Automotive Industry is the largest among the manufacturing sector industries in most of the countries contributing very appreciably to GDP of the respective countries. Its growth numbers are economic indicators of any country.

In the evolution of industries, Automotive Industry was the very first industry which introduced standardized mass manufacture. It has contributed immensely in the development of various techniques and today’s imperatives like Just-In-Time Supply (JIT), Supply Chain Management (SCM), Value Chain, Value Stream Mapping, Quality Management Systems, 5S, Kaizen, Six Sigma, TPM, Manufacturing Methods, Product Development Methods and Lean Management.

Auto Component Industry is the feeder network and back-bone of the Automotive Industry. The survival is mutual. Auto Component Industry can manage upheavals and uncertainties in the market place provided it supplies to domestic industry as well as to export market.

In order to achieve the export business goals and also to ensure year-on-year growth, the Auto Component Industry, over the last many years, has evolved Overseas Marketing Strategies which have been adopted by Auto Component Manufacturers throughout the world.

The current research is to study Overseas Marketing Strategies of Indian Auto Component Industry.

Very detailed discussions on the subject have been carried out with Industry Executives and Academicians. Also, Secondary Data has been collected through company reports, websites and magazines.

Research work done earlier has been scanned very meticulously. This Review of Literature helped identifying Research Gap and setting the Research Objectives.

In order to collect Primary Data, Survey Questionnaire was prepared and it has been validated. It was issued to 377 exporting firms of India listed with ACMA.
After persistent follow-up, good response was received. The responses have been subjected to statistical analysis and conclusions have been drawn.

The Thesis consists of Six Chapters.

The First Chapter – ‘Introduction’ covers Current Status and Outlook of Indian Auto Component Industry, SWOT Analysis and Need for the Study.


The Third Chapter – ‘Literature Review’ presents the very extensive scanning done on earlier research. Five broad areas have been identified to present the body of knowledge pertaining to the research topic namely Marketing Strategies, Overseas Marketing Strategies, Marketing Strategies of Auto Component Industry, Overseas Marketing Strategies of Auto Component Industry and Overseas Marketing Strategies of Indian Auto Component Industry. Research Gap is also enumerated.


The Fifth Chapter – ‘Data Analysis and Discussion’ explains Statistical analyses conducted through Factor Analysis and ANOVA. This is followed by Discussion on the results with reference to the Hypotheses set.

The Sixth and Last Chapter – ‘Summary and Conclusions’ presents Summary of the Study, Conclusions and Recommendations. Significant Contributions have been indicated. Also Directions for the Future Research have been discussed.