APPENDICES

Appendix: A-1, Shareholding and Directors

An Act of Parliament set up Maruti Udyog Limited as a deemed public limited company in 1981. MUL was classified in the Public Sector as long as the equity of Government of India remained over 51%. A License and Joint Venture Agreement was signed in 1982, with Suzuki Motor Corporation (SMC) acquiring 26% of the equity. SMC increased its equity to 40% in 1989. In 1992, Maruti ceased to be a government company, as SMC's equity holding went up to 50%.

In 2002, SMC's share went up to 54.2%, making MUL a subsidiary of SMC. The Govt of India holds 46.6%, and an employees' trust holds the balance 0.2%.

MUL is a Board-managed company. The directors on the Board are:

- Mr Shinzo Nakanishi, Chairman
- Mr Jagdish Khattar, Managing Director
- Mr Yuichi Nakamura, Joint Managing Director
- Mr Shinichi Takeuchi, Director (Production)
- Mr Kinji Saito, Director (Marketing and Sales)
- Mr Motohiro Atsumi, Director (Finance)
- Mr Hirofumi Nagao
- Mr Osamu Suzuki
- Mr V K Malhotra
- Mr S V Bhave
Appendix:A-2, Consumer Response for Maruti

Below are given few questions regarding the purchasing and advertising pattern that were adopted by the Maruti Udyog Ltd. Please give careful response to these questions since your valued corporation is very essential for the success of this study. (This questionnaire is purely for academic purpose and information given by you will be kept strictly confidential.)

(a) Name of the Respondent : .................................................................
(b) Age : .........................................................................................
(c) Qualifications : ...........................................................................
(d) Male/Female : ............................................................................
(e) Profession : ................................................................................

1. If you wish to buy a Maruti Car in near future/or you own a Maruti Car. Please mark the appropriate reason for you choice?
   (a) Because it suits your profession.
   (b) Its products has got good look.
   (c) Because it is economical and has got a variety of product.
   (d) Its greater efficiency.

2. Which maruti product do you like the most? And Why?
   ...........................................................................................................
   ...........................................................................................................

.................................................................
3. Which advertising media did you like the most?
   (a) Newspaper and magazines.
   (b) Television and Radio.
   (c) Hoarding, Billboard, Dealers and Service stations brouchers.
   (d) Internet.

4. Suggest the factor that influences you to buy a product?
   (a) Advertising.
   (b) Sales promotion.
   (c) Word of mouth.
   (d) Publicity.

5. Which type of advertising presentation attracts you the most?
   (a) Advertising presented by the celebrities/models.
   (b) Advertising in which simply the car feature are highlighted.
   (c) Advertising /publicity made by the dealer/manufacture in Auto export exhibition.

6. Give the appropriate suggestion that how the Company could present the advertising?

   ...............................................................
   ...............................................................
   ..............................................................
Appendix: A-3, Questionnaire for Maruti Officials

Below are given few questions regarding the growth and the changing advertisement policies of the Maruti Udyog (to please give careful response to these questions since your valued Corporation is very essential for the success of this study. (This questionnaire is purely for academic purpose and Information given by you will be kept strictly confidential.)

1. Which of the following promotional tool is important for your company?
   (a) Advertising.
   (b) Publicity and Public relation.
   (c) Personal Selling
   (d) Sales promotion or other forms of promotion (please specify)

2. The communication objective of the advertisement for
   (a) Maruti 800 cc       (b) Omni       (c) Gypsy
   (d) Esteem              (e) Versa       (f) Wagon R
   (g) Baleno              (h) Baleno Altura (i) Alto
   (j) Zen

........................................................................................................................................
........................................................................................................................................
........................................................................................................................................
3. Do Mul takes the help of advertising agency to promote the maruti cars? If yes, give the name of advertising agency? Do you have your own advertising department to look after the advertising?

4. How do you fix the budget for advertising and other form of promoting the car?

5. How do you change the pattern of advertising your car after 1991?

6. To whom you consider as major competitor for and how do you change your advertising pattern on seeing the competitor?

7. Do you pay any sum to the manufacturers of tyres and paints for showing the Maruti cars in their advertisement?
8. Do the MUL makes any payment to its dealers and service stations for advertising, personal selling and other forms of promoting the sales of car. If yes, on what basis?

........................................................................................................................................
........................................................................................................................................

9. Do you conduct any consumer survey? If yes, please give the finding of the survey conducted by your company?

........................................................................................................................................

10. Give the details of model of cars offered by Mul for sales and highlighting the sales of each models?

........................................................................................................................................
........................................................................................................................................

11. Is there any agreement or understanding between MUL and Suzuki for the not to export cars to certain countries? If so, please indicate the name of such country.

........................................................................................................................................
........................................................................................................................................

12. Do you make any advertising effort in the foreign markets? If yes, please give details.

........................................................................................................................................
........................................................................................................................................
13. Do the Suzuki's Image helps you in getting export orders?

14. Please indicate other form of promoting the cars in the foreign market?

15. Please give the demographic characteristics of the customers abroad and also their perception about the cars.