ABSTRACT
In early 1990s the Indian economy had witnessed dramatic policy changes. The idea behind the new economic model known as Liberalization, Privatization and Globalization in India (LPG), was to make the Indian economy one of the fastest growing economies in the world. During this century, Indian automotive manufacturing has emerged as the most economically significant industry in the world. India is now a supplier of a range of high-value and critical automobile components to global auto makers such as General Motors, Toyota, Ford and Volkswagen amongst others. Automobile companies are outsourcing about 95% of the parts from auto component industry. Hence auto component industry is playing key role in automotive sector. In Indian auto manufacturing cities, Pune city has succeeded in developing supply clusters as a component manufacturer and supplier.
There are three hypotheses in this research. The researcher used questionnaire method for collection of primary data for all hypothesizes. For first hypotheses researcher consider three difference aspects of globalization, included technological, economical and political factors of globalization on competitiveness in the automobile industry in Maharashtra. For second hypotheses questionnaire designed to obtain some empirical evidence about the perceived information included internal factors of internationalization in the automobile industry in Maharashtra and for last hypotheses questionnaire designed to obtain some empirical evidence about the perceived information included external factors of internationalization in the automobile industry in Maharashtra. The Chi-Square (χ²) distribution was used to test the hypotheses at 5% alpha level. The sample size of the study for final analysis is equal to 210 respondents. The data was analyzed with using Statistical Package for Social Science (SPSS) version16. All hypotheses have been accepted and Researcher found that Globalization factors included economical, technological and political factors have positive effect of competitiveness and also it is observed that internal and external factors of internationalization have positive effect on automobile industry in Maharashtra. At the end of thesis, researcher has given some suggestions to improve the automotive industry in India in process of going global.

Key Words: Globalization, Automobile Industry, Competitiveness, FDI, Auto Manufacturing Industry, Auto component industry, Maharashtra.