



Team Joker

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INDUSTRY OVERVIEW

Problem statement 1:

- The market size is **2%** in India, while globally it is **27%**
- Enhance potential for adventure bike, leveraging first mover advantage

Analysis

- Contribution of adventure bikes to overall Market share is low.
- In next five years, bike sales projection is on positive side, and indicates the opportunity to increase sales of adventure segment

Total bikes sales
~1.06 Cr
(2022)

Projected bikes sales
~3.97 Cr 
(2026)

Growth expected in bike market
(from FY'20-26)

10.56%



Identification of customer need

Motivations for Adventure Travellers

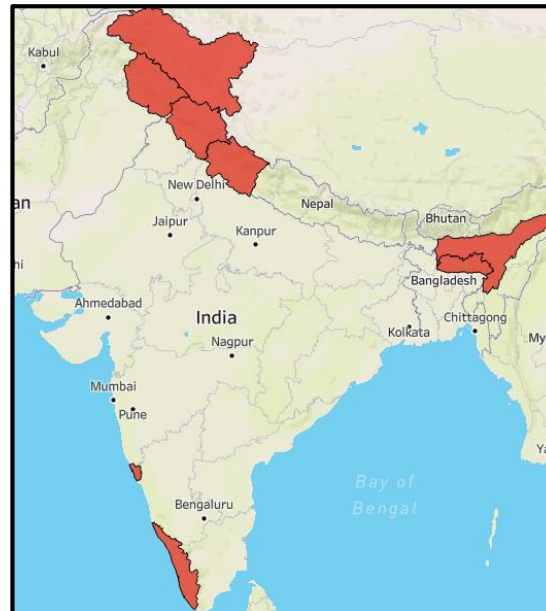


Travel Personas

Mass Travellers

Adventure Grazers

Most preferred adventure locations



Goa

Himachal Pradesh: Bir Billing

Leh & Ladakh

Uttarakhand: Rishikesh

Assam & Meghalaya

Kerala: Munnar & Wayanad

Marketing Strategy

5C's of MARKETING

Five C's of Marketing



Customer

Bikers (18-35 years)

- College students
- Off road racing enthusiast
- Avid travellers
- Adventurer



Competitor

- Bajaj
- Honda
- TVS
- KTM



Company

Product:

- Xpulse 200
- Xpulse 200 4V

Competitive Advantage:

- Affordable tourer bike
- First entry
- On & off road



Collaborate

Collaborate with companies to expand the awareness such as gaming companies

- event companies for #Adventure_roadshows, and dirt-manic
- merchandising like safety air suits, helmets
- college campus for free test drives and Student competition (SAE)
- movies/songs



Climate

Increasing Popularity of Adventure Sports
Expected to Surge the Growth of the Adventure bikes with covid restrictions people are more tired staying in the house and want to try different trails and tours

STP Analysis

1

Segmentation

It is segmented as a leisure and adventure cruiser bike. Though in Tier-3 & DH market it is associated with the social/status symbol.

2

Targeting

Young Bikers (25-45 Years)

3

Positioning

Position the bike as affordable adventure bike



Segmentation



Targeting



Positioning

Customer Persona



Deepak
Sharma
Age : 32 yrs
India

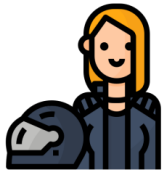
An adventure enthusiast who is driven by the adrenaline rush. Is now married with a kid in India but wants to rekindle his love for **snowboarding**. Owning a snowmobile is very expensive. He is looking for easy access to vehicles on ad-hoc basis without any commitment to ownership.



Evan
Kramer
Age : 35 yrs
New York

A Sales head at a top advertising company who travels a lot for work and fun. He is an **off-road racer**, loves all kinds of sports and is always looking for new adventures.

He seeks **variety** - needs diff. activities across places which include off-road racing, performance vehicles for National parks or just a luxury boat for a relaxing day on water with friends.



Melissa
Paris
Age : 27 yrs
California

An IT professional who loves being on the road, specially going on weekend bike rides. She wants to break the stigma around women bike riders.

Being an **avid rider**, she loves experimenting with different bikes for multiple short trips. She feels owning and maintaining a vehicle is a hassle, given her hectic lifestyle.

Way to enhance penetration into Adventure segment

SEO



- ↪ **Optimize hero website** with relevant keywords
- ↪ Uploading content on Youtube
- ↪ **Revamping** the look and feel of website

Google Ads



- ↪ Bid for **competitor brand**
- ↪ Bid for **own brand keyword**
- ↪ **Target** high and medium search keywords

Onground activation



- ↪ Dirt mania racing
- ↪ Tie up with **college fest**-offer test drive
- ↪ Sponsor **automotive events** - BAJA

Tie-ups



- Collaborate with **Redbull/Mountain dew**
- Tie up in movies for subconscious marketing
- Tie up with travelling apps(MMT) ,Zoom Cars, Hotels

Community



- **Giving Alumni** status to buyers
- **Organizing events** on monthly basis
- **Creating WhatsApp group** with alumni to provide connected **social system**
- Open training schools for new users

Campaigning



- ↪ Hill station **promotional tours**
- ↪ Ask users to share stories on Instagram to get featured on Hero page #Shareyourstory
- ↪ Interview with defense personnel
- ↪ Loyalty based model

Way to enhance penetration into Adventure segment

Digital Presence



Upload videos on adventure bikes and ask people to share Vlogs



Feature users on Instagram & twitter and encourage them to share their bike stories on Instagram



Improve website interface, can include videos (as KTM)

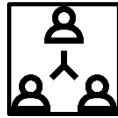


Organize road trips with enthusiast and plant trees with each stoppage to show association with environment in digital space

Community



Alumni Status to the buyers and create Facebook and Whatsapp groups



Create one coordinator among users as per region



Hero to organize the competition on month basis



Encourage users to hold activities among themselves



Motivate users to post stories under Hero created tag



Motivate users to post stories under Hero created tag

Tie-ups



Tie up with travelling websites and zoom car to offer subscription based bikes



Collaborate with youth icon to provide connected and stylish image such as Karthik Aryan, Roadies shows, Youth based movies



Tie up with Redbull/ Mountain dew drink to provide activation



Develop the loyalty based model, in which customer can share their referral and earn benefits from company



PROBLEM STATEMENT 2

INDUSTRY OVERVIEW

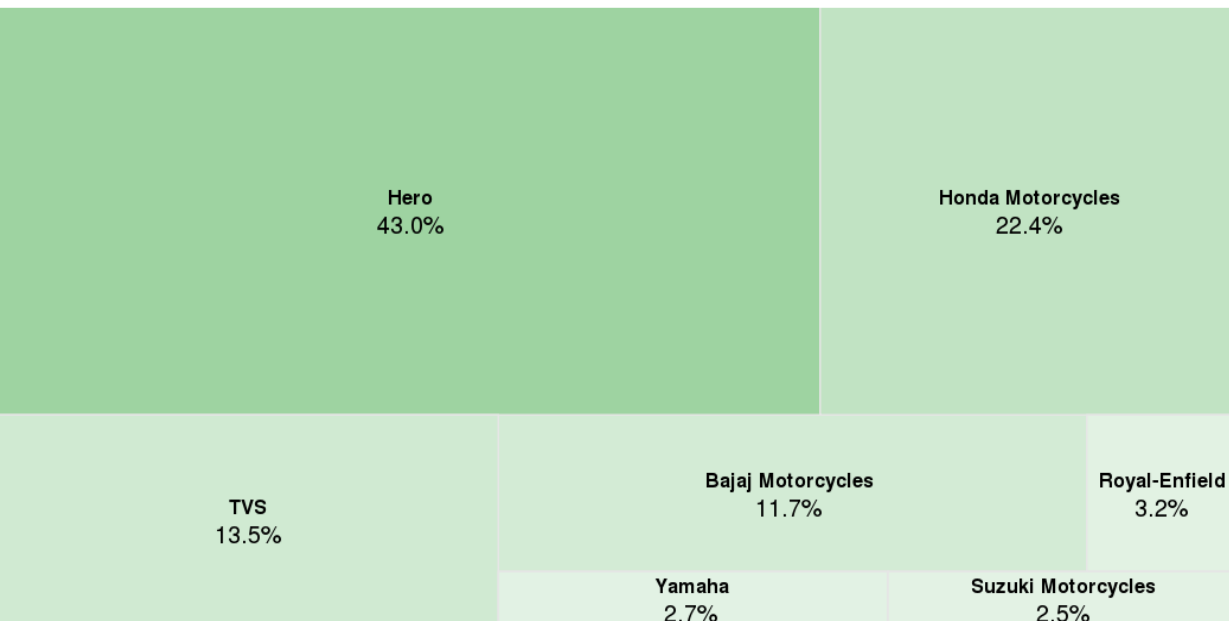
Problem statement 2:

- Redefining the landscape of the premium segment in market
- Regain our leadership position in the premium segment

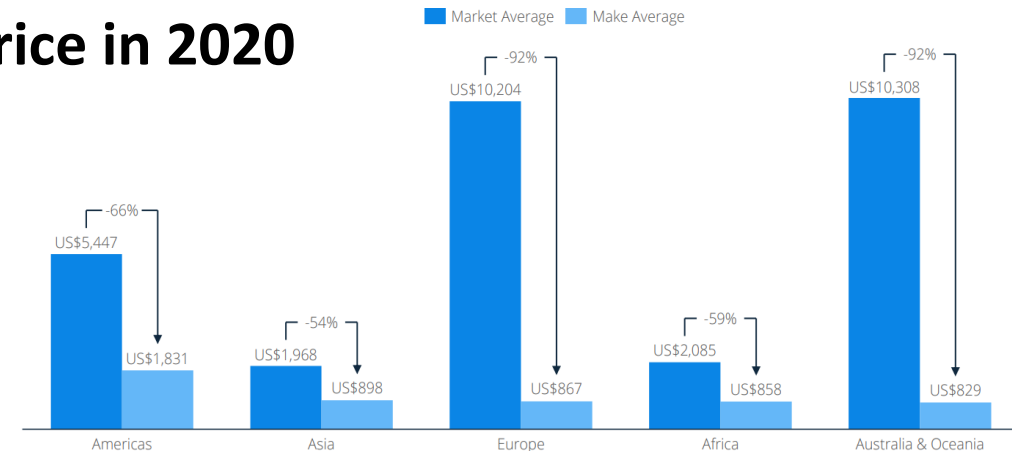
Analysis

- 43% market share of the total sales in motorcycle comes from Hero
- Only 1.08% of total Hero sales comes from Xtreme 160R
- In Asia, the average price of all Hero motorcycles is 54% less expensive than the market average

Market Share of Hero



Hero's price comparison with market price in 2020



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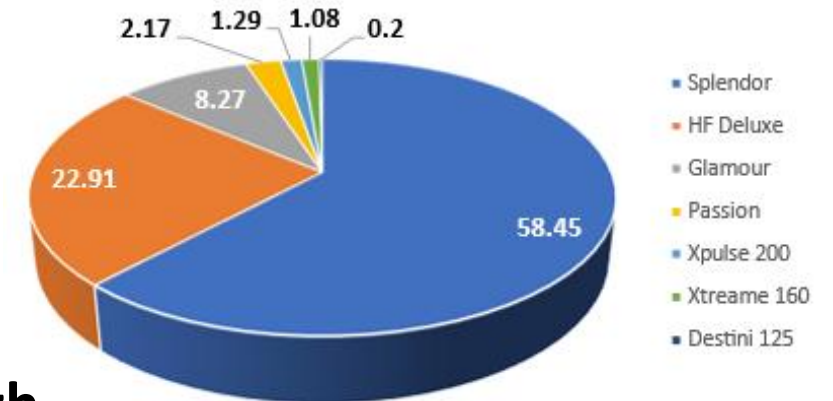
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Saleswise breakup of Hero Products



Competition Analysis

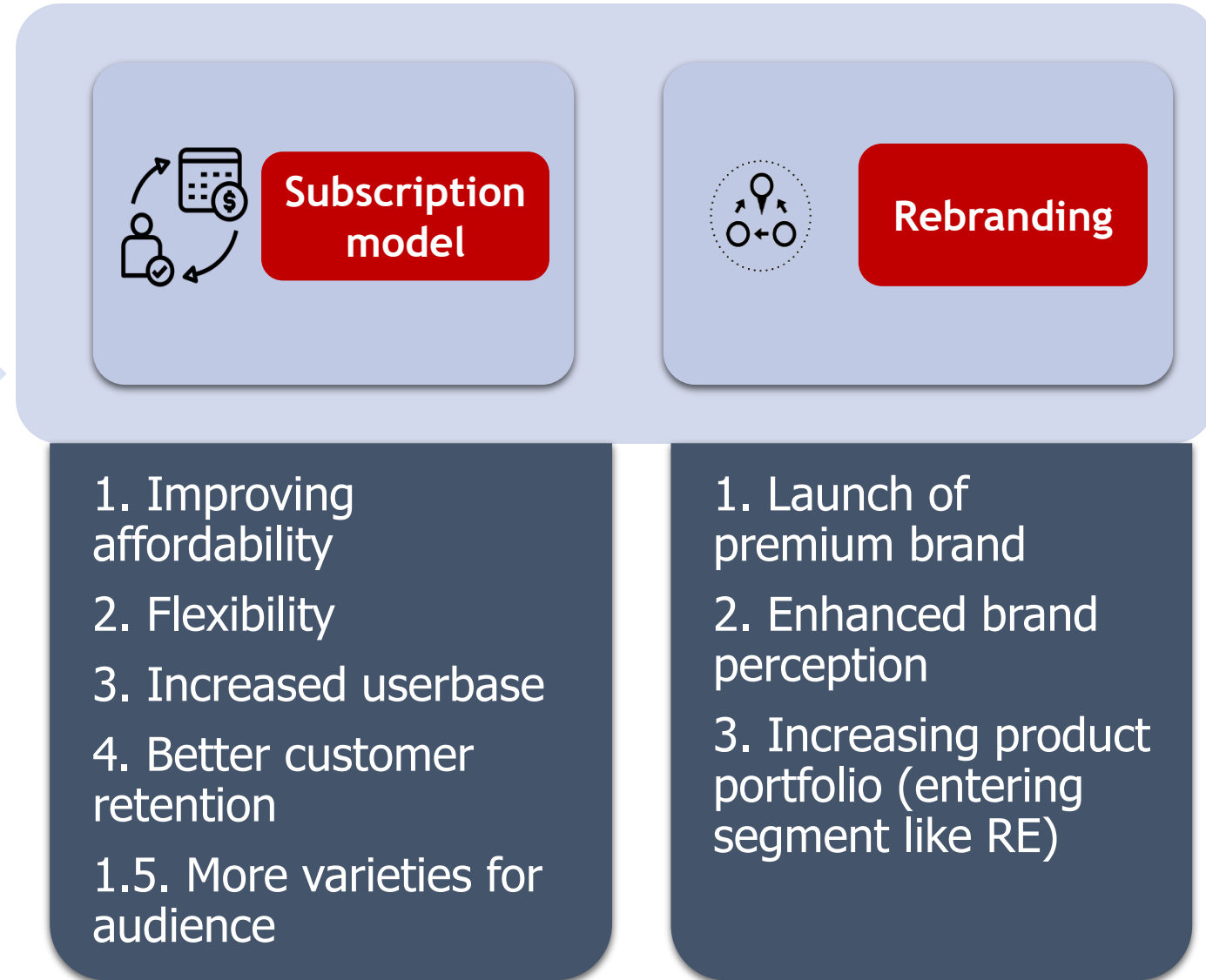
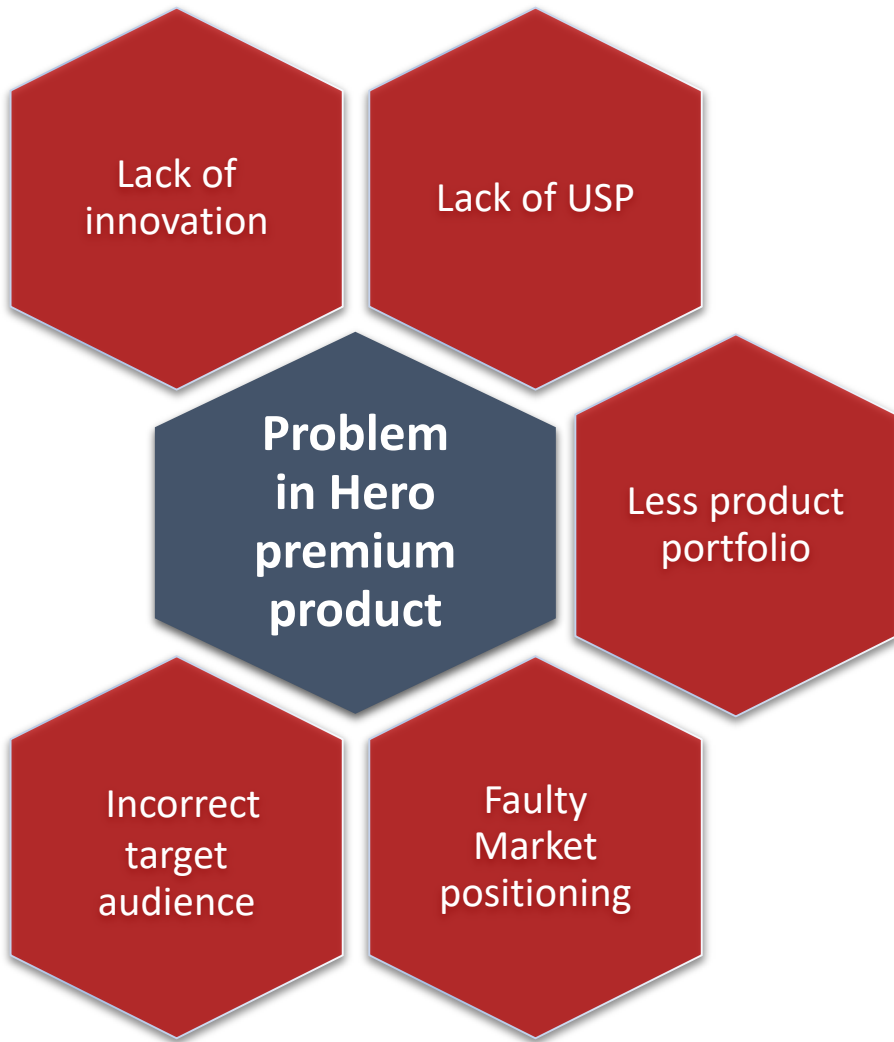


	Hero Xtreme 160	Yamaha FZ-S	Bajaj Pulsar 160 NS	Honda Blade	TVS Apache	Suzuki Gixxer 155
Price	₹0.99 - ₹ 1.03 lakh	₹ 0.99 -1.03 lakh	₹ 1.07 lakh	₹ 1.06 lakh - ₹ 1.11 lakh	₹ 1.03 lakh - ₹ 1.06 lakh	₹ 1.14 lakh
Maximum Power	15 bhp @ 8,500 rpm	13.2 bhp @ 8000rpm	17 bhp @ 9,000 rpm	13.6 PS @ 8,000 rpm	15.53 PS @ 8400 rpm	13.6 PS @ 8000 rpm
Maximum Torque	14 Nm @ 6,500 rpm	12.8 Nm	14.6 Nm @ 7,250 rpm	14.7 Nm @ 5,500 rpm	13.9 Nm @ 7000 rpm	13.8 Nm @ 6000 rpm
CC	163	149	160	184	160	155
0-60 Acceleration	4.16 sec	5.63	5.35	4.0 sec	5.48 sec	5.47 sec
Top Speed	115 kmph	130kmph	120 kmph	110 kmph	114kmph	127kmph
Fuel Economy	45 kmpl	45 kmpl	45 kmpl	45 kmpl	45-50 kmpl	40-54kmpl

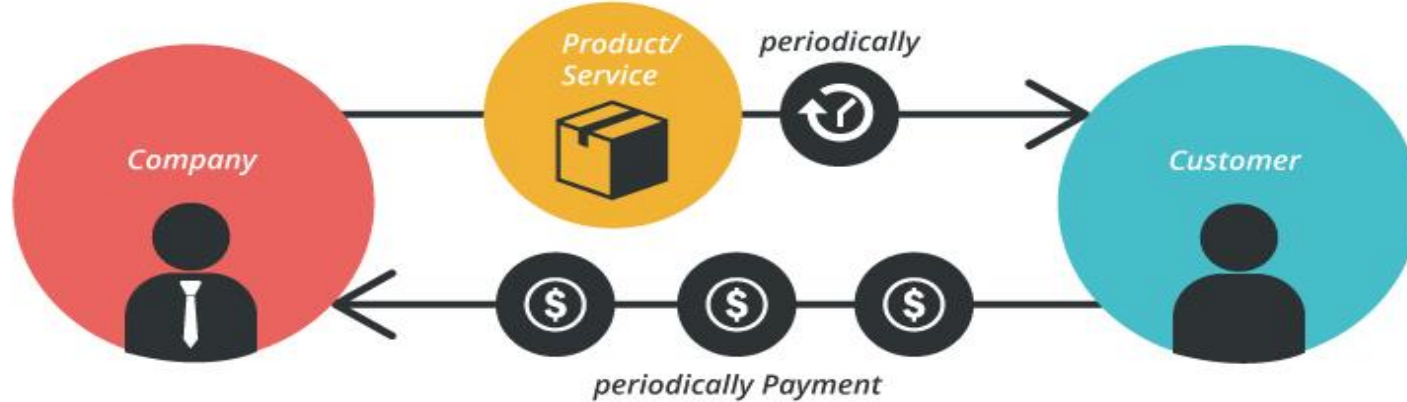
- Despite superior features, as per Rushlane report, Hero Xtreme (3067 no's) sold less vehicles than Yamaha(15000 no's)
- Huge potential for Hero to shift value customers (Splendor) to Premium segments (Hero Xtreme)
- Devising the USP for the product and same to be communicated to the customers

Identification of problems

Solutions



Pay per Miles – Subscription model



- Customer to **pay based on the run distance**
- Company to keep **(10% of bike MRP)** deposit from customers
- Company to verify user or user's relative CIBIL score

Users



College students



Professionals subjected to frequent job change



Tie ups with Zoom car



Collaborate with big housing societies to address adventure audience

Advantages over dealership model

REVENUE

D2C (Subscription Model)

- Predictable Revenue
- Recurrent revenue causes more investment
- Larger Customer Base
- Other Services/Products
- Optimize cost using data

Current Dealership Model

- Sale of Vehicle

CUSTOMER CENTRIC D2C (Subscription Model)

- Feedbacks at multiple touch points
- Direct Customer support
- Customer data at entire Value chain
- Data Science

Current Dealership Model

- Customer Support via Dealer
- Dealer Data