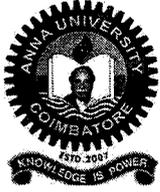


P-3361



A STUDY TO IDENTIFY THE MARKET POTENTIAL OF TWO WHEELER BATTERY WITH REFERENCE TO COIMBATORE DISTRICT

A SUMMER PROJECT REPORT (MBA703)

Submitted by

RAJASEKAR.C
Register No: 0920400042

Under the Guidance of

C.GANESHMOORTHY

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

Department of Management Studies

KUMARAGURU COLLEGE OF TECHNOLOGY
(An Autonomous Institution Affiliated to Anna University of Technology, Coimbatore)

COIMBATORE – 641 049

October, 2010



KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE -641 049

Department of Management Studies

A SUMMER PROJECT WORK (MBA703)
OCTOBER 2010

This is to certify that the project entitled

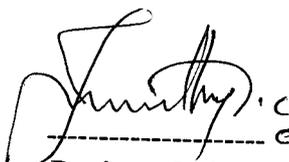
A STUDY TO IDENTIFY THE MARKET POTENTIAL OF
TWO WHEELER BATTERY WITH REFERENCE TO
COIMBATORE DISTRICT

is the bonafide record of project work done by

RAJASEKAR.C

Register No: 0920400042

of Master of Business Administration during the year 2010 – 2011



Project Guide

01/11/10

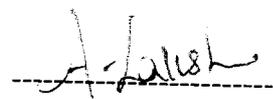


Head of the Department

Submitted for the Summer Project Viva-Voce examination held on 2-11-10



Internal Examiner



External Examiner



RIL/HRD/4191/10

25.10.2010

PROJECT CERTIFICATE

This is to certify that **Mr.C.Rajasekar, II MBA** student of **Kumaraguru College of Technology** has done a Project Work on **“A Study to Identify the Market Potential of Two Wheeler Battery With reference to Coimbatore District”** in our organisation from **July 2010 to August 2010.**

for **ROOTS INDUSTRIES INDIA LIMITED**


(KAVIDASAN)
DIRECTOR



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DECLARATION

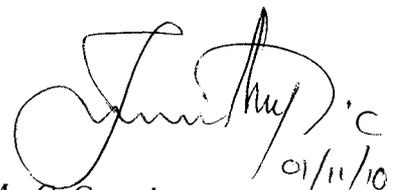
I affirm that the project work titled 'A STUDY TO IDENTIFY THE MARKET POTENTIAL OF TWO WHEELER BATTERY WITH REFERENCE TO COIMBATORE DISTRICT' being submitted in partial fulfillment for the award of Master of Business Administration is the original work carried out by me. It has not formed the part of any other project work submitted for award of any degree or diploma, either in this or any other University.



RAJASEKAR.C

0920400042

I certify that the declaration made above by the candidate is true



Mr .C. Ganeshmoorthy MBA
Sr.Lecturer

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved chairman **Arutchelvar Dr. N.Mahalingam and Management** for the prime guiding spirit of Kumaraguru College of Technology.

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ABSTRACT

Market research is for discovering what people want, need, or believe. It can also involve discovering how they act. Once that research is completed, it can be used to determine how to market your product.

The two wheeler battery industry is marked by severe completion due to the presence of major players like exide, amaron, sonic and the like. The threat of unorganized sector has also growing in the recent times. These companies relentlessly compete with each other trying to bring into their fold as many markets as possible in order to capture the major market share.

A market like Coimbatore has now become the apple of the eye for all these automobile based industries. Every company is trying to capitalize the market potential of these areas, scrambling for bigger share.

The people of this market moreover are well educated and brand conscious. 'The better we serve, the better we get' is the key to capture markets. Organizations feel that it is the service that will give the competitive edge.

Hence, a study on Market research of the two wheeler battery industry has been conducted to find which company has good position in the market and present scenario of the industry with reference to Coimbatore district.

INTRODUCTION

INTRODUCTION

1.1 Background of The Study

Market research is any organized effort to gather information about markets or customers. It is a very important component of business strategy. The term is commonly interchanged with marketing research; however, expert practitioners may wish to draw a distinction, in that marketing research is concerned specifically about marketing processes, while market research is concerned specifically with markets. Market research, as defined by the ICC/ESOMAR International Code on Market and Social Research, includes social and opinion research, and is the systematic gathering and interpretation of information about individuals or organizations using statistical and analytical methods and techniques of the applied social sciences to gain insight or support decision making.

Market research is for discovering what people want, need, or believe. It can also involve discovering how they act. Once that research is completed, it can be used to determine how to market your product. There are some important things are to be taken into consideration on a market research:

Market information

Through Market information one can know the prices of the different commodities in the market, as well as the supply and demand situation. Information about the markets can be obtained from different sources, varieties and formats, as well as the sources and varieties that have to be obtained to make the business work.

Market segmentation

Market segmentation is the division of the market or population into subgroups with similar motivations. It is widely used for segmenting on geographic differences, personality differences, demographic differences, technographic differences, use of product differences, psychographic differences and gender differences.

Market trends

Market trends are the upward or downward movement of a market, during a period of time. The market size is more difficult to estimate if one is starting with something completely new. In this case, you will have to derive the figures from the number of potential customers, or customer segments.

The two wheeler industry is one of the most effective and fast growing industry in India, moreover in a city like Coimbatore which is at the verge of development into a major city by the means of industrialization. The requirements for automobile like two wheelers and its requirement for spare parts have also increased. So in order to know about the market position of the two wheeler battery in Coimbatore district and moreover the Roots Industries have already are in the sales of battery to the automobiles and they want to know about the current market position for that purpose the market survey is done.

1.2 REVIEW OF LITERATURE

- **Amara Raja signs first two-wheeler OEM deal**

¹Amara Raja, a leading player in the batteries segment, has entered into an agreement with Japanese auto major Honda to develop a valve regulated lead acid (VRLA) battery for the automobile company. If all goes well, Amara Raja will manufacture the battery for Honda to be used in its two-wheelers.

“The deal as of now is to develop a battery as per the specifications of Honda. Once it is approved by the company, we will look at manufacturing the product. If all goes well, the batteries will be used by Honda in their two-wheelers in India and if possible in the export market as well,” K Suresh, Amara Raja’s CFO, told *DNA*.

The batteries, after approval, will also go into Hero Honda two-wheelers in addition to those made by Honda. Since the agreement is still at a development stage, the company is not factoring it into any of its revenue projections.

Amara Raja will develop the product by the end of this fiscal, and on approval will start production during the next fiscal.

Amara Raja already has developed a battery for motorcycles and has a capacity to manufacture about 1.8 million units per annum. However, it primarily caters to the after-market. “We have been looking at OEM (original equipment manufacturer) opportunities. But, we have a capacity constraint. Now, we are expanding the capacity to 3.6 million batteries by the year-end. Keeping the available capacities in view, we have not been very aggressive in pursuing OEM deals. But the Honda deal, once it takes shape, will be a breakthrough and we will look at other automobile makers,” he said.

The company operates in two key segments — industrial and automotive batteries. While industrial battery sales is said to be picking up on a stable note, the automobile sector growth is prompting the company to increase the capacity of automobile batteries.

¹ Published: Friday, Jun 23, 2010, 2:45 IST

By **KV Ramana** | Place: Hyderabad | Agency: DNA

Amara Raja currently has its facilities at Karakambadi near Tirupati in Andhra Pradesh. The facility has the capacity to produce 4.2 million four-wheeler batteries and 1.8 million two-wheeler batteries. In the industrial sector, the capacities include 900 million ampere hours of large valve regulated lead acid batteries and 1.8 million UPS batteries.

Within the automotive sector, the company already has original equipment (OE) contracts with four-wheeler makers including Ford, General Motors, Maruti, Hyundai and Daimler. Once it goes into production, the Honda agreement will be its first OE deal in the two-wheeler segment.

- **²Status of the lead/acid battery industry in India**

Abstract

The lead/acid battery industry in India, including the present technology status, is described. Outlined are the technologies adopted by large-scale manufacturers and small-scale makers. Prices of Indian batteries, production quantity, names of major manufacturers and their yearly turnover, estimated future demand, and the available range of batteries are discussed. The quantity of lead and recycled antimonial alloy used, pollution control status, and the nature of supporting industries are given. Details of the Indian Standards pertaining to the lead/acid industry are also included. The various processes starting from lead recycling to grid casting, paste preparation and pasting, curing, formation, dry charging and assembly adopted by both well-established makers and small-scalers are outlined.

² **R.S. Mani**

Journal of Power Sources

Volume 38, Issues 1-2, March-April 1992, Pages 23-34

Fourth Asian Battery Conference

• ³**It's A Buyer's Market For Nicd And Nimh Battery Roos, Gina**

Abstract:

The demise of the nickel cadmium (NiCd) battery market due to the rise of nickel metal hydride (NiMH) cells has been greatly exaggerated.

Although increased run time of notebook computers and longer talk time for cell phones are making higher energy density chemistries such as lithium-ion (Li-ion) and Li-polymer more desirable, the older rechargeable chemistries are still finding homes in many consumer applications due to their lower cost.

The good news is that battery-cell manufacturers aren't giving up on the technologies any time soon. Plus, Supply is outstripping current demand, which means there are very few availability problems and competition has continued to erode price tags.

While battery manufacturers may lose some NiCd customers to NiMH or Lithium batteries, they are still gaining in other markets such as emergency lighting, home appliances and cordless phones. They still hold a lion's share of the power-tool market because of their power density. But the Darnell Group estimates that NiMH batteries will take over sometime in 2002 in this application.

"As we lose customers in NiCd to NiMH or lithium, we're growing in certain markets where it still offers true benefits. The net result is a stable market," says Joe Carcone, vice president of sales and marketing for Sanyo Energy (U.S.A.) Corp., San Diego, Calif.

The NiMH market is in a similar situation where they are used in many handheld portable communications applications, but as next-generation portable products are introduced many OEMs are moving to Li-ion batteries.

Battery suppliers expect flat growth for NiCd batteries and less than 10% growth for NiMH, depending on how fast the shift from NiMH to Li-ion happens. However, they are still investing in production capacity as well as beefing up capacity per cell to keep up with demand from power-tool and home-appliance markets.

³ <http://www.accessmylibrary.com/article-1G1-69241570/buyer-market-nicd-and.html>
Purchasing; 12/22/2000, Vol. 129 Issue

1.3 STATEMENT OF PROBLEM

The study is done to know about the market potential of the two wheeler battery industry in Coimbatore district, as the Roots Industries Limited are about to launch the two wheeler battery and they are already in the heavy and four wheeler segment.

1.4 COMPANY PROFILE

INTRODUCTION

ROOTS Industries India Ltd., is managed by an excellent team of path-breakers, chief among them being the Chairman, **Mr. K. RAMASAMY**, a Master's Degree Holder in Automobile Engineering from Lincoln Technical Institute, USA.

"At ROOTS, we believe that if something is worth doing, it is worth doing well. And this attitude is reflected in every realm of our activities. As a customer, you naturally expect the best. We are fully geared, in spirit and method, to meet your requirements."

VISION:

We will stand technologically ahead of others to deliver world-class innovative products useful to our customers. We will rather lose our business than our customers' satisfaction. It is our aim that the customer should get the best value for his money. Every member of our company will have decent living standards. We care deeply for our families, for our environment and our society. We promise to pay back in full measure to the society by way of selfless and unstinted service.

PRODUCT PROFILE:

He is supported by technical and administrative people, experts in their own field, who together strive to maintain the highest quality quotient in all of ROOTS' products.

ROOTS-BRANCHES	PRODUCTS
Roots Industries Limited	Electric Horns
Roots Auto Products Private Limited	Air Horns, Switches & Controllers
Roots Multiclean Limited	Cleaning Machines
Roots Cast Private Limited	Aluminium & Zinc Pressure Die Cast

Roots Precision Products	Dies, Tools, Jigs & Fixtures
Roots Metrology Laboratory	Instrument Calibration, Quality System, Consultancy
Roots Polycraft	Plastic components
R K Nature Cure Home	Nature Cure Therapy, Yoga & Massages
Satchidananda Jothi Nikethan	International School
Integral Yoga Institute→	Yoga and Meditation

CORPORATE:

In a dynamic world that is driven by technology, a successful presence depends on the way you mould that technology to fit popular needs. **“Indigenous talent, a daring attitude, courage to accept and learn new things... and the simple spark of an idea.” This is the genesis of ROOTS.**

ROOTS Industries India Ltd. is a leading manufacturer of horns in India and the 11th largest Horn Manufacturing Company in the world. Headquartered in Coimbatore - India, ROOTS has been a dominant player in the manufacture of Horns and other products like **Castings** and Industrial Cleaning. Since its establishment in 1970, ROOTS has had a vision and commitment to produce and deliver quality products adhering to International Standards.

With a strong innovative base and commitment to Quality, Roots Industries India Limited has occupied a key position in both international and domestic market as suppliers to leading OEMs and after market. Similar to products, Roots has leading edge over competitors on strong quality system base. Now, RIL is the first Indian Company and first horn manufacturing company in the world to get ISO/TS 16949 certification based on effective implementation of QS 9000 and VDA 6.1 system requirement earlier. Roots' vision is to become a world class company manufacturing world class product, excelling in human relation.

QUALITY POLICY:

We are committed to provide world-class products and services with due concern for the environment and safety of the society. This will be achieved through total employee involvement, technology up gradation, cost reduction and continual improvement in

- * Quality of the products and services
- * Quality Management system
- * Compliance to QMS requirements

Quality will reflect in everything we do and think

- * Quality in behaviour
- * Quality in governance
- * Quality in human relation

ENVIRONMENTAL POLICY

With due concern towards maintaining and improving the Quality of Life, Roots is committed for sustainable development by minimizing pollution and conserving resources. This will be achieved through continual improvement in Environmental Awareness of all employees & associates, Legal Compliance and Objective towards Environmental Protection.

People:

Roots have a strong people-oriented work culture that can be seen and felt across all its member concerns. Whether they work in group or in isolation, their effort is well appreciated and achievements well rewarded. They have a sense of belonging and they revel in an environment of openness and trust. Cross-functional teams function as one seamless whole and foster the true spirit of teamwork.

Roots as a learning organization systematically train its employees at all levels. Conducted in-house, the training programmes equip them to meet new challenges head on. Employees are encouraged to voice their feelings, ideas and opinions. There is a successful suggestion scheme in operation and best suggestions are rewarded.

Lasting relationship will evolve only when people know that their work is valued and that they contribute meaningfully to the growth of the organization. At Roots, people across the

group companies, through interactions at workshops and seminars, get to know each other individually, share their common experiences and learn something about life.

Personal Culture

The management has been encouraging and promoting a very informal culture, "Personal touch", sense of belonging, enabling employees to become involved and contribute to the success of the company. The top management also conscientiously inculcates values in the people.

Work Environment

Special and conscious efforts are directed towards house keeping of the highest order. Renovation and modernization of office premises and office support systems are carried out on an on going basis.

Training

Roots believes in systematic training for employees at all levels. As a part of the Organizational Development efforts, training programmes are being conducted in-house, for employees at all levels. In addition, staff are also sponsored for need based training programs at leading Management Development Institutes.

Total Quality Management

Customer Focus is not merely a buzzword but it has become an important factor of every day work and has got internalized into the work environment. There is an equal emphasis on internal customer focus leading to greater team efforts and better cross-functional relationship.

Quality Circle Movement

To ensure worker participation and team work on the shop-floor, Roots Industries India Limited has a very effective Quality Circle Movement in the organization. As on today Roots Industries Limited has 3 operating Quality Circles having 24 members and some of them have won awards at different conventions and competitions.



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Through interaction with workmen in these sessions, a process of 2-way communication has been initiated and valuable feedback has been received on worker feelings, perception, problems and attitudes. Simultaneously management has communicated the problems faced by them and the plans to overcome these problems.

Good Morning Assembly

The management aims in operator's mental & physical fitness and it is ensured through the GMA. The operators and shift supervisor, assemble before the 1 shift beginning and do occupation of fitness exercise, discuss about the Quality Safety & Production aspects of the Previous shifts and take Quality / Safety oath.

Through interaction with workmen in these sessions, a process of 2 way communication has been initiated and valuable feedback has been received on worker feelings, perception, problems and attitudes. Simultaneously management has communicated the problems faced by them and the plans to overcome these problems.

Roots have a strong people-oriented work culture that can be seen and felt across all its member concerns. Whether they work in group or in isolation, their effort is well appreciated and achievements well rewarded. They have a sense of belonging and they revel in an environment of openness and trust. Cross-functional teams function as one seamless whole and foster the true spirit of teamwork. Roots as a learning organization systematically train its employees at all levels. Conducted in-house, the training programmers equip them to meet new challenges head on. Employees are encouraged to voice their feelings, ideas and opinions. There is a successful suggestion scheme in operation and best suggestions are rewarded.

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ENGINEERING RESEARCH CENTRE

The Engineering Research Centre (ERC) is involved in the continuous improvement and enhancement of design to increase performance and reliability. The ERC functioning under three distinct heads cater to the needs of Roots Industries, Roots Multiclean and Roots Auto Products.

Though there is a three-pronged operational ethos, the ERC is integrated and meshed seamlessly with one single objective: that of design research and performance monitoring. Through extensive product engineering, the ERC cell of ROOTS achieves the following:

- Designing and developing new products with customer focus.
- Conducting required tests to ensure product reliability.
- Initiating necessary corrective and preventive action for ensuring peak performance
- Fine-tuning products with available components to satisfy customer requirements

The ERC consists of the best talent that includes engineering graduates, ITI brains and design engineers. The team works with top-notch tools like

- Proe2000i2 - for solid modeling
- AutoCAD 2000 - for Drafting
- CorelDraw V 8.0 - for Graphical Applications

NETWORK

ROOTS SPREAD BEYOND BORDERS

Roots products have successfully made their presence heard loud and clear in the global market. Roots horns are exported to over 15 countries worldwide. A major share of the exports goes to USA, Japan, Middle East and South America. Roots is the only Indian company that meets the demanding standards of the Japanese markets. Roots cleaning equipment and die cast parts, etc. are exported to USA, Europe, Australia, Japan, Far East, South America and several other advanced countries.

ALLIANCES

Roots is a leading Original Equipment supplier to major vehicle manufacturers like Mercedes Benz, Mitsubishi, Mahindra & Mahindra, Toyota, Fiat, TELCO, TVS, Kinetic, etc. The ever demanding requirements of Customer Satisfaction has strengthened the R & D activities and increased Roots technical competence to international standards.

Roots Multiclean Ltd. (RMCL) is a joint venture with Hako Werke GmbH & Co., Germany, one of the largest cleaning machine manufacturers with global operations. RMCL is the sole representative in India and SAARC countries for Hako Werke's entire range of cleaning equipment. The quality of RMCL products is so well established that Hako buys back a major portion for their global market. RMCL also represents several global manufacturers of cleaning products and is gearing itself up to provide customized, total cleaning solutions.

MILESTONES:

- 1970** Promotes American Auto Service for manufacture of Electric Horns.
- 1972** First to manufacture Servo Brakes for Light Motor Vehicles.
- 1984** Roots Auto Products Private Limited was established to manufacture Air Horns. Die Casting Unit commences commercial operations.
- 1988** Polycraft, a unit for Plastic Injection Moulding was established.
- 1990** Roots Industries Private Limited takes over Electric Horn business.
- 1992** RMCL enters into Techno-Financial collaboration with M/s. Hako Werke GmbH, Germany.
- 1992** Roots Industries Private Limited obtains the National Certification - ISI mark of quality.
- 1994** Production of floor cleaning equipment commences. Roots Industries Private Limited wins American International Quality Award.
- 1999** Becomes the first horn manufacturer in Asia to obtain QS 9000
- 2000** Becomes the first horn manufacturer in Asia to obtain VDA 6.1 and the first in the world to win ISO / TS 16949

- 2000 The first to introduce digitally controlled air horns and low frequency, low decibel irritation free Jumbo Air Horns.
- 2003 Roots Industries Ltd., Horn Division is accredited with ISO 14001 : 1996
- 2003 Roots Industries Ltd., upgraded its ISO / TS 16949 from 1999 version to 2002 version
- 2004 Roots Industries Limited (RIL) opens its 100% exclusive Export Oriented Unit at their Horn Division, Thoppampatti, Coimbatore to cater the needs of Ford North America.
- 2004 RIL's EOU commences its supplies to Ford, North America
- 2004 Roots Multiclean Limited (RMCL) inaugurates its 100% EOU Plant at Kovilpalayam, Coimbatore
- 2004 Roots Cast Private Limited (RCPL) inaugurates its Unit II at Arugampalayam, Coimbatore
- 2004 Roots Auto Products Pvt Ltd (RAPPL) expands with its Machining Division at Arugampalayam, Coimbatore
- 2004 RIL successfully launches its Malaysian Plant
- 2004 The group company American Auto Service is accredited with ISO 9001 : 2000
- 2005 Roots Industries Ltd., is certified with MS 9000, a pre-requisite for Q1 award for Ford Automotive Operations Suppliers. Focus on Systems and Processes
- 2005 Roots Metrology & Testing Laboratory has been accredited by National Accreditation Board for testing & calibration in the field of Mechanical Linear & Angular
- 2005 Roots Industries Ltd., is awarded Q1 by Ford Motor Company
- 2005 Roots Industries Ltd., Horn Division upgraded its ISO : 14001 from 1996version to 2004 version

DESCRIPTION OF VARIOUS FUNCTIONAL AREAS:

Finance Department:

Finance is the life blood of business. Finance is that activities which is concerned with acquisition and conversion of capital funds in meeting the financial needs and over all objectives of business enterprises. The main function of this department is to provide finance to various departments. The finance department is controlled by the finance manager.

The turnover of the company in 2006 is Rs.70 cores. There are 25 employees in finance department. The export rate is 15.20% for calculating depreciation both straight line method and written-down method is used for income-tax the depreciation is calculated using the written-down method.

Bankers:

The bankers of roots are Citi Bank, State Bank of India, Canara Bank, Punjab National Bank, ICICI Bank, HDFC Bank

Purchase Department:

Proper buying of material and merchandise are of great importance in any business. If the raw materials is not of requisite quality the cost of production would rise profit in decline quality of finished products may go down etc.

If raw materials are purchased in excess requirement there is an unnecessary tie-up of working capital with loan of interest incurring of storing and safe guarding expense the risk of obsolescence and decoration of raw material is more.

Hence Roots industries Ltd takes careful steps in purchasing from the materials of right time adequate quantity and right quality.

Purchase Procedures:

- Bill of materials.
- Vendor.
- Evaluation.
- Team of Engineers.
- Freeze the vendor.
- Risk enquiry.
- After evaluation.
- Purchase order.

Supplier:

There are 250 vendors all over India. The vendor supplies 4000 components based on the 5 product range.

Stores Department:

The main function of stores department is to keep track of purchase and issues of various components used in manufacturing process. The horn division of the company receives the components division. The component received are stored systematically on shelves racks and bins each of which as bin could to keep up track of issues followed in the first in first out method.

Stores Procedure:

- Sub component inwards.
- Waiting for inspection.
- Quality is checked.
- Material part no and bin card is issued
- Material issue note.
- Supply to assembly.

Export Department:

The company has shown a tremendous growth in the export sector too, the turnover has increased from INR 4 million to 35 million in a span of 4 years due to its quality and performance coupled cost efficiency. The firm has been participating in Auto mechanika since 1992 and Auto Expo 1993 at New Delhi in order to expand there export division.

One of the joint moves the company has tied up with British company to produce inflatable jacks, the company has also acquired the European Homologation approvals for its EC/ECE countries to enter in these markets. Roots have entered into a technical collaboration with Robert Bosch S.A this move will help them increase their production capacity to 3 million horns per annum. M/s Owaw & co, Japan, one of the largest industrial groups in that country has chosen Roots for their tie- up arrangement to manufacture their J-Horns for Japanese market.

Export to more than 15 countries like Germany, Australia, Italy, Japan, USA, Spain, Singapore, France, Brazil, UAE, Korea, U.K, and South Africa.

IT Department:

Today businesses are continuously trying to increase productivity and efficiency, reduce cost of production. For this technology is used to expand the existing, market and creates new markets. This is developed to the development and use of hardware, software, firmware and procedures associated with this processing. General Manager Mr. O.A. Balasubramaniam heads this department.

Marketing Department:

Marketing Management communication system:

Two kinds of communication system are followed.

- Communicating within the organization between various departments and other sources.
- Communicating with the field representatives in respective zones.

Marketing Research activities:

Surveying method is followed through representatives of respective zones to find out the reach of the product. Intermediaries, the purpose of this survey process quality check, warranty providence, regulation of services for defective product etc, are done while research activities are carried out.

Production Department:

Orders are received from the marketing department. Since it is the marketing department that receives the orders for manufacturing the products from the management, soon after receiving the orders from their customers, and processing of the orders is done accordingly by the production department.

Production System:

Batch type of production system is followed. Ordered products are monitored by purchase department and the raw materials required for that are received and processed so as to deliver the products at the required quantity on a required data.

HRD:

Roots has a strong people-oriented work culture that can be seen and felt across all its member concerns. Whether they work in group or in isolation, their effort is well appreciated and achievements well rewarded. They have a sense of belonging and they revel in an environment of openness and trust. Cross-functional teams function as one seamless whole and foster the true spirit of teamwork.

Roots as a learning organization systematically trains its employees at all levels. Conducted in-house, the training programmes equip them to meet new challenges head on. Employees are encouraged to voice their feelings, ideas and opinions. There is a successful suggestion scheme in operation and best suggestions are rewarded.

QUALITY:

Roots is committed to manufacture customer-centric and technology-driven products on par with international quality standards. For example, the horns manufactured undergo a rigorous life-cycle test and are subjected to an endurance of over 200,000 cycles of performance while the industry norm requires only 100,000.

Equal emphasis is given to quality in human relation and quality in service. Roots in its journey towards Total Quality Management has reached important milestones: ISO 9001, QS 9000, VDA 6.1, ISO/TS 16949 and ISO 14001 Certification, presently in the process of obtaining NABL accreditation for our Metrology lab. The Group's TQM policy has a well-integrated Quality Circle Movement with active employee participation at various levels.

QUALITY POLICY:

We are committed to provide world-class products and services with due concern for the environment and safety of the society.

This will be achieved through total employee involvement, technology upgradation, cost reduction and continual improvement in

- * Quality of the products and services
- * Quality Management system
- * Compliance to QMS requirements

Quality will reflect in everything we do and think

- * Quality in behavior
- * Quality in governance
- * Quality in human relation

ENVIRONMENTAL POLICY:

With due concern towards maintaining and improving the Quality of Life, Roots is committed for sustainable development by minimizing pollution and conserving resources.

This will be achieved through continual improvement in Environmental Awareness of all employees & associates, Legal Compliance and Objective towards Environmental Protection.

ENGINEERING RESEARCH CENTRE:

The Engineering Research Centre (ERC) is involved in the continuous improvement and enhancement of design to increase performance and reliability. The ERC functioning under three distinct heads cater to the needs of Roots Industries, Roots Multiclean and Roots Auto Products.

Though there is a three-pronged operational ethos, the ERC is integrated and meshed seamlessly with one single objective: that of design research and performance monitoring. Through extensive product engineering, the ERC cell of ROOTS achieves the following:

- Designing and developing new products with customer focus.
- Conducting required tests to ensure product reliability.
- Initiating necessary corrective and preventive action for ensuring peak performance
- Fine-tuning products with available components to satisfy customer requirements

ROOTS METROLOGY LABORATORY:

Roots' state-of-the-art Metrology Laboratory is a comprehensive calibration centre in South India that offers mechanical, electrical, torque, pressure and vacuum calibration instruments - all under one roof.

The laboratory is equipped with advanced facilities traceable to national / international standards. RMTL is accredited by National accreditation Board for Testing and Calibration laboratory as per ISO/IEC 17025:2005 standards in the field of Mechanical – Dimensions, Pressure/Vacuum, & Force.

The laboratory offers on-site calibration facility and serves the industry to calibrate surface table, coordinate measuring machine, profile projector, Toolmakers Microscope, Pressure switches, Pressure gauges, Temperature indicators, RTDs, Temperature sensors/scanners, Electronic transmitters, Pressure reducing valves, Ovens, etc.

The expertise of the laboratory has attracted many renowned Public and Private Sector undertakings.

1.5 OBJECTIVE OF THE STUDY

Primary

To study the market of the two wheeler battery in Coimbatore districts in reference the views of the dealers.

Secondary

- To have a knowledge about the two wheeler battery market.
- To monitor the trends and competition in the market.
- To find the present scenario of customers preference for two wheeler battery.
- To find which brand has the highest market shares in the dealers view.

1.7 LIMITATION OF STUDY

- The research is conducted only in Coimbatore.
- The study deals only with dealers.
- The survey has been conducted only with branded items.
- Only the main dealers are included in survey.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

2.1 RESEARCH DESIGN

Research methodology is considered as the nerve of the project. Without a proper well-organized research plan, it is impossible to complete the project and reach to any conclusion. The project was based on the survey plan. The main objective of survey was to collect appropriate data, which work as a base for drawing conclusion and getting result. Therefore, research methodology is the way to systematically solve their search problem. Research methodology not only talks of the methods but also logic behind the methods used in the context of a research study and it explains why a particular method has been used in the preference of the other methods.

2.1.1 TYPE OF STUDY:

The type of research adopted for study is descriptive. Descriptive studies are undertaken in many circumstances when the researcher is interested to know the characteristic of certain group such as age, sex, education level, occupation or income.

A descriptive study may be necessary in cases when a researcher is interested in knowing the proportion of people in a given population who have in particular manner, making projections of a certain thing, or determining the relationship between two or more variables. The objective of such study is to answer the “who, what, when, where and how” of the subject under investigation. There is a general feeling that descriptive studies are factual and very simple. This is not necessarily true.

Descriptive study can be complex, demanding a high degree of scientific skill on part of the researcher. Descriptive studies are well structured. An exploratory study needs to be flexible in its approach, but a descriptive study in contrast tends to be rigid and its approach cannot be changed every now and then. It is therefore necessary, the researcher give sufficient thought to framing research.

- **Weighted Average**

The **weighted mean** is similar to an arithmetic mean (the most common type of average), where instead of each of the data points contributing equally to the final average, some data points contribute more than others. The notion of weighted mean plays a role in descriptive statistics and also occurs in a more general form in several other areas of mathematics.

- **Correlation**

Correlation is a statistical measurement of the relationship between two variables. Possible correlations range from $+1$ to -1 . A zero correlation indicates that there is no relationship between the variables. A correlation of -1 indicates a perfect negative correlation, meaning that as one variable goes up, the other goes down. A correlation of $+1$ indicates a perfect positive correlation, meaning that both variables move in the same direction together.

1.6 SCOPE OF STUDY

- My research is not confined within a specified brand ,so it will help to find market position all the prevailing brands I general
- It helps to find out the needs and wants of the customers through dealers.
- Research deals with the dealer's perspective
- In depth knowledge of the market with respect to dealers.

2.2 SAMPLING FRAMEWORK:

2.2.1 Sampling technique – Area random sampling

The area sampling design constitutes geographical cluster, when the research pertains to an identifiable geographical areas such as country, city block etc. Area sampling is a form of cluster sampling within an area.

2.2.2 Sample size

Dealers – 42

2.3 SOURCE OF DATA:

It's all primary sources of data that is gathered and analyzed in this study. The data is gathered for the first time with direct interaction with all the dealers who are involved in this study.

2.4 COLLECTION OF DATA:

The data is collected with help of questionnaire that was prepared separately for all the dealers. Care was taken in such a way all the questions that were framed were directly relating to the objective of the study. Once the data is collected, database was created and it was stored so that it can be retrieved.

2.5 Statistical Tools & Test Used

Statistical Tool

- MS excel
- SPSS

Test

- **Percentage analysis**

It is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data.

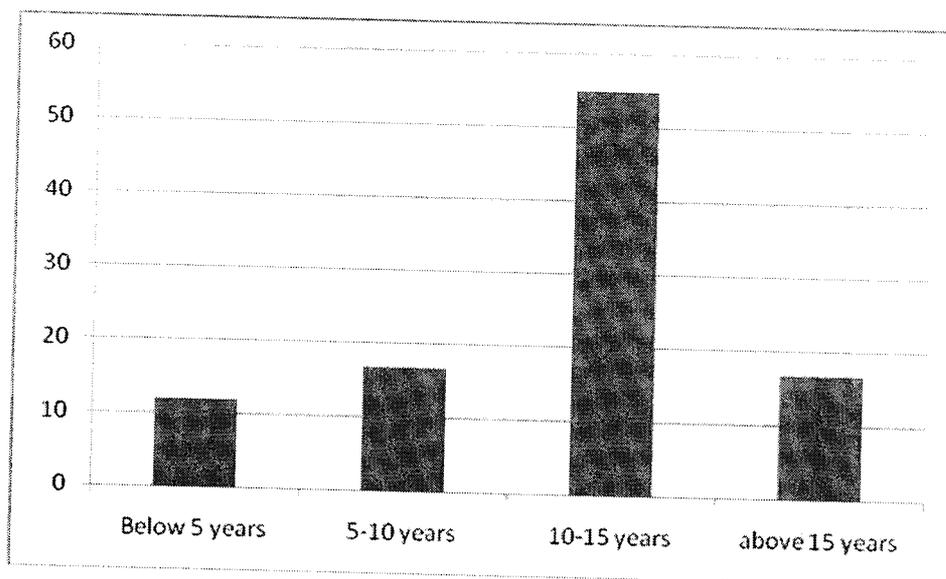
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

1. Represents the experience of the respondents in the field

Sl. No	Age	No of respondents	Percentage
1	Below 5 years	5	11.9
2	5-10 years	7	16.67
3	10-15 years	23	54.76
4	above 15 years	7	16.67
	Total	42	100

Source: Primary data



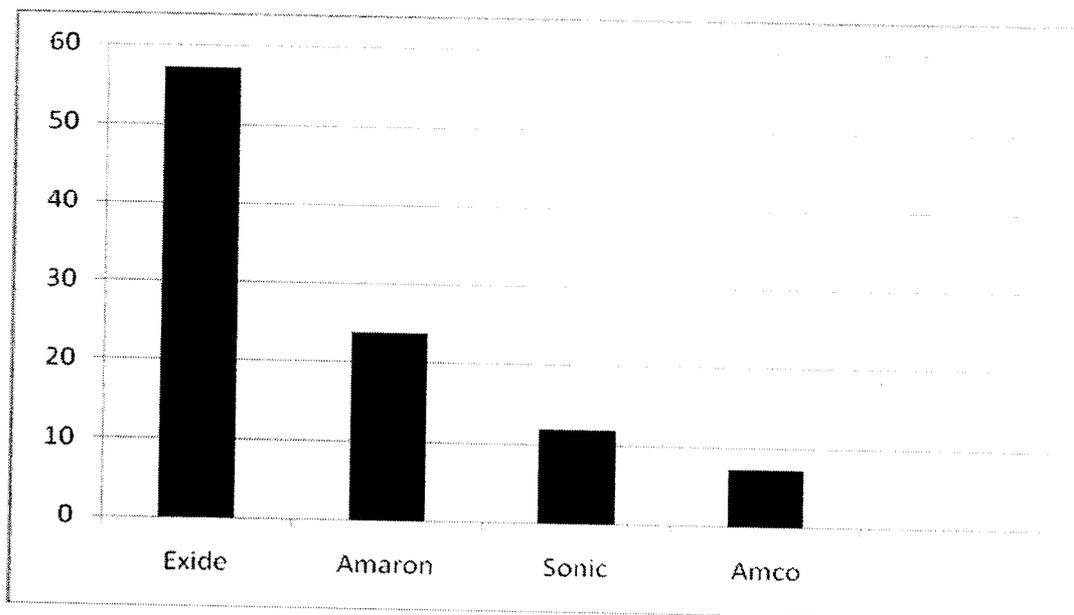
Inference:

From the above table we came to know that the dealers of 10-15 years of experience (54.76%) are the majority of respondents. This shows that respondents have a good knowledge about the market.

2. Represents the brand that has most number of dealers

Sl. No	Brand	No of respondents	Percentage
1	Exide	24	56
2	Amaron	15	36
3	Sonic	5	11
4	Amco	3	7
	Total	42	100

Source: Primary data

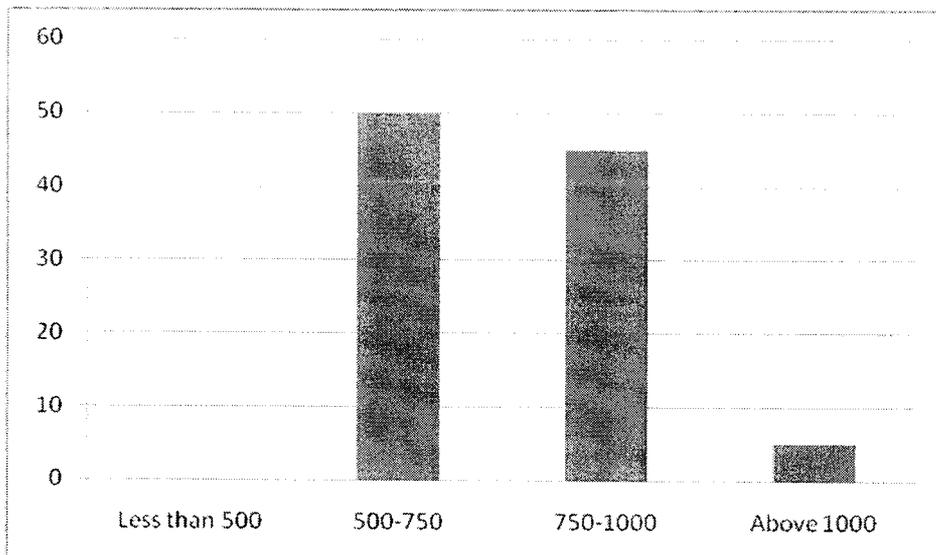


Inference:

From the above table and chart we understand that **exide** (56%) has most number of dealers, this shows that exide is the **market leader**.

3. Represents the Price range of Battery

Sl. No	Factor	No of respondents	Percentage
1	Less than 500	-	0
2	500-750	21	50
3	750-1000	19	45
4	Above 1000	2	5
	Total	42	100



Inference:

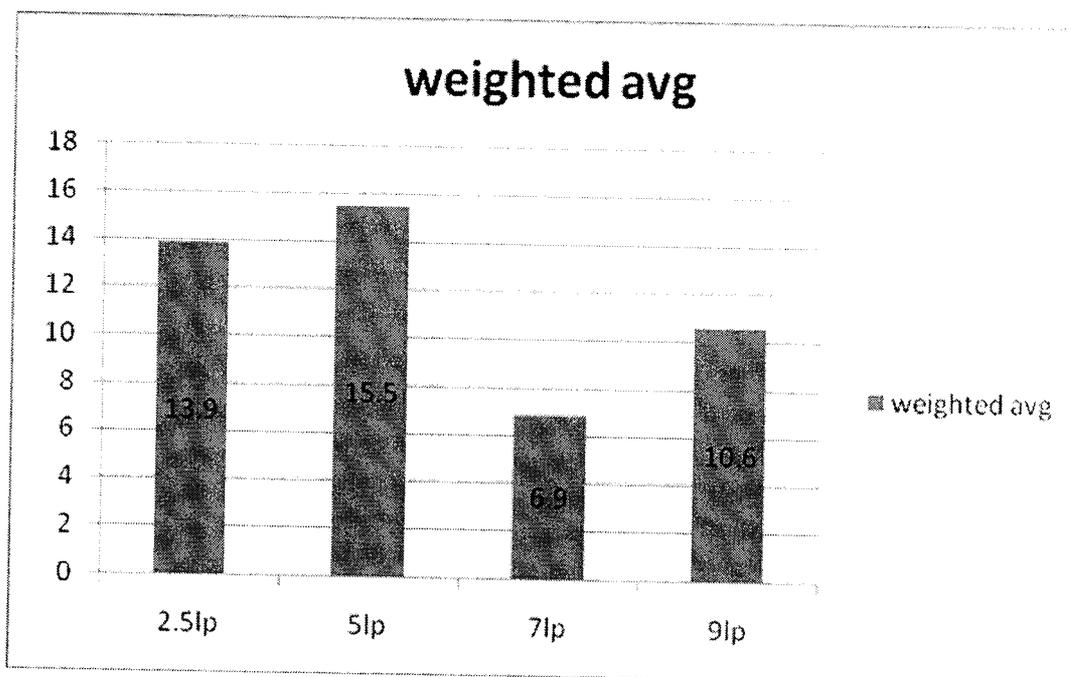
The price range of the two wheeler battery as the per response of the respondents states the range from 500-1000

4. Represents type of battery which is sold more

Type	1	2	3	4	Weighted avg
2.5lp	13	29	0	0	13.9
5lp	29	13	0	0	15.5
7lp	1	1	22	18	6.9
9lp	2	20	18	2	10.6

Source: Primary data

*note :- points-(rank1=4,rank2=3,rank3=2,rank4=1)



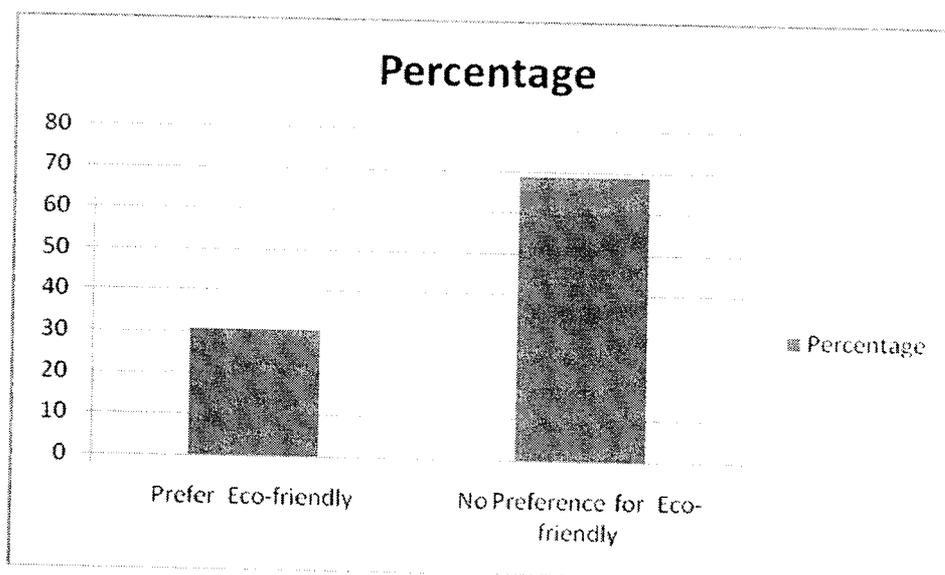
Inference:

From the above table and chart we can understand that 2.5lp (139points) and 5lp(155points) battery are the type of two wheeler battery which has the high sales.

5. Table represents the Customer preference for Eco-friendly

Sl. No	Occupation	No of respondents	Percentage
1	Prefer Eco-friendly	13	31
2	No Preference for Eco-friendly	29	69

Source: Primary data



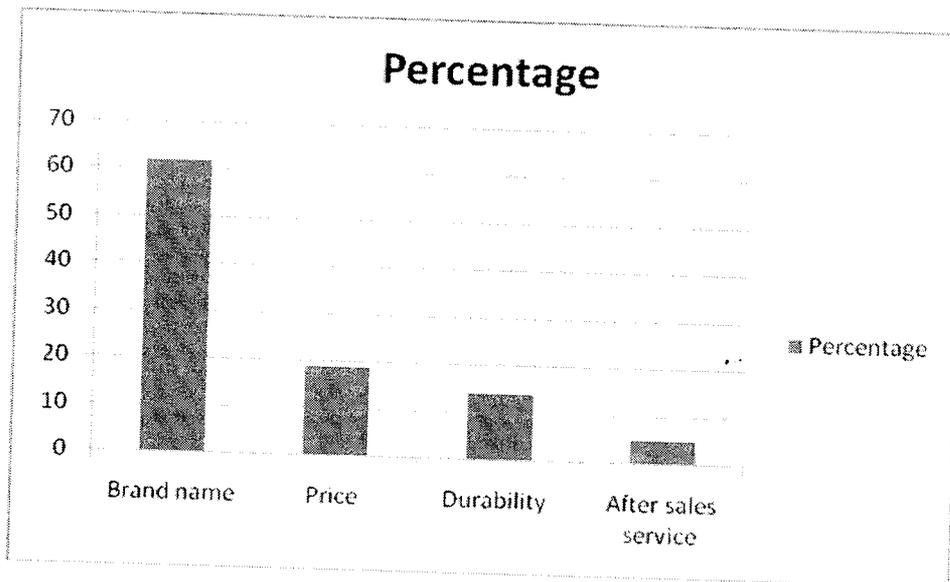
Inference:

The above table infers that customer preference for eco-friendly battery is only 31% but customer who does not have preference is 69%. This shows that there is lack of awareness among the customers about the eco-friendly battery.

6. Table represents the factors that influence the customers

Sl. No	Factor	No of respondents	Percentage
1	Brand name	26	62
2	Price	8	19
3	Durability	6	14
4	After sales service	2	5
	Total	42	100

Source: Primary data



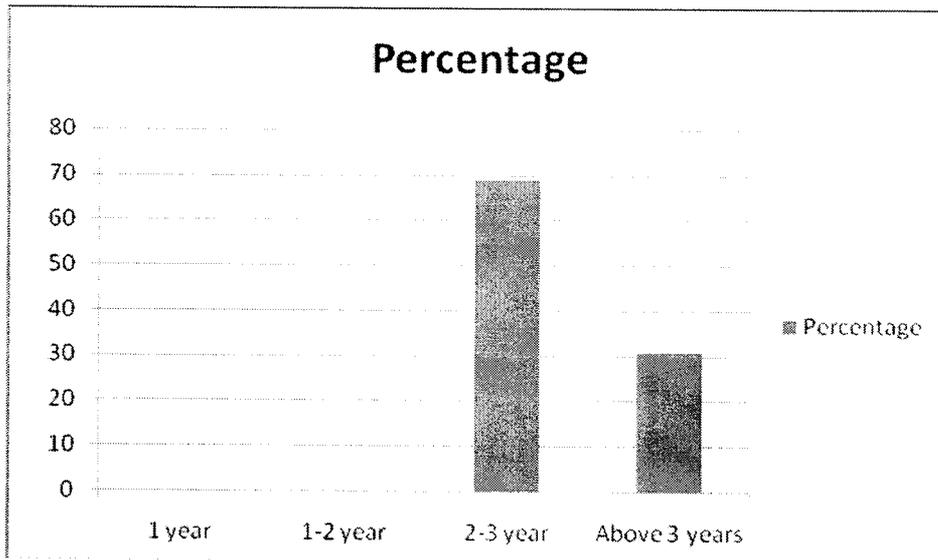
Inference:

From the above table we understand that the major factor that influences the customer to buy a particular brand of battery is the brand name, as per the respondents views 62% opt for only brand name.

7. Table represents the normal life of two wheeler battery as per the respondents

Sl. No	Life time	No of respondents	Percentage
1	1 year	Nil	0
2	1-2 year	Nil	0
3	2-3 year	29	69
4	Above 3 years	13	31
	Total	42	100

Source: Primary data



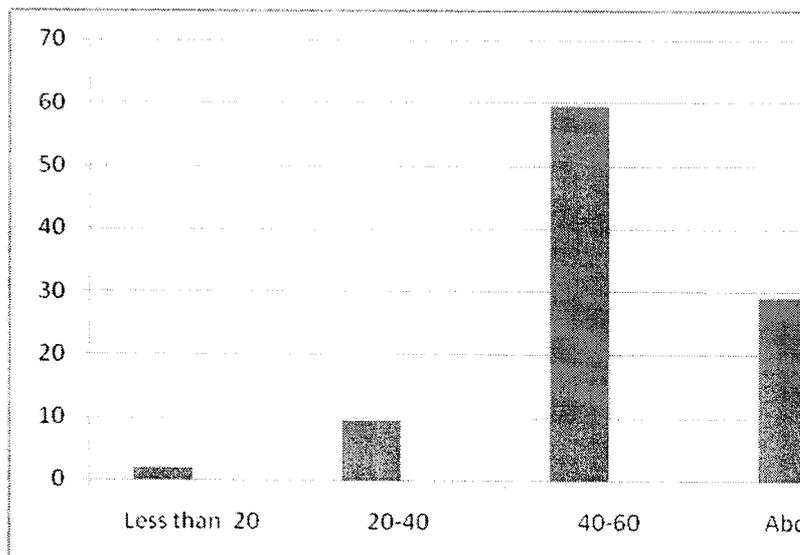
Inference:

Majority of the respondents with 69% are the opting that normal life of the two wheeler battery is 2-3 years.

8. Table represents the per unit sales of two wheeler battery as per respondent

Sl. No	Units Sales	No of respondents	Percentage
1	Less than 20	1	2
2	20-40	4	9.5
3	40-60	25	59.5
4	Above 60	12	29
	Total	42	100

Source: Primary data



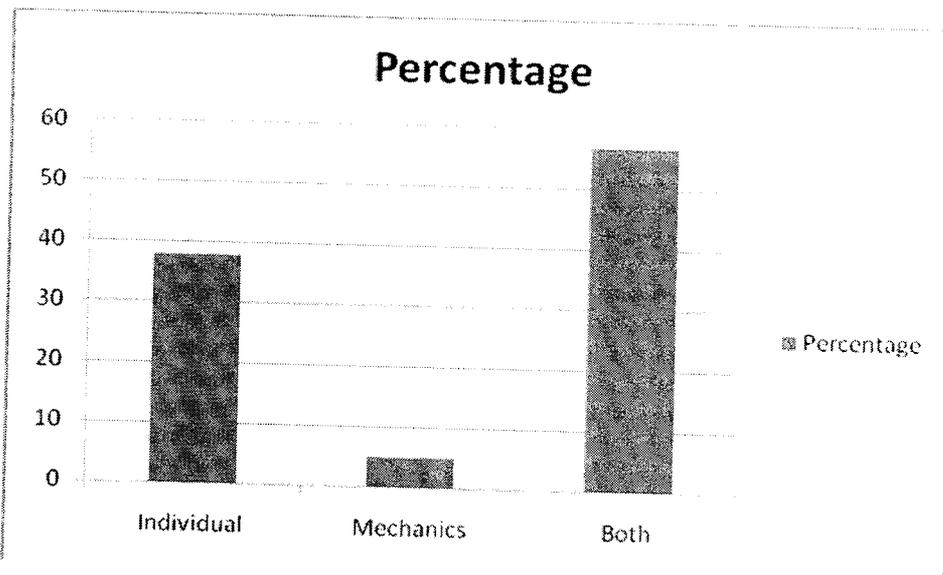
Inference:

As per the representation in the table the number of units sold by the dealers per month the range of 40-60 batteries has the majority (59.5%) as info from the respondents. So from this we can understand that on an average 40-60 units of battery are sold by a dealer.

9. Table represents who frequent purchaser of two wheeler battery

Sl. No	Customer	No of respondents	Percentage
1	Individual	16	38
2	Mechanics	2	5
3	Both	24	57
	Total	42	100

Source: Primary data



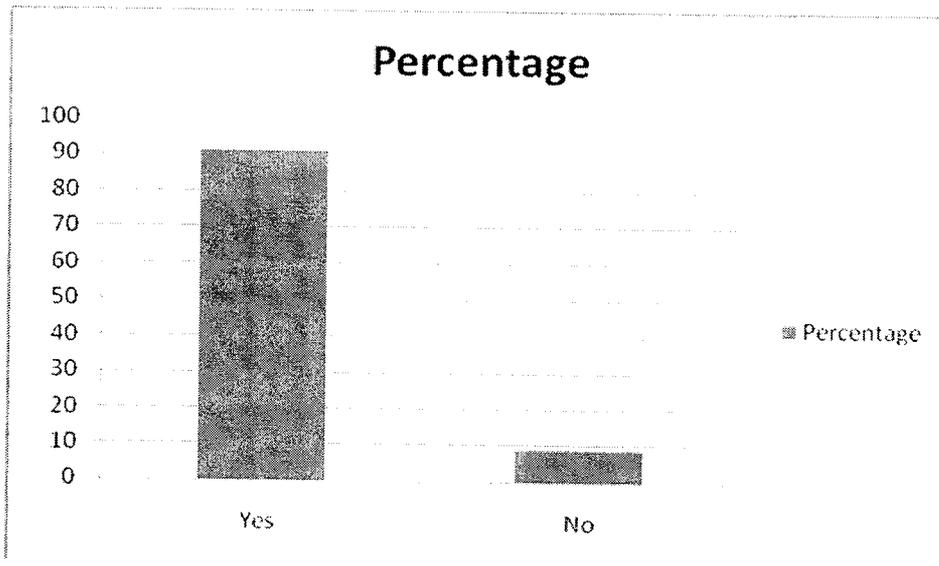
Inference:

As per the representation in the table Individual 38%, mechanics 5% and both 57%, so the majority of the respondents are in the opinion that the frequent purchaser cannot be specifically stated as customer group consisted of both individuals and mechanics.

10. Table represents whether the dealers get any offer from companies

Sl. No	Is Offer given by companies to dealers	No of respondents	Percentage
1	Yes	38	91
2	No	4	9
	Total	42	100

Source: Primary data



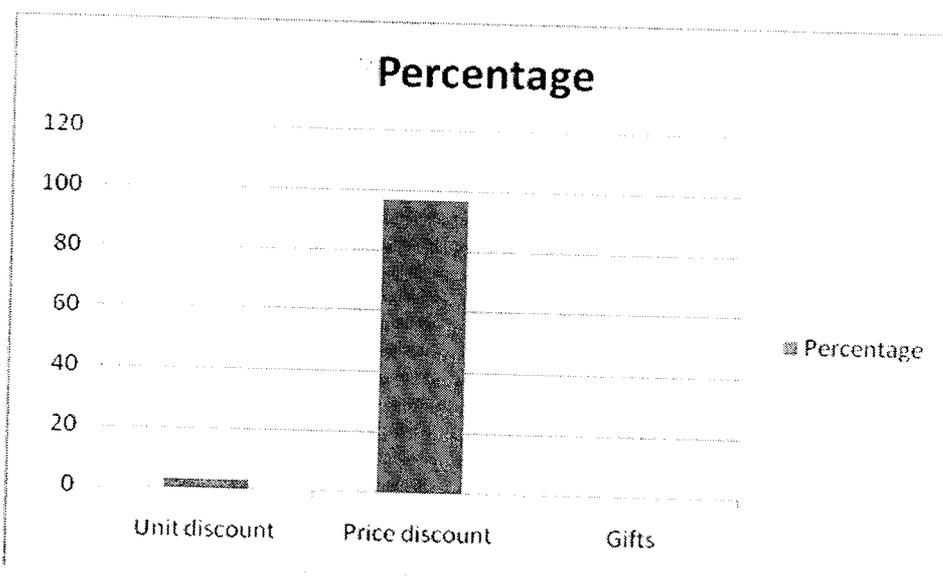
Inference:

This table states that the dealers have stated the companies give them offer, it is support as 91% of respondents have stated that the companies give offer.

11. Table represents the type of offers that dealers get from companies

Sl. No	Offers	No of respondents	Percentage
1	Unit discount	1	3
2	Price discount	37	97
3	Gifts	0	0
	Total	38	100

Source: Primary data



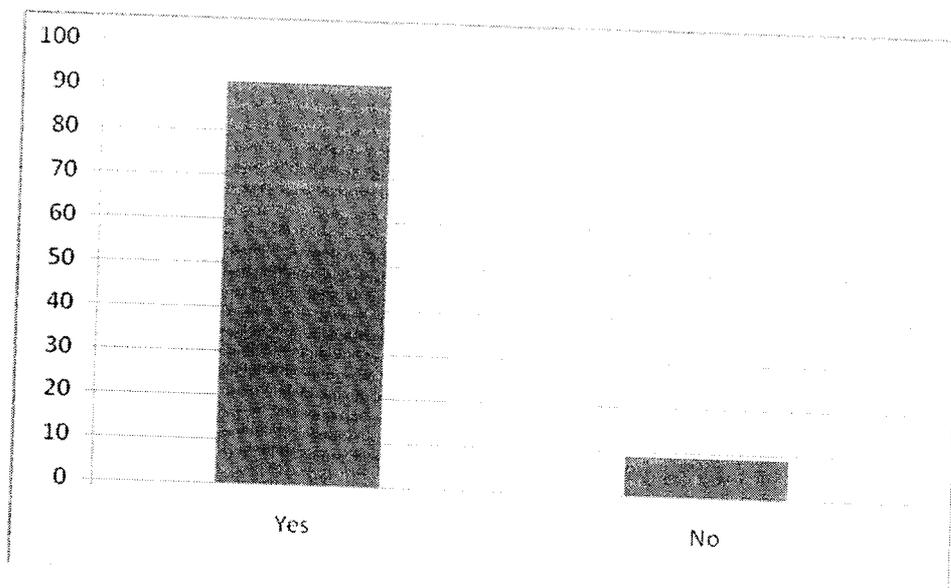
Inference:

From the above table we are able to know that 97% of the offer given by the companies to the dealers is the price discount and unit discount is very rarely given it states about only 3%. So the offer given is price discount.

12. Table represents whether the dealers provide any offer to customers

Sl. No	Is Offer given by dealers to customers	No of respondents	Percentage
1	Yes	38	91
2	No	4	9
	Total	42	100

Source: Primary data



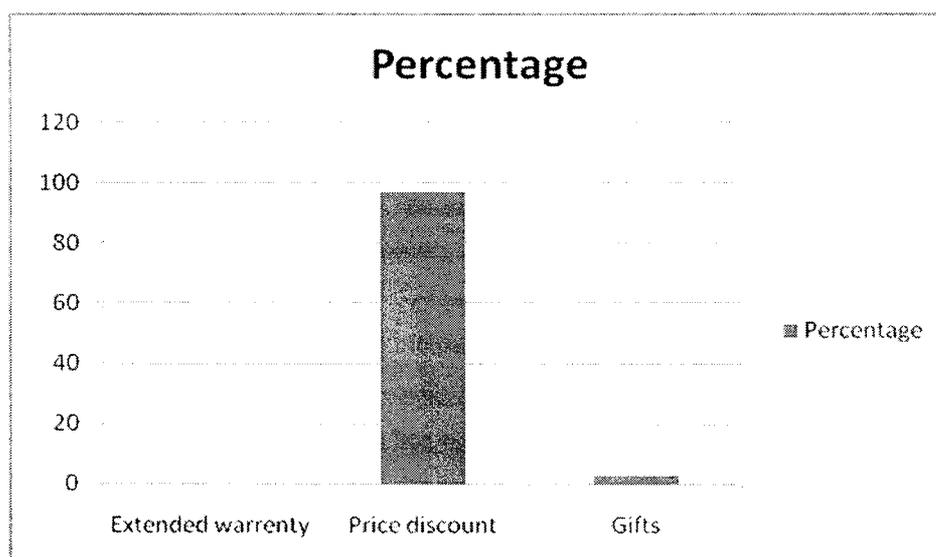
Inference:

This table states that the dealers have stated they provide offer to their customers, it is support as 91% of respondents have stated that they give offer to customers.

13. Table represents the type of offers provide by dealers to customers

Sl. No	Offers	No. of respondents	Percentage
1	Extended warrenty	0	-
2	Price discount	37	97
3	Gifts	1	3
	Total	38	100

Source: Primary data



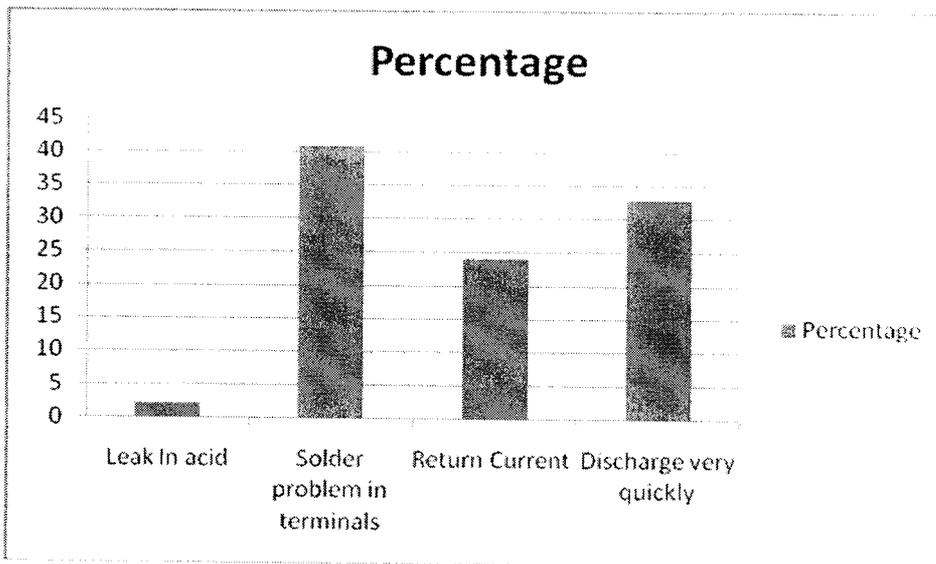
Inference:

From the above table we are able to know that 97% of the offer given by the dealers to the customers is the price discount and gift offers are very rarely given as it states about only 3%. So the offer given is price discount.

14. Table represents the major problems reported by customers

Sl. No	Problems	No. of respondents	Percentage
1	Leak In acid	1	2
2	Solder problem in terminals	17	41
3	Return Current	10	24
4	Discharge very quickly	14	33
	Total	42	100

Source: Primary data



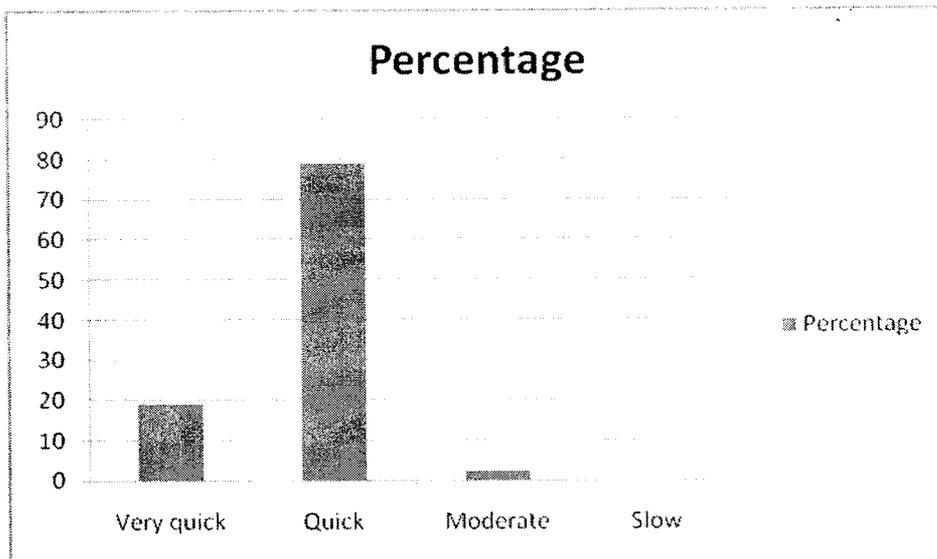
Inference:

From the table we understand that the most reported problem in two wheeler battery is solder problem in terminals of the battery(41%),next problem is the discharge very quickly(33%),return current in battery (24%) & leak in acid of battery is most rarely reported (2%). So on a overall solder problem in terminals and discharge of battery is mostly problems.

15. Table represents the response from the companies for complaints

Sl. No	Problems	No. of respondents	Percentage
1	Very quick	8	19
2	Quick	33	79
3	Moderate	1	2
4	Slow	0	0
	Total	42	100

Source: Primary data



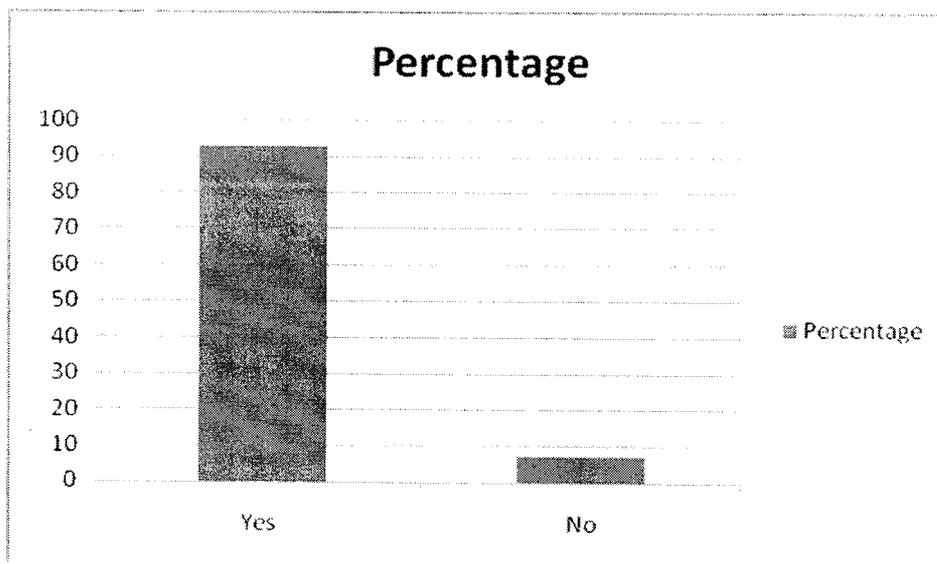
Inference:

From the above table we can understand that the response by the companies for the complaints is quick, as majority of the respondents have selected that quick as (79%).

16. Table represents whether the dealers are satisfied with the warranty claims

Sl. No	Satisfied with the warranty claims	No of respondents	Percentage
1	Yes	39	93
2	No	3	7
	Total	42	100

Source: Primary data



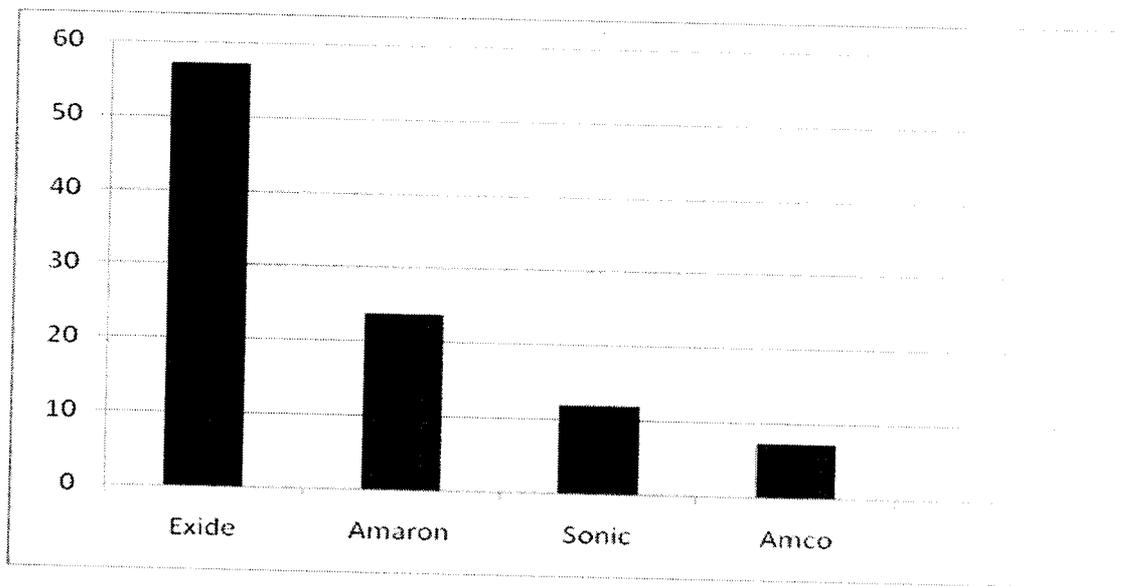
Inference:

On an overall from the above table we can understand that majority of the respondents are satisfied with the warranty claims.

17. Table represents which brands distribution channel is most suitable

Sl. No	Brand	No of respondents	Percentage
1	Exide	24	56
2	Amaron	10	23
3	Sonic	5	11
4	Amco	3	7
	Total	42	100

Source: Primary data



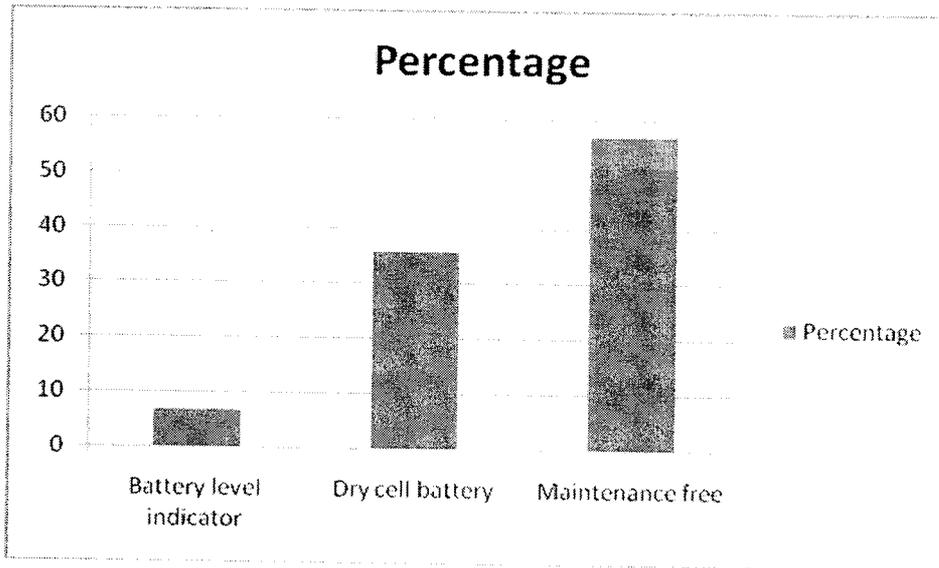
Inference:

It is understood from the above chart and table that most of the respondents are in favour of the exide distribution channel, so it shows the exide distribution channel is good.

18. Table represents features expected in new battery that comes to market

Sl. No	Features	No of respondents	Percentage
1	Battery level indicator	3	7
2	Dry cell battery	15	36
3	Maintenance free	24	57
	Total	42	100

Source: Primary data



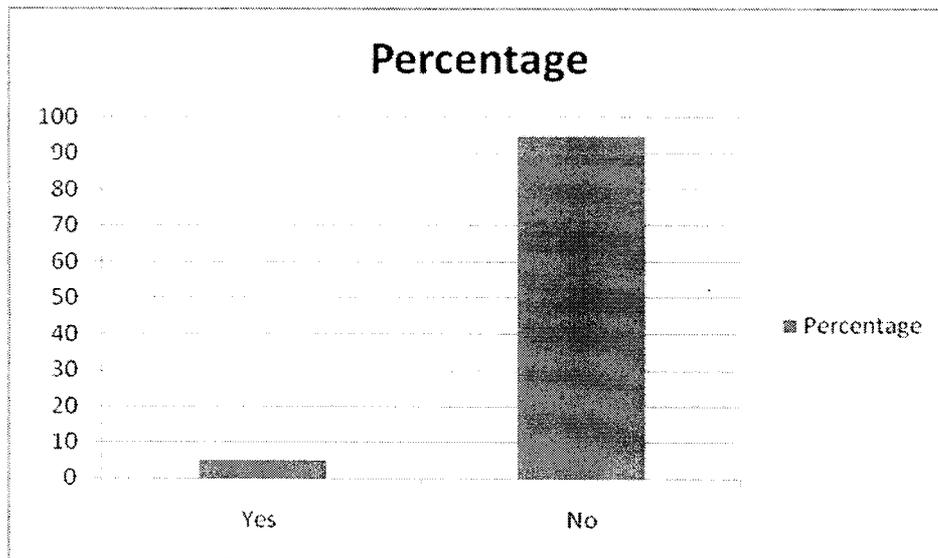
Inference:

From the above table we are able to understand that most of the dealers opt for features like maintenance free battery (57%) and the next opted one is the dry cell (36%).

19. Table represents whether the dealers opt to new brand that comes into the market

Sl. No	Satisfied with for warranty claims	No respondents	of Percentage
1	Yes	2	5
2	No	40	95
	Total	42	100

Source: Primary data



Inference:

On an overall from the table above we can understand that majority of the respondents(95%) are satisfied with their own brand which they are selling now so it tough to make them also opt for another new brand but even than 5% of respondents have opt that they will if the quality of the product is good.

20. Table represents the correlation between variables

		Price	brandname
Price	Pearson Correlation	1	.381*
	Sig. (2-tailed)		.013
	N	42	42
Brand name	Pearson Correlation	.381*	1
	Sig. (2-tailed)	.013	
	N	42	42

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The above table represents the correlation between price of the battery and the brand name. It has correlation of about 0.381, so it has positive correlation which is less than one. Thus it can be stated that price of the battery is influenced by its brand name.

CONCLUSION

CONCLUSION

4.1 Findings

- Exide battery has the highest number of dealers in Coimbatore than any other brand.
- Normal price range of the two wheeler battery with respect to branded one's is in the range of Rs. 500-1000.
- Among the different types of batteries available the highest demand type of battery are 2.5lp and 5lp battery.
- There is lack of awareness among the customers about the eco-friendly battery as nowadays ecological care is a major concern in every field.
- The major factor that influences the customer to buy a particular brand of battery is the brand name of the battery.
- The normal life time of a two wheeler battery is 2-3 years and even more in some cases.
- The number of units sold by the dealers per month ranges on an average of about 40-60 batteries.
- The frequent purchaser cannot be specifically stated as customer group as consisted of both individuals and mechanics.
- The dealers have stated the companies give them offer and the offers provide the mostly provide offer is price discount.



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- The dealers have also stated they provide offer to their customers and the offer provided by them mostly is price discount.
- The most frequently reported problem in two wheeler battery is that the solder problem in terminals and quick discharge of battery.
- The price of the battery has direct correlation with the brand name ,as the brand name is the influence factor for customers.
- The response given by the companies in the case of complains is quick so the dealers are satisfied with their service.
- The exide distribution channel is good in the case of the coimbatore.
- Most of the dealers opt for features like maintenance free battery and the next opted one is the dry cell.
- The dealers are satisfied with their own brand which they are selling now so it tough to make them also opt for another new brand but even than are small percent of dealer who have opted that they will if the quality of the product is good.

4.2 RECOMMENDATIONS

- Most of the dominant brands in the market has high price range so it is good for a new brand to come out with a competitive price.
- Mostly the customers opt the battery with reference to the brand name than any other factor, so it is advisable for new comers to go for a wide spread awareness programs to make the customers familiar about the brand.
- In case of Coimbatore district Exide is the market leader as it has more number of dealers and a good brand image, so it advisable for the new brand to make the Exide dealers to opt to sell their brand.
- In case of the price and the brand name by direct correlation so it advisable for companies to mainly opt in popularizing of their brand. As brand name has a higher influence in customers.
- In the recent times most of the customers have started looking in the additional features like maintenance free battery, dry cell battery. So it is good to come out with additional features which favor the customers.
- In the recent past the emerging concept is the go green concept, so it is advisable to come out with more eco-friendly batteries.

4.3 CONCLUSION

The two wheeler battery industry in India is highly competitive with high level of change in the life style of the emerging markets. It is marked by the prevailing competition among the major players like exide, amaron etc. The threat of unorganised sector has also grown to a greater extent. The companies relentlessly compete with each other at the price range and the variety of new features.

The market like Coimbatore has now become the apple of the eye for all these battery industries. Every company is trying to capitalize the market potential of these areas scrambling for a bigger and bigger market share.

The customers of this market moreover are well educated ~~af~~ are brand conscious. The best we serve we get the better key to capture markets. The present market leaders in this market is Exide and Amaron, this is achieve by them mainly because of their brand name and their pricing strategy. At the same time the various brands are on the run for enhancing their share by capturing newer and newer markets, the finding of the study would enable the marketing strategists to frame suitable strategies to increase the market share of Roots Industries Ltd.

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