

Brand Strategy and Ideas for Tata Motors Cars

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Background

- [Tata Motors Passengers Vehicles](#) business has been growing well for the past few years along with the rest of the Indian motor car industry, especially after the GST rates were rationalised in 2025
- According to [SIAM](#) (Society of Indian automobile manufacturers) Indian automobile industry recorded production of 5.5 million passenger vehicles in FY26, and is ranked No.3 globally in the passenger vehicles category
- Indian passenger vehicles industry recorded 4.7 million units retail sales in FY26 according to [Jato Dynamics](#)
- By value, the Indian passenger vehicle market size was US\$ 41.34 billion in 2025 and is expected to grow to US\$ 44.45 billion in 2026 and to US\$ 63.84 billion by 2031 according to [Mordor Intelligence](#)
- Maruti Suzuki remains the market leader in India by a huge margin, and Hyundai, Tata Motors, as well as Mahindra & Mahindra vie for the second and third spot
- The small car, or sub-compact car market is said to be back, as the entry level car segment had collapsed some years ago in India due to a combination of factors such as higher car prices on account of new regulation norms, taxes, insurance costs and of course, higher fuel prices
- I am not sure if Tata Nano is still in production, but I think that Tata Motors do need to have a couple of vehicles in the sub-compact car segment
- Tata Motors cars clustered around two segments – the regular SUV and the sub-compact SUV – with several car models in each of the segments all similarly powered and priced, as I had [written](#) in a blog post recently
- The company is absent from the Rs 800,000 to Rs 1500,000 segment of the car market which comprises mid-size sedans
- Not sure if Tata Motors is helping to grow the car market by targeting the first-time car buyer or engaged in a fight for market share and brand supremacy through the replacement and upgrade market
- After the demerger of their commercial vehicles business, Tata Motors ought to pursue a more focused strategy of both growing the car market in India as well as competing better for greater market share
- The company should also focus on exports to other markets as well as expanding operations internationally

Competition

In this document, I am sharing my thoughts and strategy for the Indian market, as I am not aware of Tata Motors' operations in other countries, besides the JLR operations, that is.

In India, the competition would vary from one car category or segment to another. That said, Maruti Suzuki continues to be the biggest competitor for all car companies in India, and especially in the compact and sub-compact car segments. In this category, Hyundai and Renault would also be strong competitors for Tata Motors. However, Tata Motors only offers compact SUVs in the sub-4metre category and there are too many of them, all similarly powered and priced.

In the regular SUV segment, there are many brands competing, from Maruti Suzuki and Mahindra to Hyundai, MG Motors and Chrysler Jeep, along with many others. Since SUVs are being preferred by customers in India, almost every company is doubling down on this segment.

There is little to no brand differentiation between car brands/companies in India, though Maruti Suzuki, by virtue of its having been around the longest and also being the largest, is seen as the market leader and the best value for money.

Tata Motors has a real opportunity to rationalize its product range and reposition itself in a way that creates the Tata Motors brand and is also in line with the overall Tata Group.

In this, launching a couple of sub-compact entry-level cars as well as entering the mid-size sedan segments would be critical and helpful.

Target Audience

There would be several audiences for Tata Motors cars, and I would recommend that they focus on the following three, which are specific to each of the segments in the car industry.

The sub-compact/compact car buyer:

This person could be an entry-level or first-time car buyer or a replacement car buyer, but his/her needs would be similar: value for money. They would want compact, well-designed cars that are fuel-efficient and fun to drive. Typically, this customer would be 25-35 years old and his/her driving requirements would be the every-day office commute, shopping trips along with socializing, and perhaps some out-of-town weekend breaks. These customers would be experiencing several changes in life at this stage – job and career growth, relationships, marriage and raising a family. They would also be price-sensitive and

would ideally like a car that can see them through these life-stages efficiently and reliably.

The mid-size sedan buyer:

The mid-size sedan buyer would be slightly older, say, 30-45 years of age and someone who is rising in his/her career. They need a car that reflects their need for smoother drives, luxury and in-cabin comfort, as well as elegance and style. The car will probably be driven by the chauffeur most days, but it ought to be good for the owner to drive as well. This is the segment primarily driven by corporate perks and institutional buying, so it is important that after-sales service, maintenance and customer-care had better be good.

Tata Motors is currently absent from this segment, and must plan for a couple of new launches in this category.

The regular SUV buyer:

The regular SUV buyer is also older and predominantly male, between 30-45 years of age. He needs a car for his daily office commute, but also for his outdoor adventures. Therefore, he needs a car with power, extra-sportiness and off-roading capabilities most certainly. Obviously, he travels and drives out of town a lot, both alone and with family and friends.

Tata Motors' strengths

Product engineering strengths:

- i. Chassis design and engineering
- ii. Build quality
- iii. Powertrains
- iv. Designing spacious cars

Other strengths:

- Understanding of the Indian car customer, the market, Indian road conditions, etc
- Leading in CNG and EVs – need to build on this and also introduce hybrids while researching new fuel technologies
- The Tata brand and what it stands for – maximizing human capital
- Collaboration with JLR (not leveraged yet)
- Product finish and smoother drives (not part of Tata Motors brand yet)

Differentiating the Tata Motors car brand

Since the company will be making and selling a wide range of passenger vehicles across all the main segments and addressing a wide group of buyers, what is the one differentiated benefit that Tata Motors can offer its customers?

Combine all of Tata Motors core product strengths, add product finish, smoother drives and technology – both automotive technology and digital technology – and what we get is an automotive brand that is made for life's journeys.

Brand positioning for Tata Motors cars

Tata Motors encourages people to always journey ahead.

Brand benefit

Only Tata Motors designs and builds cars that keep you discovering, exploring and journeying, no matter what.

Tone and manner

The tone and manner of Tata Motors advertising and other communications ought to be that of a leader, even if the company is not yet numero uno in India. This is because Tata Motors is the owner of JLR in Britain, and also because Tata Motors will be combining the skills and expertise of other Tata companies such as Tata Consultancy Services and Tata Technologies, to name a few.

That said, the company should maintain a tone of voice that is:

- Optimistic and upbeat
- International
- Elegant and understated

Creative strategy or how advertising will build the brand

Advertising will attempt to place Tata Motors cars in people's lives and highlight the importance of motoring. From the regular office-commute to drives on important occasions and even further, to travel to new places and discover beauty, culture, relaxation, all of these bring new experiences, new knowledge and new memories to people.

Tata Motors' communication will endeavour to encourage people to keep journeying, discovering and exploring in their lives, through a range of cars carefully designed and built with this very objective in mind. Advertising will also communicate Tata Motors' long experience and expertise in automotive engineering and technology as well as the after-sales service that keeps the cars in good shape.

Advertising and brand communications will also position Tata Motors as a leader in the automotive industry who encourages people to keep journeying through life.

Creative Idea

We will show that Tata Motors cars are made for journeying ahead through a slice-of-life approach that depicts people choosing to drive in Tata Motors cars for some of life's most important journeys, and the car seeing them through.

The idea is executed differently in the film and the print medium but the message and the idea remain the same.

TV advert #1:

Film opens inside a home where a big occasion is being planned. Or so it appears, from the way the home is being spruced up, rearranged, and decorated. We see family members rushing about rather busily, talking to each other excitedly, and we realise that it's a wedding that they are preparing for.

Music is orchestral instrumental that is festive in mood.

We see the bride and her family returning from big wedding trousseau shopping, as bags of goodies emerge from the car's cabin as well as the boot.

Dissolve to the groom having his wedding suit tailored. He drives to the trial session and arrives looking dapper as ever.

Wedding day arrives when the whole home is decorated and lit with fairy lights. The groom is busy pacing the floor in his room, engaged in a moment of quiet reflection. He peers through the window in his room and sees a Tata car parked in the driveway. He smiles wistfully to himself.

At the wedding, the couple have just completed the ceremonies and walk to greet their parents and to seek their blessings. When suddenly a group of mischievous girls (bridesmaids perhaps) pull the bride away and lead her to a festively decorated car outside.

She is pushed inside the car, and who should she see next to her in the driver's seat, but an old friend, possibly the best man!

She can't believe what's happening, while he just grins wickedly at her and drives off.

We see aspects of the car's interiors and the exterior as it drives down a city avenue, and she keeps protesting inside the car.

Cut to the bride's and groom's families waiting outside the wedding venue, as the Tata car returns with the bride.

MVO: For the most important journeys in life, nothing but the finest will do.

A Tata Motors car for example.

The bride looks embarrassed and blushes, while her husband turns to look at their friend/best man.

Friend smiles and hugs the groom and while doing so, whispers to him.

Friend (whispers): Your heart in your mouth on a day like this is a good sign.

Then in a dramatic fashion, gestures towards the car and announces: **I wish you both exhilarating journeys through life!**

The newly married couple drive away from us in the same decorated Tata car, as family and friends cheer and wave in joy and delight.

Tata Motors logo appears on screen with the strapline.

Tata Motors

Keep journeying ahead

TV Advert #2:

Film opens on a young male executive seated in the rear seat of the car that is being driven by a chauffeur. He's wearing shirtsleeves and a tie, and is busy reading a newspaper, when he suddenly sees a familiar face on the road and asks the chauffeur to stop the car.

A young colleague of his gets into the car with him and they drive ahead. The car passes many office buildings as it makes its way in the morning.

Music is orchestral instrumental and is optimistic and calm.

Suddenly we see that the colleague is not there and his place has been taken by his wife and child next to him in the car. It's another day and another journey in their Tata Motors car. Our executive has aged somewhat and is now dressed in a suit. His young daughter is saying something to him, as she points outside the car window, and he patiently replies.

Then, we see that his wife and child are not there with the executive, but a large briefcase and some files take their place. He is busy talking on his mobile with someone.

MVO: In business, they say that what got you here will not take you much further. (pause)

They haven't driven in a Tata Motors car, obviously.

Somewhere along the journey, on a different day of course, a glittering award takes the place of the briefcase. It's late evening and the executive seems to be returning from an awards ceremony.

Finally, we see the Tata Motors car stop in front of a large, old building, with steps leading up to the front door. Our executive, now a senior manager, steps out of the car. Only to face a barrage of media people thrusting their microphones and cameras into his face.

Camera goes around the gleaming and stylish Tata Motors executive sedan, as the manager climbs up the steps followed by the media.

Tata Motors logo and strapline appear on the screen.

Tata Motors

Keep journeying ahead

TV Advert #3:

Film opens on a group of people inside an SUV driving through rugged mountainous terrain approaching us. Soon, we realise that they are not alone, but are being followed by a couple of other families in their SUVs.

These Tata Motors SUVs – all different models – are having to negotiate really tough and treacherous conditions. The weather too is not very encouraging as storm clouds gather overhead.

Dissolve to them now driving through dense woods in the plains, and then through grasslands, where they come across a railway level crossing. Rather than wait, they turn around and decide to take a detour.

Dissolve to these people and their Tata Motors SUVs on another trip in a valley, where they come upon a small, old stone bridge across a river. Unfortunately, it lies broken and so they decide to turn and drive all along the river, which makes for a beautiful sight.

As they reach a ferry jetty, they see that the ferry has just left without them. Damn! One of the chaps slaps his hand on the steering, and we cut to expression of dejection on their faces.

MVO: Life is too short to stop our journey of discovery. That's why Tata Motors SUVs were created.

But then they decide to drive ahead, where they find that the river is now just a shallow stream flowing over rocks.

We see the three SUVs crossing the stream and once they reach the other side, there is jubilation all around.

We end on the group of friends camping beside the stream, as the sun goes down. The campfire and the kettle boiling provides enough warmth after the long road adventure.

Tata Motors logo appears on the screen with the strapline.

Tata Motors (logo)

Keep journeying ahead

Tata Motors Print Campaign

Print Advert #1:

Headline: With build quality this good, your journey home should be about tomorrow.

Body copy:

Tata Motors cars are known for their solid build quality which make them amongst the safest and sturdiest cars on the roads. For decades, our automotive designers and engineers have strived to create powerful and stylish cars that are also as tough as steel.

Which means you can rest assured about safety as well as your journey being a smooth one. No matter which Tata Motors passenger vehicle you buy, we'd like you to enjoy your journeys and think about tomorrow. Leave it to our cars to see you safely home.

Sign off: Tata Motors

Keep journeying ahead

Print advert #2

Headline: All the space for fun times with family.

And more, to boot.

Body copy:

From the time we launched our Tata Indica car decades ago in India, we have mastered the art and science of building cars with more spacious interiors. Not large, bulky cars. Just more space where you need it. In the cabin area and in the boot.

It's not for nothing then, that over time our cars became known for "more car per car". Tata Motors designers and engineers believe in creating cars for all stages of your life's journey. As your needs change, our cars move in step. Always making space for your next journey ahead.

Sign off: Tata Motors

Keep journeying ahead

Print advert #3:

Headline: For all of life's important journeys, a steadfast companion.

Body copy:

Few car companies have created a wide range of passenger vehicles as thoughtfully as we have at Tata Motors. From your first compact car to a mid-size sedan, sporty SUVs and the thoroughbred all-terrain vehicle. Add to this, our designers' skills in creating more space and our engineers' prowess in providing more power and better performance, and you have cars that are travel companions, par excellence.

For each one of your life stages, you'll find a Tata Motors car to match. So, go ahead and enjoy the biggest journey called life.

Sign-off: Tata Motors

Keep journeying ahead

Print advert #4:

Headline: With the widest range of powertrains and technologies, you're already on the road to the future.

Body copy:

It might surprise you to know that Tata Motors passenger vehicles offer you the widest choice of automotive technologies as well as powertrains engineered to help you get the best out of your car. From Tata Revotron and Tata Hyperion in petrol engines to Tata Kryojet in diesel and CNG

powertrains as well as battery-powered EVs, you have a choice of optimally powered cars to drive.

We also make each of them available in several variants, so you are spoilt for choice. Finally, because we're working on hybrids and alternative fuel technologies, you know that you're driving the latest in automotive engineering and technology. And no doubt, it is the journey of the future.

Sign-off: Tata Motors

Keep journeying ahead

Print advert #5:

Headline: In all the ups and downs of business, there is also the carriage of composure.

Body copy:

The world of business has never been more uncertain and volatile, and navigating one's career through these times can be challenging. The least you can do is to travel in a vehicle that affords you smooth and tranquil journeys. Collaborating with our colleagues at JLR, Tata Motors has created premium, mid-size sedans that are quite the carriage of composure.

Considering the hours you spend commuting to office, driving to meetings and to the airport, surely you can do with one of these new executive sedans. Fitted with optimally powered engines, the latest in automotive technology, plush interiors and advanced safety driving features, they make most sense to those journeying to the peak of their careers. Check out our corporate packages for how they can enhance your company's journeys.

Sign-off: Tata Motors

Keep journeying ahead

Print advert #6

Headline: To know the real worth of a Tata Motors car, consider its resale value.

Body copy:

We've told you how tough and safe our vehicles are. We've also designed them with the latest automotive technologies, our own powertrains and created more space for enjoyable journeys. But none of this would be adequate, without our wide network of car dealerships and service stations who are also at your service.

Through well-trained service engineers, well-stocked inventories of spares and parts, and dealerships that are connected through technology, this is Tata Motors commitment to keeping your car in good shape, no matter where you travel. A higher resale value, therefore is not surprising.

Besides, Tata Motors dealerships offer you the best buyback value, should you wish to upgrade to your next Tata Motors car. Now, why wouldn't you?

Sign-off: Tata Motors

Keep journeying ahead

Tactical adverts in print

In addition to the main brand campaign for Tata Motors cars in print that I have just shared, there will be requirements for tactical announcement adverts from time to time. Such as new product launches as well as festive season communication.

I am now sharing a couple of such ideas, for the launch of the new Tata Sierra as well as a festive season advert. The festival is not specifically mentioned, and neither is it for any specific festive season offer. This advert is to associate Tata Motors cars with the festive season and spirit.

Launch advert for new Tata Sierra:

Headline: And you thought that you had travelled and seen all that there is to life.

Body copy:

For those old enough to remember Tata Sierra's "takes the rough with the smooth". And for those of the younger generation who are seeking to strike out on their own. Take the untrodden path. Beat the city blues on weekends.

Tata Sierra is back in a brand new SUV, packed with the power and performance you need on different kinds of terrain. And a host of new features such as ADAS 2, blue-tooth navigation, digital connectivity and infotainment and the like.

The new Tata Sierra still takes the rough with the smooth. But just as no two journeys are ever the same, this new Tata Sierra is a class apart.

Bullet points:

- 1.5 litre capacity Tata Revotron or Tata Kryojet engine of 106 PS
- 145-280Nm torque @ 2100rpm
- 6-speed MT and AT transmission

Visit tatamotors.com for more details.

Sign-off: Tata Motors

Keep journeying ahead

Festive season advert:

Headline: Festive times are made for Tata Motors cars.

Copy:

All those journeys to the mall for festive season shopping.

And ample cabin and boot space to stow them away in.

All those trips to organize home decorations for the holidays.

Not to mention more drives to buy sweets and gifts for relatives and friends.

And let's not forget all the visits to relatives' and friends' homes to greet them.

Crisscrossing the city, but always without complaint.

What about all the space in our cars to accommodate big family journeys.

The meetings and the greetings.

When you think you're done with one festival, another comes along.

Remember this is India.

And just in case you've had enough of all the festivities and the partying, there's always the open road.

The highway to someplace in your mind.

Sign-off: Tata Motors

Keep journeying ahead

Ideas for social/digital media

I am not sure Tata Motors should be advertising on social media, though one could argue why not. After all, Tata Motors would wish to connect with the youth and with younger car buyers for which social media and digital is the best medium.

Therefore, I am sharing a thought that I have for how Tata Motors can connect with younger audiences and with car enthusiasts. But before I do so, I must share my few observations regarding Tata Motors' current communication on social media such as LinkedIn and X. Since I am not on Facebook or Instagram, I am not aware of the kind of advertising Tata Motors might be doing on those social networks.

First, when I searched for Tata Motors on both LinkedIn and X, there are many options that came up, from Tata Motors to Tata Motors Commercial Vehicles, Tata Motors Passenger Vehicles, Global Sales, and also Tata Motors overseas on X. For some reason Tata Motors Espania is locked while Tata Motors South Africa is open!

What I saw on [Tata Motors' page on X](#) is a series called Motor Mentors which seems to be a series of episodes regarding vehicle production in the context of also serving communities, featuring a Mr. Vinod Kulkarni who is the CEO of Tata Motors Foundation. I am not sure who the audience for these posts are on X or on [LinkedIn](#) and I must admit they did not interest me, and I am a keen follower of cars and the automotive industry.

Keep journeying ahead on social and digital media

Returning to the idea I have for Tata Motors communication on social media, it ought to be in line with the overall brand strategy for the company. Therefore, we must find a way to communicate the same message of "Keep journeying ahead" on social and digital media.

The TV adverts that I have shared in this document can run on social media, including on YouTube. However, adapting the print adverts to social media would not work.

A better idea would be to connect with audiences on social media through the concept of journeys, and use this as a customer engagement tool to draw younger customers and car enthusiasts in. The idea should be to invite social media users to share their memorable journeys by car in India as photos, videos, stories, and whatever format they wish to share.

Further, Tata Motors could invite owners of Tata cars to share their best driving experiences in their city and across India on social media.

As far as Tata Motors own communication on social media is concerned, it should also follow the same message of “keep journeying ahead”. The company can share news of the latest product launches, new sales numbers every month, new product innovations, news from Tata Motors around the world, etc. It should be a social media page where there is a regular flow of relevant and interesting news from the Tata Motors automotive world, including their progress on EVs, battery technology and hybrids.

Annual event idea for Tata Motors cars

Finally, it might be a good idea for Tata Motors to create and sponsor an annual journeying event in India and in other important markets for the company.

I was thinking in terms of a cross-country car rally that also invites international participants. It doesn't have to be across the country, but cross-country meaning different types of terrain and scenic landscapes.

This would help establish the positioning of Tata Motors cars as the cars that keep one journeying ahead and also strengthen this association over time. Becoming yet another piece of intellectual property for the Tata Motors car brand.

This brand strategy document for Tata Motors cars and the ideas it contains has been written and conceptualised by Geeta Sundaram, advertising professional and blogger at www.peripateticperch.com who can be reached at geetasundaram08@gmail.com and via www.linkedin.com/in/geeta-sundaram-aka-wise-owl