
Torque	180@1440 Nm@rpm

Steering and Suspension

Steering Type	Rack and pinion, power assist
Power Steering	No





Front Suspension	Independent with coil spring
Rear Suspension	Leaf springs

Dimensions:

Length	4260 mm
Height	1810 mm
Width	1815 mm
Wheel Base	2680 mm
Clearance	183 mm
Boot	-
Front Head Room	Min: 60mm Max: 60mm
Front Leg Room	-
Rear Head Room	Min: 60mm Max: 60mm
Rear Leg Room	Min: 74mm Max: 94mm
Krebs weight	Min: 1615kg Max: 1615 kg
Gross weight	-

Drive Train

Type	Manual
Gears	5
Drive Line	RWD

Comfort Features

Air-Conditioning	Yes
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Except Air conditioning, no other comfort features are present in the Bolero SLE.

Same as SLX no safety features are present in the Bolero SLE.

Mahindra

BOLERO DI PLUS

Feature and Specification

Make	Mahindra
Model	Bolero
Variant	Plus
Body Type	SUV
Number of Doors	5

Fuel Efficiency:

City Mileage	9.4 kmpl
Highway Mileage	13.1 kmpl
Fuel Capacity	60 litre
Fuel Type	Diesel
Fuel Grade	-

Engine Parameters:

Displacement	2523cc
Bore	-
Stroke	-
Cylinder Configuration	4 inline
Valve Gear Operation	-





Compression Ratio	-
No. of Valves	8
Aspiration	Turbo Charged
Fuel System	Direct Injection
Horse Power	63.08@3200 ps@rpm
Torque	180@1440-1550 Nm@rpm

Mahindra

Steering and Suspension

Steering Type	Rack and pinion, power assist
Power Steering	No
Front Suspension	Independent with coil spring & anti roll bar
Rear Suspension	Parabolic Leaf springs

Dimensions:

Length	4440 mm
Height	1977 mm
Width	1660 mm
Wheel Base	2794 mm
Clearance	195 mm
Boot	-
Front Head Room	-
Front Leg Room	-
Rear Head Room	-
Rear Leg Room	Min: 74mm Max: 94mm
Krebs weight	Min: 1615kg Max: 1615 kg
Gross weight	-





Drive Train

Type	Manual
Gears	5
Drive Line	RWD

Comfort Features

Air-Conditioning	Yes
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Except Air conditioning, no other comfort features are present in the Bolero SLE.

Same as SLX no safety features are present in the Bolero SLE.





DEALER PROFILE

Mahindra

UNITED AUTOMOBILE (PVT) LTD.

United Automobiles was established in 1951. United automobiles were the first authorized dealers of M&M.

Our Distinction:

This is one of the largest authorized dealers for Mahindra & Mahindra Automotives. Record sales in the first year of operation.





Partners in Progress:

We are the preferred partners of M&M automotives, chiefly due to our successful sales record and quality. Our facilities have remained **unsurpassed**, as we strive everyday to better our self.

Commanding Presence:

United Automobiles as a centralized air-conditioned showroom of M&M automotives its kind in **Uttar Pradesh**, spread gracefully and decorated elegantly over an impressive 8100 sq.ft at Lucknow, Being equipped with affable front office staff and adept professional technicians, Provide a perfect of quality Service and Reliability.

Space Friendly:

The interiors are aimed at making you feel completely at ease, In luxury. Because for us the customer is king, one who deserves a regal offering. The setting is apt for times when you need to switch into a relaxed state of mind.

Technology to Stay Ahead:

We are equipped with the latest technological advancement in the industry, in order to give the best of services when it matters. Not just to be part of, But to build the future, is our motto.

Ambience the Exude Relaxation:

Ours is one of the few service centers to be equipped with a fully-fledged customer-waiting lounge. A part from a television and pool table, it had a wed kiosk to keep u connected all the time.

Service with Commitment:

Our dedicated team of mechanical specialty offers expert treatment for your vehicle. We ensure consistency in performance each time, without fail.

Attention to Details:





We provide genius spare parts and accessories to ensure exceptional performance. Every single aspect related to your vehicle is taken care of at our premises.

Dealing Made Convenient:

It is a part of our commitment policy to give advantage to the customer at every juncture. We offer assistance of every kind at our premises itself, which makes it a one stop facility.

Expert Guidance at Every Step:

Our sales team gives utmost priority to your satisfaction. When you need help to make the right choice, it is ensured that the result is beyond your expectations. Thus making it a point that you get the best in both luxury and comfort always.

Models:

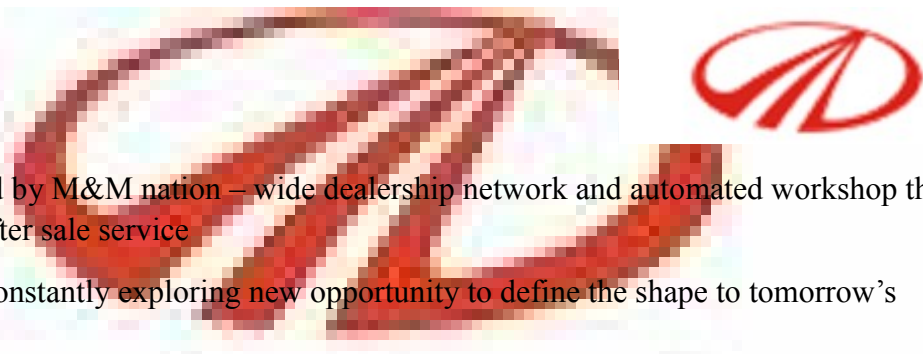
Mahindra & Mahindra has been launching various type of MUVs and cars from the year of 1945, keeping in mind the quality, design, driving, comfort, fuel efficiency, and service and resale value. These form a formidable force that gives our customers the pride and the joy of value forever. What drives M&M is

- Commitment
- Leadership
- Any an eye for appropriate technology.

Since 1945, when M&M first began manufacturing MUVs & LCVs, M&M have been engaged in a single-minded endeavor to bring you cars that only state-of-the-art, but are also some of the most environment-friendly vehicles in this world-a reflection of our commitment and care, for better environment.

At the heart of every M&M is a unique engineering and an optimal mix of power and economy.





All this is supported by M&M nation – wide dealership network and automated workshop that provide excellent after sale service

The company has constantly exploring new opportunity to define the shape to tomorrow's driving technology.

Promotional Activities:

The promotional activities adopted by United Automobiles are

1. **Test Driving**
2. **Free Driving**
3. **Hoarding**
4. **Discounts**
5. **Advertisement in Newspaper and magazines**
6. **Gift Schemes**
7. **Free Services**
8. **Mileage Contents**

Promotional expenses have been borne by both United Automobiles and M&M, shares in advertisement cost.

Service Offered:

Six Service and paid service after sale of Cars.

- Free checkups campaigns
- Finance through bank
- Demonstration for new products
- Acceptance of warranty claims

Working Time in United Automobiles:





Working hours in United Automobiles are 12 hours per day starting from 9:30 am to 9:30pm with one-hour break for lunch and 15 minutes for evening tea and coffee.

PRODUCT AVAILABLE AT UNITED AUTOMOBILES:

United Automobiles has franchise of M&M Company. M&M Company manufacturer various types of MUVs and LCVs.

These are:

MAHINDRA “XYLO”

XYLO VARIANTS	EX-SHOWROOM PRICE
E2 (BASE VERSION)	6,56,824
E4 (LOWER VERSION)	7,04,283
E6 (SPORTZ VERSION)	7,74, 973
E8 (TOP VERSION)	8,10,312

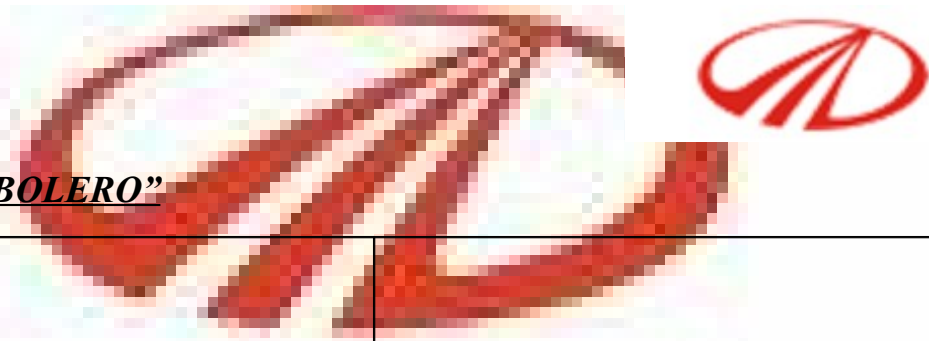




MAHINDRA "SCORPIO"

SCORPIO VARIANTS	EX- SHOWROOM PRICE
SCORPIO M2DI	6,92,873
SCORPIO Lx mHawk	7,37,737
SCORPIO Sle mHawk	8,37,705
SCORPIO Vlx mHawk	9,38,638
SCORPIO Vle mHawk	10,18,427





MAHINDRA “BOLERO”

BOLERO VARIANTS	EX-SHOWROOM PRICE
BOLERO DI	4,93,738 (WHITE), 5,05,738 (SILVER)
BOLERO SLE	5,60,519
BOLERO SLX	6,12,820
BOLERO PICKUP	4,56,983

MAHINDRA RENAULT “LOGAN”

LOGAN VARIANTS	EX-SHOWROOM PRICE
LOGAN GLE 1.4	4,84,471





LOGAN GLX 1.4	5,09,696
LOGAN GLX 1.6	5,47,169
LOGAN GLS 1.6	5,75,727
LOGAN GLSX 1.6	5,95,292
LOGAN DLE 1.5	5,97,605
LOGAN DLX 1.5	6,40,791
LOGAN DLS 1.5	6,86,631
LOGAN DLSX 1.5	7,06,195
LOGAN GLX 1.4 EDGE	5,41,752
LOGAN GLSX 1.6 EDGE	6,27,378
LOGAN DLX 1.5 EDGE	6,72,850
LOGAN DLS 1.5 EDGE	7,20,204





LOGAN DLSX 1.5 EDGE	7,39,787
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Mahindra





Mahindra

DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS & INTERPRETATION

Satisfied	Dissatisfied
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78%	22%
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Table No. 1 Satisfaction towards Mahindra Bolero

Source: Questionnaire

Figure:1

Interpretation 1:

The sample drawn on probability basis shows that 78% of the customers were satisfied with Bolero variant and only 22% were not satisfied with Bolero variant.

Observation:

Most of the respondents approached were satisfied with Bolero

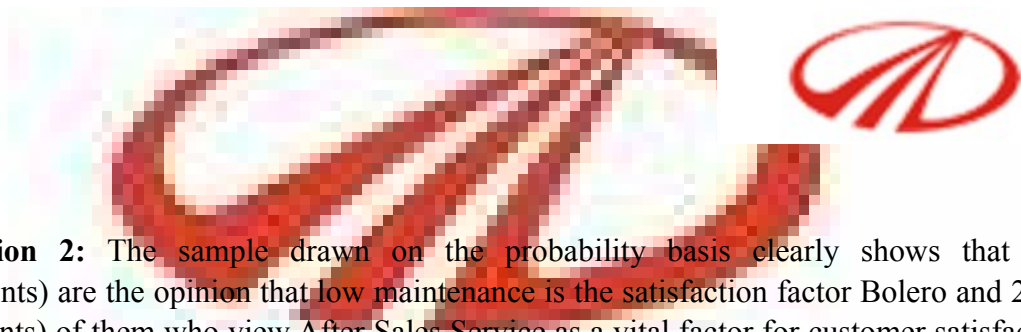
Table No: 2 Factors affecting customer satisfaction towards Mahindra Bolero

Factor	No. of Respondent	Percentage
Features	18	12%
Low Maintenance	51	34%
Comfort	27	18%
Style	24	16%
After Sales Service	30	20%

Source: Questionnaire

Figure:2





Interpretation 2: The sample drawn on the probability basis clearly shows that 34% (51 respondents) are of the opinion that low maintenance is the satisfaction factor Bolero and 20 % (30 respondents) of them who view After Sales Service as a vital factor for customer satisfaction. Followed by Comfort which corresponds to 18 % (27 respondents), Style with 16% (respondents) and only 12% (18 respondents) of them view that feature of Bolero as satisfaction factor.

Observation:

Majority of the respondent are of the idea that low maintenance of the top most feature contributing to customer satisfaction followed by after sales services comfort style and features

As such, Mahindra should focus on the aspects, which will enhance the customer satisfaction and thus the market share





Table No: 3 Customer opinions towards fuel consumption.

Factor	Percentage
Extremely Satisfied	27%
Satisfied	49%
Neutral	17%
Dissatisfied	7%
Total	100%

Source: Questionnaire

Figure: 3





Interpretation 3: 100% of the respondents approached were satisfied with the fuel consumption of the Bolero. Followed by 27% was extremely satisfied, 17% are neutral and rest of the 7% is more dissatisfied with fuel consumption of Bolero.

Observation: As majority of the respondents are satisfied with the fuel consumption of Mahindra Bolero, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.

Table No: 4 Customer opinions toward Safety and Comfort.

Factor	Percentage
Extremely Satisfied	23%
Satisfied	47%
Neither Satisfied & Dissatisfied	20%
Dissatisfied	10%
Total	100%

Source: Questionnaire

Figure: 4

Interpretation 4: 100% of the respondents approached were satisfied with the safety and comfort feature of the Bolero. Followed by 27% was extremely satisfied, 17% are neutral and rest of the 7% was dissatisfied with safety and comfort feature of Bolero.

Observation: As majority of the respondents are satisfied with the safety and comfort feature of Mahindra Bolero, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.

Table No: 5 Customer opinions toward Design.





Factor	Percentage
Extremely Satisfied	20%
Satisfied	40%
Neutral	27%
Dissatisfied	13%
Total	100%

Source: Questionnaire

Figure: 5

Interpretation 5: 100% of respondents 40% of the respondents approached were satisfied with the Design of the Bolero. 20% were more satisfied, 27% of them neutral and 13% are dissatisfied with the design of the Bolero.

Observation: As majority of the respondents are satisfied with the design of Mahindra Bolero, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.

Table No: 6 Customer opinions toward space availability in Mahindra Bolero.

Factor	Percentage
More Satisfied	27%
Satisfied	53%
Neither Satisfied & Dissatisfied	17%
Dissatisfied	3%
Total	100%

Source: Questionnaire

Figure: 6





Interpretation 6: The sample drawn on the probability basis shows that out of 100% of respondents 53% of the respondents approached were satisfied with the space availability of the Bolero. 27% were more satisfied, 17% of neither satisfied and dissatisfied and 3% are dissatisfied with the space availability of the Bolero.

Observation: As 80% of the respondents are happy with the space availability of the Mahindra Bolero vehicle, it can be conducted that the company has undertaken proper R&D in this aspect. The 20% of the respondents who have answered negatively may be comparing with the vehicle in the same category launched very recently.

Table No: 7 Customer satisfactions toward Maintenance of Mahindra Bolero

Factor	Percentage
Extremely Satisfied	23%
Satisfied	51%
Neutral	21%
Dissatisfied	5%
Total	100%

Source: Questionnaire

Figure:7

Interpretation 7: The sample drawn on the probability basis shows that out of 100% of respondents 51% of the respondents approached were satisfied with the maintenance of the Bolero. 23% were extremely satisfied, 21% of neutral and 5% are dissatisfied with the maintenance.

Observation: Though majority of the customer are satisfied that the maintenance cost of Mahindra Bolero is less, around 20% are not satisfied which may be because of comparison of Bolero with the newly launched competing brands coming with even lower maintenance cost.

Table No: 8 Customer awareness about power steering.





Option	No. Of Respondent	No. Of Respondents (%)
Aware	120	80%
Unaware	30	20%
Total	150	100%

Source: Questionnaire

Figure: 8

Interpretation 8: Out of 100% of respondents, 80% of the respondents approached were aware of the power steering present in some variant of Bolero and 20% were not aware of the power steering present in some variant of Bolero.

Observation: Most of the respondents approached were aware of power steering system introduced in some variants of Bolero.

Table No: 9 Customer perceptions about Bolero

Very Good	Good	Average	Bad	Very Bad
20%	47%	21%	12%	-

Source: Questionnaire

Figure: 9





Interpretation 9: The sample drawn on the probability basis shows that out of 100% of respondents 47% of the respondents gave Good response to Bolero. 20% gave Very Good response, 21% gave Average response and 12% gave bad response to Bolero.

Observation: As 67% of the respondents are satisfied that they are happy with Bolero, it satisfies that the customer satisfaction levels are very high. If the company were to identify the pitfalls in their product and undertake remedial measure, thus it will lead to more good word of mouth publicity.

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FINDING



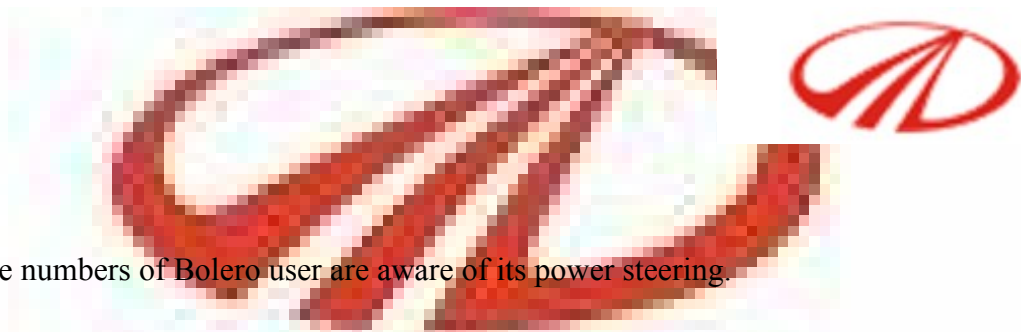


FINDINGS

Based on the data gathered by administrating schedules to customers the following observations are made.

1. Mahindra Bolero has excellent percentage of customer satisfaction according to the data shown in table 1 of the data analysis and Interpretation topic.
2. Most of the people are satisfied with its low maintenance cost and after sales service provided by Mahindra Bolero.
3. Based on the fuel consumption, most of the people are satisfied with it.
4. Based on Safety and Comfort, Design, Space, Maintenance most of the people are satisfied with it.





5. Large numbers of Bolero user are aware of its power steering.
6. If we took the satisfaction level of people toward Bolero, it becomes good.
7. Its features and style satisfy most of the people.

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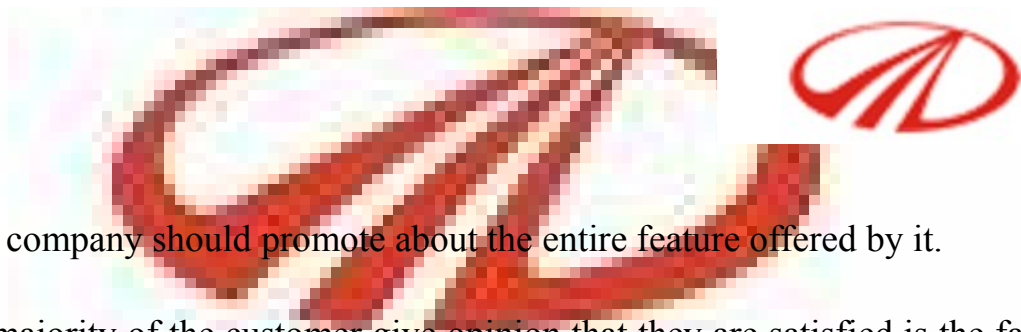
Mahindra

Recommendation

Mahindra Company has to implement good customer relationship management strategy that enhances customer satisfaction level.

The company can for the undertake R&D to improve the existing feature which field help increase in the customer satisfaction.





The company should promote about the entire feature offered by it.

As majority of the customer give opinion that they are satisfied is the factor, services and design of the product of the company should taken not only maintain the existing standard but also enhance them.

Mahindra





CONCLUSION

Mahindra

CONCLUSIONS

1. Mahindra Bolero has a very good market share in the state of U.P. for the SUV segment.





2. The company is offering good services, which is reflected on the satisfaction of the customer.

3. Majority of the customer are satisfied with the design of the vehicle.

Mahindra





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Mahindra





Mahindra

ANNEXURES





Annexure 1

QUESTIONNAIRE

Mahindra

1) Customer profile

- a) Name**
- b) Occupation**
- c) Age**
- d) Income**
- e) Address:-**

1) Are you a satisfied with Mahindra Bolero?

- a. Yes**
- b. No**

2) If “Yes” Which factor you consider is satisfies you most?

- a. Feature**
- b. Low Maintenance**
- c. Looks**
- d. After Sales Service**

3) Are you satisfy with the fuel consumption of BOLERO?

- a. Extremely Satisfied**
- b. Satisfied**
- c. Neutral**
- d. Dissatisfied**





4) Are you satisfied with the Safety and Comfort of BOLERO?

- a. **Extremely Satisfied**
- b. **Satisfied**
- c. **Neutral**
- d. **Dissatisfied**

5) Are you satisfied with the Design?

- a. **Extremely Satisfied**
- b. **Satisfied**
- c. **Neutral**
- d. **Dissatisfied**

6) Are you satisfied with space available in BOLERO?

- a. **Extremely Satisfied**
- b. **Satisfied**
- c. **Nor Satisfied & Dissatisfied**
- d. **Dissatisfied**

7) Are you satisfied with Maintenance cost?

- a. **Extremely Satisfied**
- b. **Satisfied**
- c. **Neutral**
- d. **Dissatisfied**

8) Are you aware about power steering present in Bolero?

- a. **Yes**
- b. **No**





9) Your general perception about Bolero.

- a. Very Good
- b. Good
- c. Average
- d. Bad

10) Do you want to give any suggestion about any change in the Bolero?

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Annexure 2

PICTURES OF BOLEOR





Mahindra

