



Thoughts on Tata Motors Brand Dimensions



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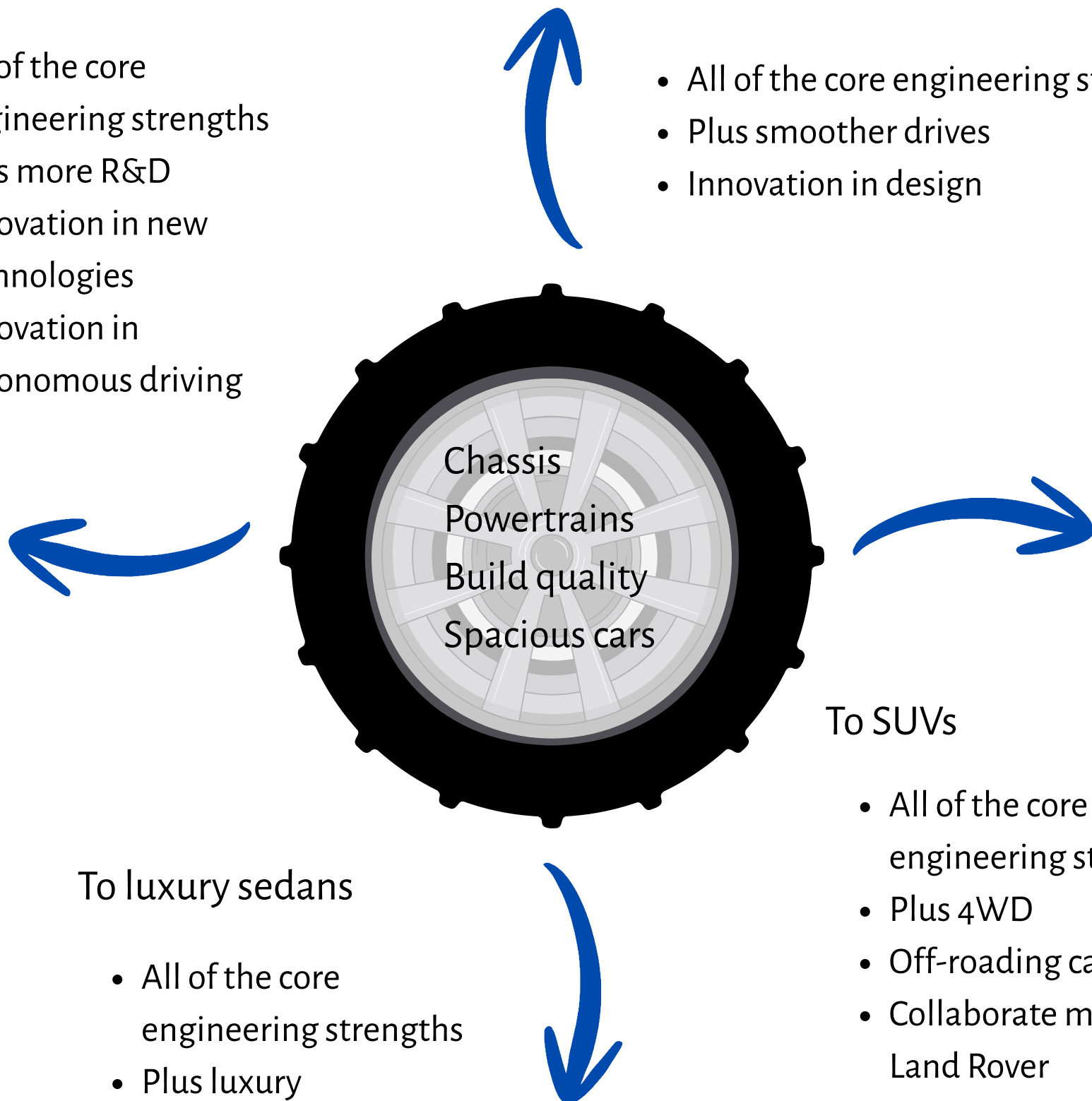
Tata Motors' core strengths and how they translate to different segments

To EVs and other technologies

- All of the core engineering strengths
- Plus more R&D
- Innovation in new technologies
- Innovation in autonomous driving

To passenger cars

- All of the core engineering strengths
- Plus smoother drives
- Innovation in design



To luxury sedans

- All of the core engineering strengths
- Plus luxury
- Stylish designs
- Better product finish
- Collaborate more with Jaguar

To SUVs

- All of the core engineering strengths
- Plus 4WD
- Off-roading capabilities
- Collaborate more with Land Rover

How Tata branding can be subtly incorporated
in product design (1)



An example of a steering wheel design hinting
at the Tata logo

How Tata branding can be subtly incorporated in product design (2)



An example of how a dashboard design can
hint at the Tata logo

Image used on this page is of a Mercedes-Benz car by Arteum Ro on Unsplash and is for indicative purposes only

Tata Motors' Brand Dimensions Grid

(Heritage)

Tata Motors' Brand dimensions	What to retain	What to change/improve	What connects with customers	What can become brand assets/IP
Product range	- SUVs - Compact cars - Sedans	- Launch premium sedans - Initiate luxury	- Indica a hit, now discontinued - SUVs most popular	New cars built on old platforms
Engineering strengths	- Chassis - Powertrains - Build quality - Spacious cars	- Better finish - Adding luxury and smoother drives	- Stylish designs - Well-powered cars - Fuel efficiency - Connectivity	All of the engineering strengths, and new innovations
Brand assets/IP	- Tata brand - Car model designs - Car model names	- Continuity in car models - Communicating the Tata advantage better	- Trust in Tata Motors brand - Innovations in design and technology - JLR connect	- Innovations that are branded - Benefits communicated in ideas, phrases and visuals
To be added - technology		- Develop new technologies - Develop autonomous driving tech	- New, greener tech - Autonomous features - Connectivity	All the new tech developed, patented, registered and used as IP

Tata Motors' Brand Dimensions Grid

(Current context)

Tata Motors' Brand dimensions	What to retain	What to change/improve	What connects with customers	What can become brand assets/IP
Product range	4 SUVs including Tata Nexon 3 Compact cars similarly powered and priced - Relaunch Tata Nano as EV	- Reposition Tata Sierra at higher price - Relaunch Tata Tiago - Introduce mid-size sedans	- Stylish designs - Adequately powered - Fuel efficiency - Smoother drives - Connectivity - Spacious cars	- Innovations across cars - Communication ideas - New cars in collaboration with JLR
Engineering strengths	- Chassis - Powertrains - Build quality - Spacious cars	- Improving suspension and transmission systems for smoother drives - Better finish - Adding luxury	- Well-powered cars - Automatic and CVT transmission - Fuel efficiency - Connectivity	- Branded powertrains as Tata Hyperion, etc - Branded/patented innovations
Technology	Retain ICE, CNG and EV technologies	- Innovate in new tech, including PHEVs and hydrogen fuel cell tech - Innovate in autonomous driving tech	- Improved battery range and charging - Better fuel efficiency - Autonomous driving tech - Improved in-car digital connectivity	- All the tech innovations that can be branded - All hardware and software that can be patented and branded

Tata Motors' Brand Dimensions Grid

(Current context contd.)

Tata Motors' Brand dimensions	What to retain	What to change/improve	What connects with customers	What can become brand assets/IP
Brand assets IP	- Retain brand names of SUVs except Tata Harrier and Tata Nexon - Retain and add Tata branding to powertrains	- Rebrand several of the Tata Motors cars in line with new strategy and positioning - Create more brand assets with car components and in brand communication	- Car features and benefits that can be expressed with an idea - Branded after-sales service	- Branding of cars - Brand features/benefits expressed creatively - Communication ideas
Brand communication	- Retain Tata Sierra's campaign line, and Tata Motors brand - Retain and use idea of more car per car for car models where appropriate - Bring back OK Tata! as an emblem of quality check for all cars	- Reposition each Tata car model and communicate it - Create new brand assets through branded features and through communication ideas	- Benefits that are clearly communicated and easy to remember - After-sales service that is of great help on road journeys - Corporate buying programme for sedans	- All branding ideas that can be registered - All campaign ideas ought to become IP

Tata Motors' Brand Dimensions Grid

(Future plans)

Tata Motors' Brand dimensions	What to retain	What to change/improve	What connects with customers	What can become brand assets/IP
Product range	• SUVs • Compact cars • Mid-size sedans	• Launch premium executive sedans • Launch luxury sedans, including cabriolets and tourers	• Premium cars • Smoother drives • Spacious • Fuel-efficient	• New stylish designs for cars
Engineering strengths	• Chassis • Powertrains • Build quality • Spacious cars	• Better finish • Adding luxury and smoother drives	• Stylish designs • Well-powered cars • Fuel efficiency • Connectivity	All of the engineering strengths, and new innovations
Technology	• Retain ICE, CNG and EVs • Launch PHEVs	• Develop new technologies such as Hydrogen fuel-cell • Develop autonomous driving tech	• New, greener tech • Autonomous features • Connectivity	All the new tech developed, patented, registered and used as IP