

# SIP Report- Niharika Srivastava

*by* Niharika Srivastava

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## **Summer Internship Project**

**Two-Wheeler Competition Market Mapping for new market entry in  
Indonesia.**

# **CEAT Limited**



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Submitted in partial fulfilment and requirement of  
Post Graduate Diploma in Management

**Submitted by**

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PGFA2032

**Under the guidance of**

Prof. B.D. Nathani

Professor

JIM, Noida



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### Certificate of Approval

The following Summer Project is titled “Two-Wheeler Competition Market Mapping for new market entry in Indonesia” is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of Post Graduate Diploma in Management for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the Summer Project Report only for the purpose it is submitted.

“Summer Project Report Examination Committee for evaluation of Summer Project Report.

1. Faculty Examiner \_\_\_\_\_
2. PMC Summer Project Coordinator \_\_\_\_\_

### **Declaration**

I, **Niharika Srivastava** of PGDM General (Marketing & Finance) hereby declare that this Summer Internship Report entitled “Two-Wheeler Competition Market Mapping for new market entry in Indonesia.” is a genuine record of the work done on my own for a period of two months from 17<sup>th</sup> May, 2021 to 20<sup>th</sup> July, 2021 in the partial fulfilment of the requirement for award of the Post Graduate in Management (PGDM) degree from Jaipuria Institute of Management, Noida under the mentoring of **Mr. Puneet Kapoor, Senior Manager – International Business.**

**Date:**

**(Signature of the student)**

**Niharika Srivastava**

**PGFA2032**

**PGDM (General)**

## **Executive Summary**

The summary is based on the two-month long internship that I had completed in CEAT Limited under the APAC team as the requirement of my PGDM Program at Jaipuria Institute of Management, Noida.

CEAT is planning to expand its product line in Indonesia in the 2-wheeler tyre segment. In Indonesia the market size for 2-wheeler is USD2.84 billion in value which expected to grow at a CAGR of 9.8% for the year forecasted from 2020-2026. The company's new user segmentation is based on gender which suggests that women drive scooters more than men. Besides, the census data of Indonesia indicates higher women population and according to our research study Indonesian women ride 2-wheeler.

Since the purchasing capacity of Indonesian population is relatively less, 2-wheeler seems to be more feasible option for the general population. The company is planning to initially launch the product in its capital Jakarta, which is the most populated city in Indonesia, and a hub of most of the big retailers and dealers. The buying power of population in Jakarta is relatively higher than any other province in Indonesia.

As a marketing intern in CEAT limited, I was expected to do a meticulous competition research in the tyre industry in Indonesia. My tenure was divided into two phases; the first phase was dedicated towards studying in depth market workings. My role included finding about the past 5 year offline and online branding activities done by the top 5 players of the industry. With the help of excel, I maintained the database for the company and found major trends in the industry in Jakarta province.

The second phase was focused on establishing and creating digital activation and product launch PR plan with Indonesian and Indian digital marketing agencies; The People of Asia and the Red Wall Media.

My key responsibility area also included ensuring smooth flow of activities between the PR agencies and CEAT, which included supervising the agencies on the rollout plan, budgeting and their onboarding as CEAT vendors

By the end of my tenure, I was able to curate a Digital Activation and Media Dissemination plan for 3 months, based on my study on the demographic, psychographic and behavioral aspects of Indonesian population.

### Acknowledgement

I would like to take this opportunity to express my gratitude towards the individuals and organization for their support and help without whom this project would not have been possible.

I would like to thank **Mr. Sudhan Mahuli**, HR Manager of CEAT Limited <sup>25</sup> for giving me the opportunity to work as an intern in the company.

I would like to extend my heartiest gratitude towards my industry mentor **Mr. Puneet Kapoor**, for providing me with all the necessary details and information to carry out my work, for his immense support and mentoring throughout the internship. He has been very co-operative throughout my internship tenure and gave insights on different management aspects.

I would like to thank the local team of Indonesia **Mr. Iman Fardian** and **Mr. Agus** for always being supportive and without whom my work would not have gone as smoothly as it has.

I am glad to have **Prof. B.D. Nathani** as my faculty mentor whose life journey treasured in his great novel has greatly inspired me and constantly encouraged me to perform my best. I would like to thank him for his supervision and regular feedbacks.

<sup>7</sup> I would like to express my special gratitude to **Jaipuria Institute of Management, Noida** for providing me the opportunity to work with such a great organization.

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# **CHAPTER - 1**



## 1.1 The Indian Tyre Industry:

The beginning of the Indian Tyre Industry traces all the way back to 1926 when for the first time, Dunlop Rubber Limited was set up in West Bengal followed by MRF tyres which was established in 1946. From that point forward, the Indian tyre industry has developed rapidly and massively. Currently in Indian the Tyre Industry employs almost 1 million people, including vendors, retraders, cultivators of Natural Rubber, workers in raw material area and so on.

The Indian tyre industry is one of the most aggressive business sectors and with the advancement in technology and innovation, ultra modern supply chain management, increasing number of people resorting to motor vehicles and accessibility to raw materials at lower cost, the tyre industry has positive future scope. Currently, India has about 40 large and medium tyre manufacturing firms, of which the top 10 players record for more than 90% of the country's complete tyre production.

The India tyre industry stands at 177 million units in 2020. For the forecast period of 2021-2026, the industry is expected to grow at a CAGR of 3.6% to reach 218 million units by 2026.

### 1.1.1 Nature of the Industry:

Tyre Industry is intensively dependent on the availability of the raw material. It costs approx. 63% of tyre industry turnover and 72% of production cost. The industry is the biggest consumer of rubber in the Indian market. World-wide, the proportion of natural to synthetic rubber in tires is 30:70.

### 1.1.2 Pricing Strategy in Tyre industry:

Pricing an item is a component of many elements. Price sensitivity does not prevail much in the tyre market. Buyers are more worried about the tyre's usefulness, than its cost. Furthermore, being a homogenous product, most tyre organizations value their tyres at pretty much similar levels. Worldwide players, for example, Bridgestone value their tyres marginally higher than the remainder of the market. This is somewhat to show its predominant quality and family.

### 1.1.3 Demand Drivers of the Industry:

#### 1.1.3.1 Industrial and freight activity

The truck and bus segment covers 19% of tyres manufactured in India. Each of these trucks or buses produced generates a demand for 7 more tyres. Furthermore, the cost of a truck tyre is up to 10 times higher than the cost of a passenger car tyre. In this manner, the demand is variously radiating from the commercial vehicle segment is noteworthy highest in terms of the value.

#### 1.1.3.2 Personal purchasing power

With booming economy and increase in the disposable income in the hand of middle-class Indian family has resulted in the upward swing in the sales of the passenger cars in the past few years.

Both through OEM partners as well as replacements, the sale of tyres is directly proportional to the sales of passenger cars. This is primarily the reason why the tyre industry has been booming with increase in sales figures, year after year.

### 1.1.3.3 Automobile sales

As stated earlier, the demand from the OEM segment is directly linked to the production level of automotive. But the recent slump in the automotive industry due to the pandemic has somewhat negatively impacted the tyre industry. Although, the impact is not much as the companies were quick to diversify their portfolio and started entering new markets or launching new products.

## 1.2 PESTEL Analysis:

### 1.2.1 Political factors - The Customs Duty Rate on Tyres

1. During the past few years there has been a progressive reduction in the Customs Duty on all non-agricultural products. However, the rate of 20% remained unchanged in the case of Natural Rubber. This led to an anomaly where the Customs Duty on raw-material (Natural Rubber - 20%) is higher than the Customs Duty on the finished product (Tyres - 10%).
2. FICCI has made some offering to the tyre business: A waiver on the Customs Duty on all raw materials has been demanded, especially for those which were not manufactured domestically.

### 1.2.2 Economic factors - The Demand Cycle of the Tyre Industry

- 1) Because of the devaluation in Indian currency (around 15% as of 2020), there has been a hike in the prices of tyres, mostly because the cost of raw material has gone up, which comprises of almost 85% of the cost of tyre. This in turn has put quite a lot of pressure on the profit margins of the tyre companies.
- 2) Another impact of devaluation of rupee is that the import cost has gone up. This resulted in more exports by the tyre companies. Indian tyre companies export to South America, Africa, Middle East in a big way.
- 3) The sluggish nature of OE market as well as the stability of replacement tyre market plays a major role driving the demand of tyres.
- 4) The sales of car is expected to grow in the 3<sup>rd</sup> quarter of 2021. However, this will be possible only if the interest rates go down.
- 5) The lower economic growth and recession faced due to the pandemic has further negatively affected the demand of tyres.

### 1.2.3 Social Factors - Explosion in the Number of Nuclear Families

There has been an upsurge of the sales of tyre in the past decade, mostly because in the last decade there was a breakdown of joint families into the nuclear families. More families are now demanding the 2 and 4-wheeler vehicles. It has directly impacted the sales of tyres.

**Higher car density per family:** There has been an exponential increase in the number of upper class and upper middle-class families, resulting in the increase in the number of more than one car

per family. In case of families in which there are more than one working professional, more than one vehicle is required. They have high disposable incomes and are able to consume more thereby increasing the sales of tyres.

#### **Shifting Savings to EMI culture:**

There has been a shift in the savings habit of the middle-class consumer, which has further fueled the sales of car/ motorbikes, in turn increasing the sales of tyres. The EMI culture has strongly backed the buying power of the people, enabling them to make more consumption. A younger workforce, higher disposable incomes, lower unemployment and the influence of globalization has all encouraged people to purchase a vehicle on credit. This has significantly increased the sales of tyres.

#### **1.2.4 Technical factors**

We live in a world which is fueled by greater technologies and innovations. Tyre industry is no exception to it. With increasing competition, brands are now focusing on developing newer technologies to make their tyres more fuel efficient, anti-skid properties, uniform wear and tear, durability and long life.

Brands that have been more agile in this aspect enjoys a customer base and customer loyalty.

#### **1.2.5 Environmental Factors**

Tyre industry is one of the most pollution creating industries. With increase in sales, there have been an exponential growth in the number of scrap tyres. The issues is big. Tyres are constructed in way so that they don't fall apart while you're driving. Hence, it is difficult to dispose them off. Some of the chemicals the tyres are made of break down and leech, thereby causing land pollution and pollute underground water.

New ways should be found to dispose off the tyres. By the year 2022, this number is forecasted to increase by 60%.

As a result:

- 1) Brands are now focusing on tyres having a higher shelf life and recycling the old tyres.
- 2) Around 48,500 tonnes of tyre is converted into "crumb rubber", which are primarily used in carpets.

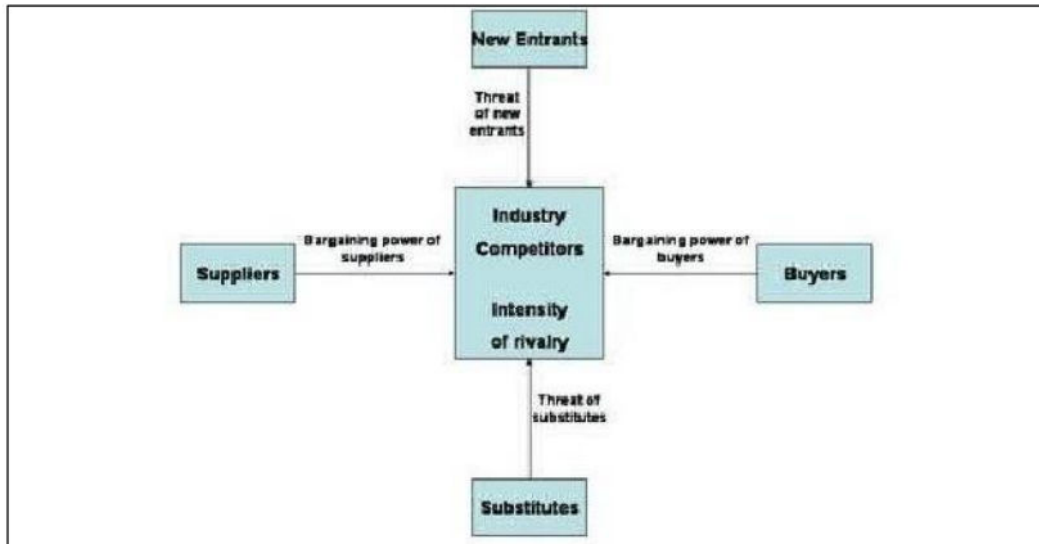
#### **1.2.6 Legal Factors**

There is a high imposition of Excise duty on tyres (around 24%). This figure is same as that of any luxury product like microwave, air conditioner etc.

There are several other taxes imposed on tyres. Various embedded tax (viz. Sales Tax, Cess etc.) are also imposed on tyres which takes the price even higher.

In short, the ultimate burden of such taxes and dynamicity comes over the consumers.

### 1.3 Michael Porter's Five Forces Model



#### 1) Bargaining power of supplier- Low

##### Rubber

Two reasons behind the low bargaining power of the suppliers are:

- The first is that most tyre companies receive a 150-day credit when purchasing rubber from the foreign market, which is not the case when purchasing rubber from local rubber producers.
- The second reason is that this credit is available at LIBOR, or London Interbank Offered Rate. It's the interest rate at which banks borrow money from one another.

#### 2) Bargaining power of buyers- High

Bargaining power of buyers is high due to two main reasons.

##### OEM's

When it comes to buyers bargaining power, OEMs are always in a strong position. The reason for this is that the majority of them have a contract with their individual tyre manufacturer under which the OEM's tyre pricing stay fixed regardless of market price. They get the benefits because they buy in quantity, and the relationship offers the tyre companies something called brand association.

##### Replacement

The situation is somewhat different in the replacement market, where negotiating strength is limited due to the fact that replacement purchasers are not as powerful as OEMs. Because of India's terrible road conditions, demand for buses and trucks is constantly strong, and purchases are done in small quantities.

**1 Threat of substitute- Moderate**

It is modest or low, as the industry is up against retreading all around the world. This less expensive alternative, which costs about 20-25 percent less than the original tyre, has been available in industrialized nations for over a decade. And this is also going towards a good position in India.

**1 Threat of new entrants- Moderate**

- It can also be described as low because huge investment is required to enter the industry.
- One should also have a strong technological and expertise to enter in the market and succeed.

**Industry rivalry- High**

- Because gradually MNC s are entering into the market and the existing players are constantly innovating with premium quality product at affordable price.
- The availability of alternate brand is another reason why the rivalry in the industry is high.

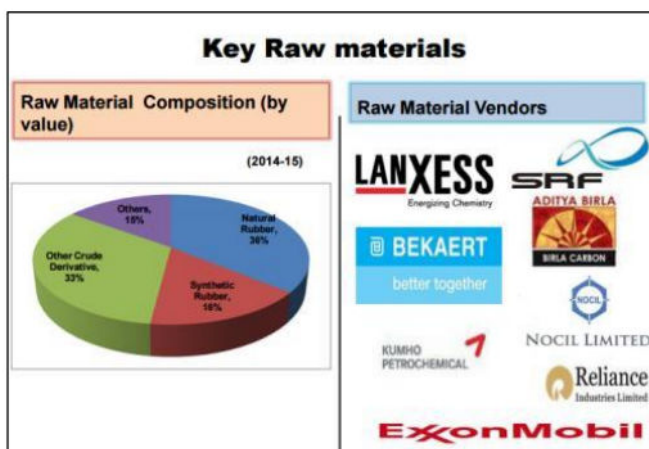
**1.5 Critical Success Factors**

*Quality:*

If the quality of the product does not meet the need and demand of the customer, it can affect the profits of the firm negatively.

*Pricing:*

In the past decade several brands of tyres at cheaper price have entered in the market. Especially in the price sensitive regions, price plays a major role in making a brand successful.



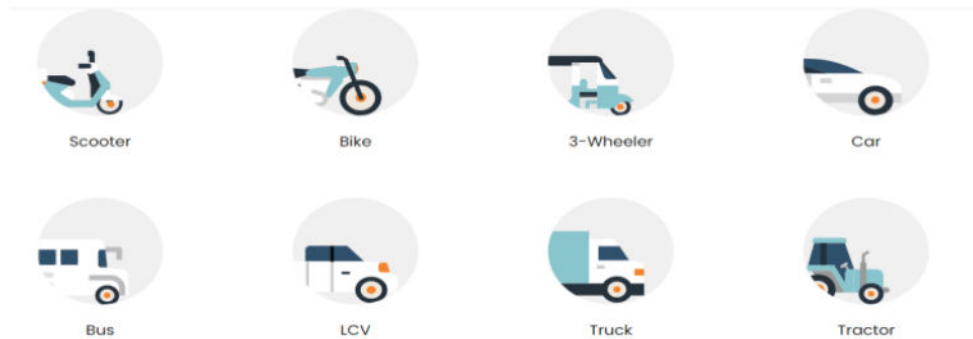
# **CHAPTER -2**

## 2.1 About CEAT Limited

CEAT Limited is an Indian tyre producing organization under the flagship of the RPG Group. CEAT produces more than 165 million tires every year and produces tyres for traveler vehicles, bikes, trucks and transports, light business vehicles, earth-movers, forklifts, farm haulers, trailers, and auto-carts. Since 1984, the organization leads a R&D action that spotlights on giving client a very good quality item.

The organization's assembling units have gotten ISO/TS16949 accreditation for quality administration. The current limit of CEAT tires' plants is more than 800 tones each day and fares to nations across the Africa, Americas, Australia, and Asia. Its items incorporate tires for different kinds of vehicles like:

- Heavy commercial vehicles
- Light commercial vehicle
- Off-highway tyres
- Passenger cars, tractors
- Motorcycles and scooters
- Cycles
- SUVs



<b>Parent</b>	RPG Group
<b>Type</b>	Public
<b>Industry</b>	Tyres & Tubes
<b>Headquarters</b>	Worli, Mumbai, India
<b>Key people</b>	Harsh Goenka (Chairman) Anant Goenka (MD)
<b>Revenue</b>	₹63,302.5 million (US\$890 million) (FY 2017–18)
<b>Net income</b>	₹2,787.2 million (US\$39 million) (FY 2017–18)

#### <sup>4</sup> **2.1.1 History**

The company was founded as Cavi Elettrici e Affini Torino (Electrical Cables and Allied Products of Turin) by Virginio Bruni Tedeschi in 1924, in Turin, Italy.

On 10 March 1958, the company entered into the Indian market.

<sup>4</sup>  
It collaborated with Tata Group in the beginning, 1972.

In 1981, it merged with Deccan Fibre Glass.

In 1982, CEAT came under the flagship of RPG Group. It was rebranded as CEAT Limited.

CEAT has established pan India network and exports tyres to countries like USA, Africa, America, Australia.

#### **2.1.2 Mission Statement:**

*“CEAT works toward a mission of imparting knowledge and skilled training to engineers who are looking to excel in automation industry. In addition to it, CEAT dreams of inspiring fresh graduate students and nurture them with qualities and proficiency which automation industry needs.”*

### **2.2 CEAT- SWOT Analysis:**

#### **2.2.1 Strengths**

##### **It has wide product portfolio**

CEAT has a wide range of products and caters to tractor, trucks, passenger car, sports bike and scooter segment.

##### **High brand visibility:**

CEAT Limited is a very popular brand in India and has high brand equity. It also has a very high brand recall due to its stupendous promotions and campaigns. It has one of the communicate and offers a variety of value.

##### **Focus on customer needs:**

CEAT Limited has a dedicated team of R&D that constantly monitors the market and change in consumer behavior. It manufactures products that are customer centric and always addresses the needs of the customer such as safety, anti skid, durability etc.

#### **2.2.2 Weaknesses**

##### **No market leadership:**

CEAT has its presence in multiple segments. This, however, is also its weakness because the model is very scattered due to which it fails to establish itself as a market leader.



**Low focus on after sales service:**

CEAT often fails to provide a better after sales experience to its customers. This is one area CEAT lags as compared to its competitors.

**2.2.3 Opportunities**

**Potential of high growth:**

As more nuclear families are coming into the picture, the sales of automotive is increasing which furthers the sale of tyres. This leads to the great prospects of growth in the tyre industry.

**Change in consumer behavior:**

Customer demand is changing constantly and they are focusing on the tyre quality, which otherwise was ignored earlier.

**2.2.4 Threats**

**Competition:**

The company faces high competition in the market against brands like Apollo, Michelin, Dunlop etc. which strives on providing premium quality of tyres at affordable price.

**High cost of the raw material:**

As the tax on raw material (natural rubber) is increasing and always fluctuating, it negatively impacts the final pricing of the tyres.

**2.3 Major OEM Partners:**

Honda, Hero, Bajaj, Royal Enfield, Yamaha, Suzuki, Piaggio are CEAT's major B2B Partners.

<b>Vehicle type</b>	<b>Partner</b>
Scooters	Honda Hero Bajaj Royal Enfield Yamaha Suzuki Piaggio
Bikes	Honda Hero Bajaj Royal Enfield Yamaha Suzuki

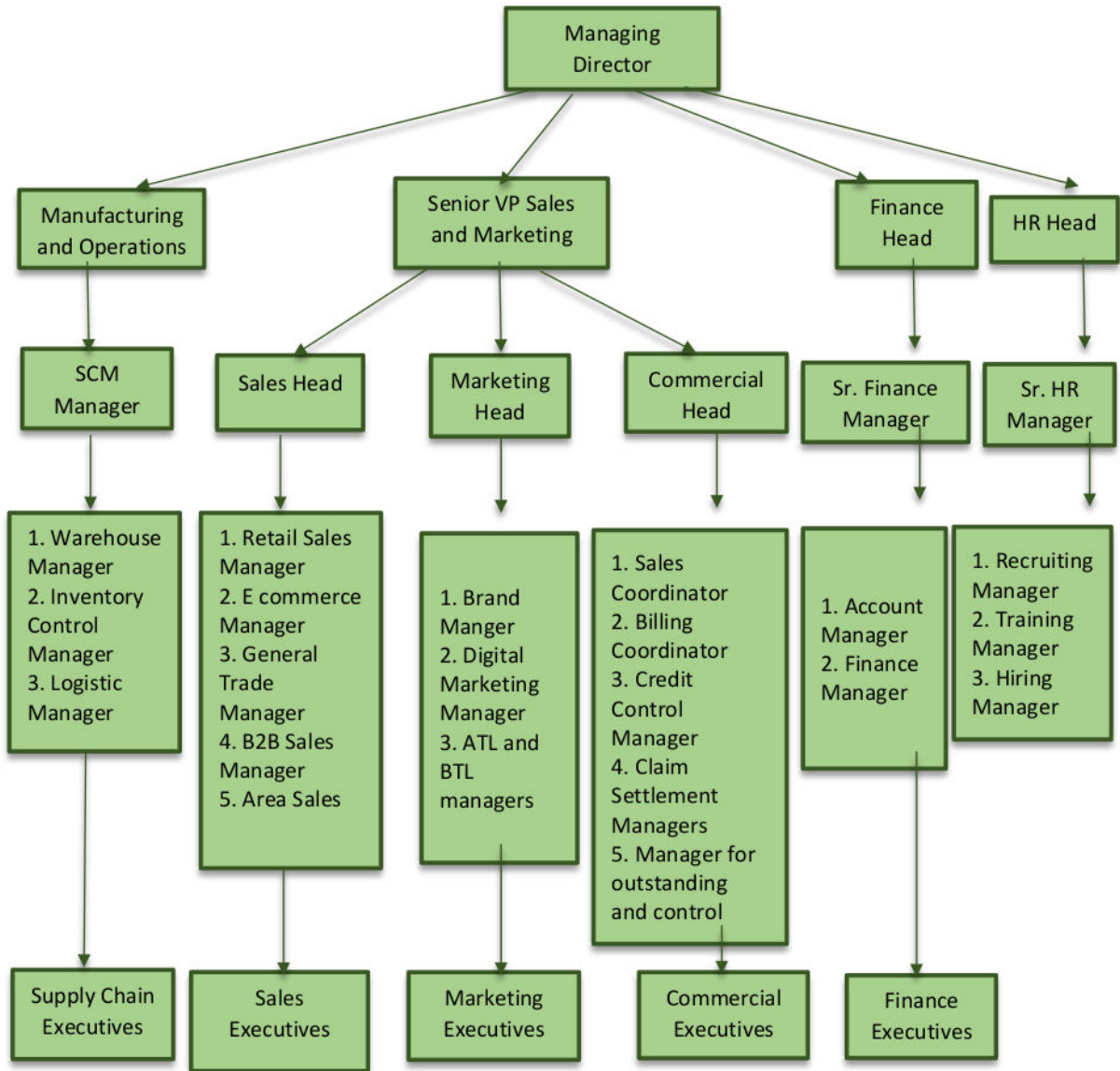
	Mahindra
Rickshaw	Piaggio Mahindra Force Motors TATA SIL Atul Auto Ashok Leyland
Cars	Maruti TATA Mahindra Datsun Renault Hyundai Kia Motors Ford Ashok Leyland
Buses	TATA Honda Ashok Leyland Eicher SML Daimler India Mahindra
Trucks	Eicher Ashok Leyland TATA Asia Motor Works Daimler India Mahindra VE Commercial
Tractor	Swaraj Tafe Eicher Escorts Sonalika ITL Preet Force Motors

## 2.4 Major Products

2

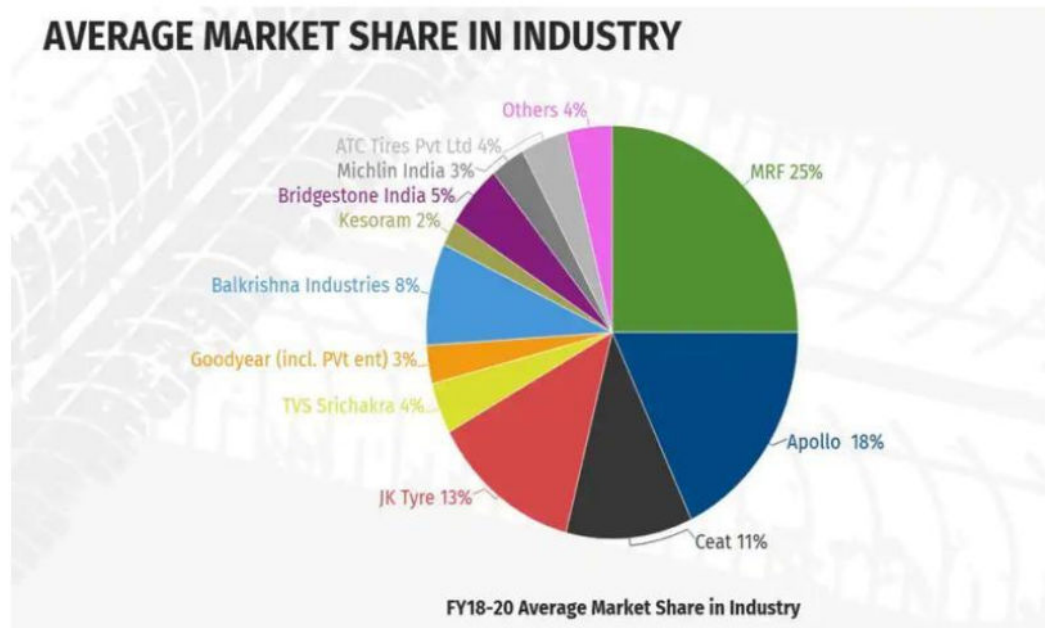
<b>Car Tyres</b>	<b>Bike Tyres</b>	<b>Scooter Tyres</b>
Maruti Alto Tyre	Puncture Safe Tyre	Honda Activa Tyre
Maruti Alto K10 Tyre	Hero Splendor Tyre	Suzuki Access Tyre
Maruti Swift Tyre	Hero Passion Tyre	TVS Jupiter Tyre
Maruti Swift Dzire Tyre	Honda Shine Tyre	Hero EZ Tyre
Maruti Wagon R Tyre	Honda Dream Tyre	Hero Pleasure Tyre
Hyundai I10 Tyre	Honda Unicorn Tyre	Honda Dio Tyre
Hyundai Grand I10 Tyre	TVS Apache Tyre	TVS Wego Tyre
Tata Indica Tyre	Yamaha FZ Tyre	Honda Aviator Tyre
Hyundai Eon Tyre	Royal Enfield Tyre	Yamaha Ray Tyre
Honda City Tyre	Bajaj CT 100/110 Tyre	Hero Destini Tyre
Toyota Innova Tyre	Bajaj Platina Tyre	Hero Maestro Edge Tyre
Toyota Innova Crysta Tyre	Bajaj KTM 250 Tyre	Yamaha Alpha Tyre
Maruti Ertiga Tyre	Bajaj Pulsar Tyre	Mahindra Duro Tyre
Hyundai I20 Tyre	Bajaj KTM 200 Tyre	Yamaha Fascino Tyre
	Bajaj Dominar Tyre	

## 2.5 Organization structure



## 2.6 Major Competitors

1. MRF Tyres
2. CEAT Tyres
3. Apollo Tyres
4. JK Tyres
5. TVS Tyres



# Chapter 3

### 3.1 Title

Two-Wheeler Competition Market Mapping for new market entry in Indonesia.

### 3.2 Objective of the study

The objectives of the project can be stated as follows-

- To find out the position of Tyre industry and the competitors in Indonesia and **formulate the product launching strategy** for CEAT Limited in Indonesian market on the basis of the research study.
- To **identify the challenges** for CEAT Limited's launch in the Indonesian market.
- **To classify and forecast the Indonesian Tire Market** based on vehicle type, demand category, radial vs bias and rim size.
- **To identify and analyze the profile of leading players** involved in the manufacturing tires in Indonesia.
- And finally, to curate a 3-month **Digital Activation** plan for CEAT Limited.

### 3.5 Scope of the Project

CEAT is the market leader in Indian after-market in the 2W Tire segment and enjoys healthy share of OEM business with Honda, Yamaha and Bajaj. It is now entering the 2W market in Indonesia and will be launching two platforms for automatic and cub scooter tires. For this purpose, CEAT requires a PR story in the relevant mediums to create a buzz for the automotive & tyre audience.

CEAT new brand identity for Indonesia and new platforms- **CEAT GRIPP MAX and CEAT LYFE MAX**, encompasses its long-term commitment to the Indonesian consumers and channel partners.

CEAT will be launching in Jakarta and gradually expanding to other regions with their successful regional distribution model, which has given them tremendous success in India as well. CEAT is offering premium quality tires at affordable pricing in the market and offer performance at par or even better than premium brands such as Michelin.

CEAT has come up with many exciting offers for the customers as well as the channel partners in order to boost confidence of the retailers and customers who do not know about CEAT and might be hesitant in trying out a new brand.

For this purpose, this internship had the following scope:

1. Understanding competition landscape
2. Building database for digital communication of competition brands
3. Brand visibility actions at Point of Sale

4. Liaise with local team to report CEAT brand visibility for Launch

### 3.6 An Overview of the Project Scope

Following is an overview of the work done under each of the 4 major tasks.

<b>Understanding competition landscape (Phase 1)</b>	<b>Building database for digital communication of competition brands (Phase 1)</b>	<b>Brand visibility actions at Point of Sale (Phase 2)</b>	<b>Liaise with local team to report CEAT brand visibility for Launch (Phase 2)</b>
Macro-overview of Indonesia	Social media contents	Samples of competitors' communication material	Assisted The People of Asia in curating PR launch plan
Top competitor's products	Social media consumption	Companies covered- FDR, IRC, MAXXIS and MICHELIN	
Major Offline/ Online events	3-month digital promotion plan and contents		
Top competitor's key messages	Assisted RWM-Agency to curate 6 months digital promotion plan		
Top products of Yamaha and Honda			
Most common tire sizes and price range of top competitors in the 2W segment			



# CHAPTER- 4

## 4.1 Job Description

**Profile-** Summer Intern

**Job Domain-** Marketing and Sales

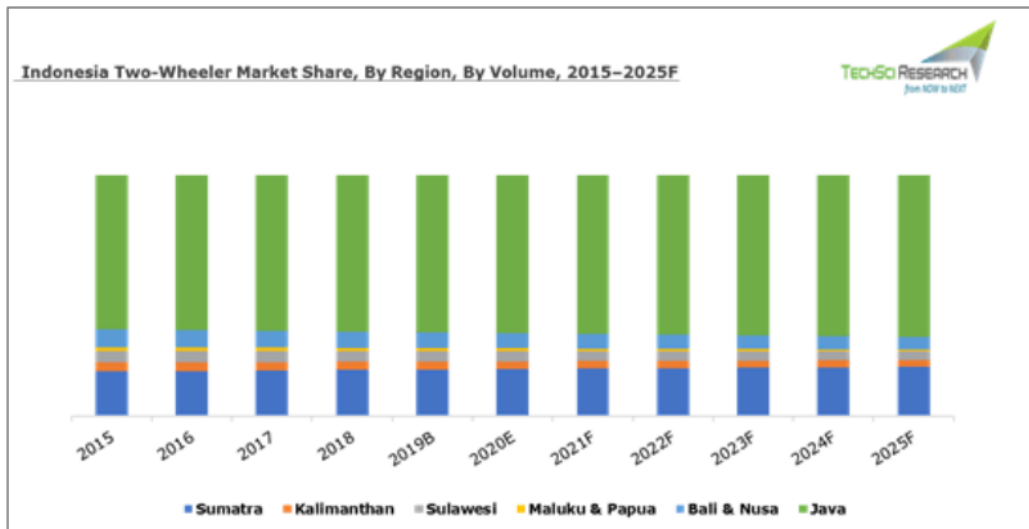
**Internship Type-** Work from Home

**Time Period-** 2 months

**Person responsible from the industry-** Puneet Kapoor, Senior Manager – International Business

1. Collecting customer data and analyses interactions and visits and using this information to create comprehensive reports and improve future marketing strategies and campaigns.
2. Researching and monitoring the activity of company competitors
3. Creating marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules.
4. Providing competitive analysis on various companies' market offerings, identifying market trends, and pricing/business models, sales, and methods of operation.
5. Pitch to the agencies to onboard them for the services.
6. Reporting progress to senior marketing management.

## Two-Wheeler Tyre Industry in Indonesia



Source- red wall media

- <sup>3</sup> Indonesia two-wheeler market is anticipated to surpass \$ 10 billion by 2025, owing to increasing demand for economical transportation.
- In volume terms, Indonesia two-wheeler market stood at around 6.49 million units in 2019, <sup>3</sup> making it the third largest two-wheeler market in the world after India and China.
- Indonesia two-wheeler market is classified based on vehicle type, by engine capacity and by region. In terms of vehicle type segmentation, the market is classified into scooters, motorcycles and mopeds.
- Scooters accounted for the largest market share in Indonesia two-wheeler market in 2019 and the segment is expected to hold its dominance during the forecast period as well.

## 4.2 Job Process

The job process was divided into two phases.

### ➤ Competition Mapping (Phase 1)

Phase 1 was the research phase which was primarily focused on the following:

- Collect the general information about the demography of Indonesia such as total population, province wise population, male/female population ratio etc.
- Finding the major players in the Indonesian market.
- Collecting information and maintaining a database about the different and preferred sizes, patterns and complete information about the tyres produced by the competitors.
- Researching and maintaining a database about all the offline and online promotional activities conducted by the top players in last 3 years.
- Finding prospects with which CEAT can collaborate for promotion (scooter clubs, universities, automotive brands etc.)

### ➤ Rolling out the plan (Phase 2)

The next phase of the internship was focused on curating a plan for the PR activities and Digital promotion of CEAT in Indonesia for its launch. My major responsibilities in this phase are as follows:

- Supervising the Indonesian advertising agency, The People of Asia, in rolling out the plan for the product launch PR activities in Indonesia.
- Supervising the Indian agency, The Red Wall Media, in planning the digital promotion strategy and content for the new product launch.
- Onboarding the agencies and negotiating the budget.
- Work with the local sales team to find Indonesia specific information.

### Execution of the work

**Phase 1:**

**4.2.1 Understanding competition landscape**

Under this task, I conducted extensive research along with the local team of Indonesia to understand how competitors cater to their costumers' needs. Besides, this activity was done to understand the market and study the consumer base.

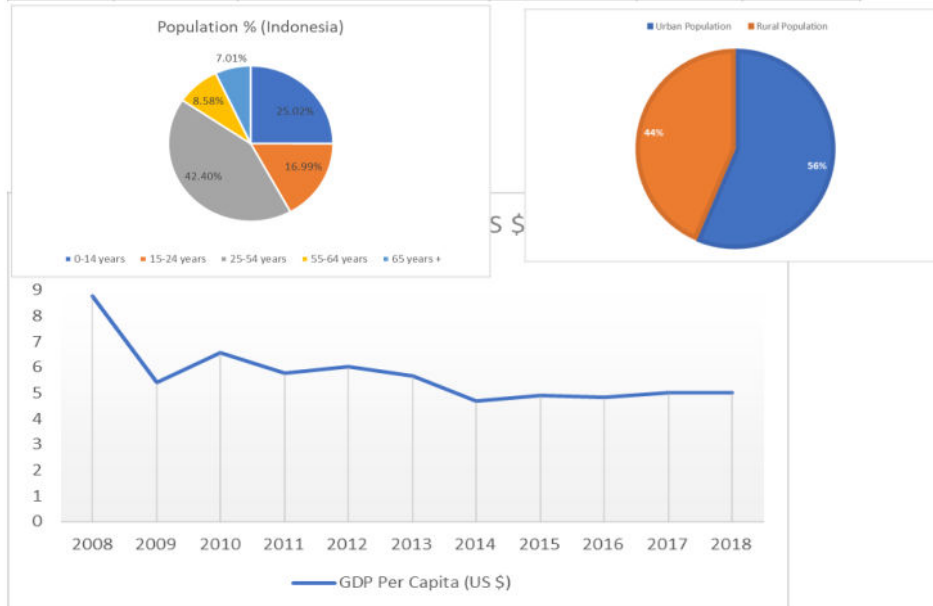
This is helpful if a brand wants to adopt a differentiation strategy. Because then we can identify what other brands are lacking and can enjoy a first mover advantage. Besides, this also helps to develop a pricing strategy most suited to the target audience.

*4.2.1.1. Major players identified-*



*4.2.1.2 Indonesia- consumer overview*

Cities	Population	Population (Indonesia)	% population	Male	Female
Jakarta	10,915,364	276,099,957	3.95%	50%	50%
Surabaya	2,374,658		0.86%	49.23%	50.8%
Medan	1,750,971		0.63%	36.40%	63.6%
Bandung	1,699,719		0.62%	37.40%	62.6%
Bekasi	1,520,119		0.55%	38%	62.0%



- Average population growth per year - 1.25%
- Average population growth per year - 1.25%
- **Rate of Urbanization: 2.27% annual rate of change (2015-20 est.)**

Inference-

After conducting this research, we identified

- The purchasing power of the Indonesian consumer.
- Provinces to be targeted for initial launch (Jakarta- most populated)
- With increase in urbanization, more people are now inclining towards buying motor vehicle.
- The male to female ratio is almost equal in Indonesia. Additionally, in Indonesia, more women are out on the streets than men. Furthermore, the Indonesian population is seeking for a lightweight daily use vehicle. This furthers the opportunity for the 2- Wheeler segment in the country.

#### 4.2.1.3 Major brands and most preferred 2- wheeler tyre patterns

Brand	Product	Tyre sizes	Tyre sizes	Pattern design	Feature
IRC					
	NF 66	80/90-14, 90 / 80-17	14, 17	Unidirectional, with cenral zig zag line	Comfort and traction in all terrains
	NF 67	70 / 90-14, 120 / 70-17, 70 / 90-17, 90 / 80-17	14, 17	Unidirectional, cenral zig zag line, Linear side	Maximum braking performance
	NR 73T	80/90-14, 90 / 90-14	14	Zig-Zag directional	Suitable for all road conditions and durable
	NR 76	80/90-14	14	Zig-Zag directional	Maximum grip and comfort, performance in all riding condition, Works as a rear tire and is recommended to be paired with NR59 (front tire)
	NR80	70 / 90-14, 70 / 90-14, 80/90-14, 80/90-14, 90 / 80-14, 90 / 80-14, 70 / 90-17, 70 / 90-17, 80 / 90-17, 80 / 90-17, 90 / 90-17, 90 / 80-17	14, 17	Directional crossed groove with multi kerfs	Optimizing braking in various road conditions, especially wet roads, Very effective on wet roads and stable on corners

#### Inference-

This activity helped us gather information about the most preferred and most common tyre sizes, patters and features that the Indonesian consumer is looking for.

#### 4.2.1.4 Major offline events conducted by the competitor brands.

Event	Purpose	Activities
MotoXpress Sales Counter & Mechanic Contest	To increase knowledge and give more enthusiasm to mechanics and sales counters	<ul style="list-style-type: none"> <li>Judging contest for sales counters                             <ul style="list-style-type: none"> <li>➤ (Written test, presentation, role play)</li> </ul> </li> <li>Judging contest for mechanics                             <ul style="list-style-type: none"> <li>➤ Written test, presentation, role play, how to change tires)</li> </ul> </li> </ul>
Mechanics Meet	To provide persuasive and attractive education to mechanics	<ul style="list-style-type: none"> <li>Given a strategy on how to market IRC in order to attract people's buying interest</li> <li>Provides attractive prizes for the participants who come</li> </ul>
Jakarta Fair	<ul style="list-style-type: none"> <li>Showcases New Tires</li> <li>Showed its appreciation to IRC tire users by holding the "IRC Shopping Prize"</li> </ul>	To attract crowd IRC provides complete entertainment for visitors
IRC Gives Awards to IRC Tire Retailers in Manado Through IRC Trade Gathering	To built close relationships with retailers and obtain constructive input from IRC distributors and retailers	Interesting performances from Rini Idol, local students, and modern dance
Giveaway campaigns	Influencer Marketing	With Sabrina Sameh- Professional female racer
Sponsored events	Yamaha Sunday race, Trial Game 76, Student League (IRC Sumatra conference)	-

#### Inference-

From this activity we could conclude:

- The scope of racing competition in Indonesia.
- The brands focus on the development of mechanics and retailers and regularly incentivizing them which is very important as the channel partners paly a huge role in promoting the brand.

- Major sponsorship and collaboration that other brands do.

### Analysis-

- Indonesia is a perfect hub for the tyre manufacturing industry.
- It is a Price sensitive Tyre market
- The automotive industry in Indonesia contributing 10.16 percent of the GDP.
- Two-wheeler segment is the most dominating tyre segment in Indonesia
- The Indonesian tyre market is projected to grow at a CAGR of 9.8% during 2019-2025.
- Radial tyres would register the highest growth rate during the forecast period owing to the high installation of radial tyres in vehicles due to their better puncture resistance, flexible sidewalls and lower life-cycle cost.

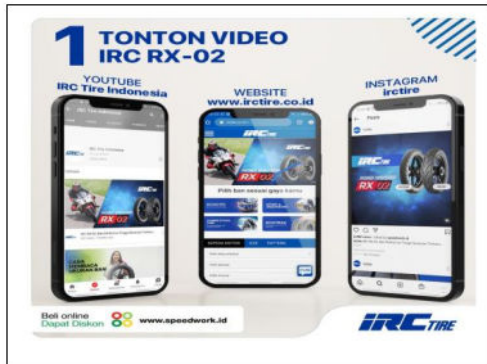
### 4.2.2 Building database for digital communication of competition brands

To better understand the type of content the local people are consuming and entertaining. And also, which social media platforms generate high consumption rates.

#### 4.2.2.1 Online events and content posted by the competitors

Type	Activities
Educational	<ul style="list-style-type: none"> <li>• About tires</li> <li>• Stability of tires</li> <li>• Balancing</li> <li>• About IRC Tires</li> <li>• Difference between radial and bias tires</li> <li>• Which tire is suitable for what type of vehicle?</li> <li>• Driving rules</li> </ul>
Promotional	<ul style="list-style-type: none"> <li>• Discounts and offers</li> <li>• Goodies for sharing a video/ photo of IRC Indonesia</li> <li>• Free goodies on purchase of 2 tires</li> </ul>
Challenges and Giveaways	<ul style="list-style-type: none"> <li>• Guess the tire</li> <li>• Guess the IRC in the picture</li> <li>• 5 points on why IRC tires provide the best features</li> <li>• About the company quiz</li> <li>• About tires quiz</li> <li>• For every purchase of 2 IRC tubeless tires, Riders will get 1 free holster. This promo is valid at all MotoXpress outlets</li> </ul>
Collaboration	Rey Ratukore (Racing champion: Instagram- 49.8k)

A glimpse of the online presence:



Indonesia Communique-

This activity is important to know how competitors communicate with the prospective costumers through social media. What brand messages are put out- this helps us to know what is exactly the need and preferences of Indonesian consumers.





Brand/ Product Communication	Translation	Position/ Metaspaces
	Perfect handling. Thanks to solid walls	Tough and durable tires to conquer all road conditions.
	Maximum stability in every ride	

### Brand Semiology-

<b>Visual Signs</b>	Highly urbanized, new age technology with fast pace life.
<b>Linguistic signs</b>	Tire on a rope. Rope signifies importance of security. It also means strong bond and loyalty
<b>Aural Signs</b>	Traffic, hum of the city, noisy
<b>Implied communication situation</b>	Fast city life
<b>Information structure</b>	Tire balanced on a rope over a crowded city
<b>Visual emphasis</b>	Product Information
<b>Genre</b>	Modern, High tech, fast pace
<b>Binary opposition and contrast pairs</b>	Product being balanced on a thin rope

### Analysis

Similar activity was done for all the other competitor brands. We can conclude that in the present scenario, the most preferred value proposed by the brands are Longevity, Durability, and Environment friendly nature of the tyres.

## Phase 2

### 4.2.3 Brand visibility actions at Point of Sale

This was the Phase 2 activity, undertaken for the research purpose- about brand visibility actions at Point of Sale. It is done primarily to understand how different brands communicate with their point of sale, how the design of their banner matters, how they position themselves with help of their banners, kiosks, posters and even their merchandise. It is important to understand brand's key messages which in turn gives important information to study consumer behavior.

#### Toko Branding



#### Outdoor Branding



#### Promotion collaterals



### 4.2.4 Liaise with Agencies/ Local teams to report CEAT brand visibility for Launch

Under this activity, my responsibility was to work with the local marketing agency of Indonesia namely, the people of Asia, and assisted them in curating a plan for media dissemination, launch PR activities and worked on a 6-month digital activation plan.

*Major responsibilities-*

- Supervise the agencies
- Negotiate the budget
- Onboard the agencies
- Curate a 3 months digital activation plan

*The Agencies:*

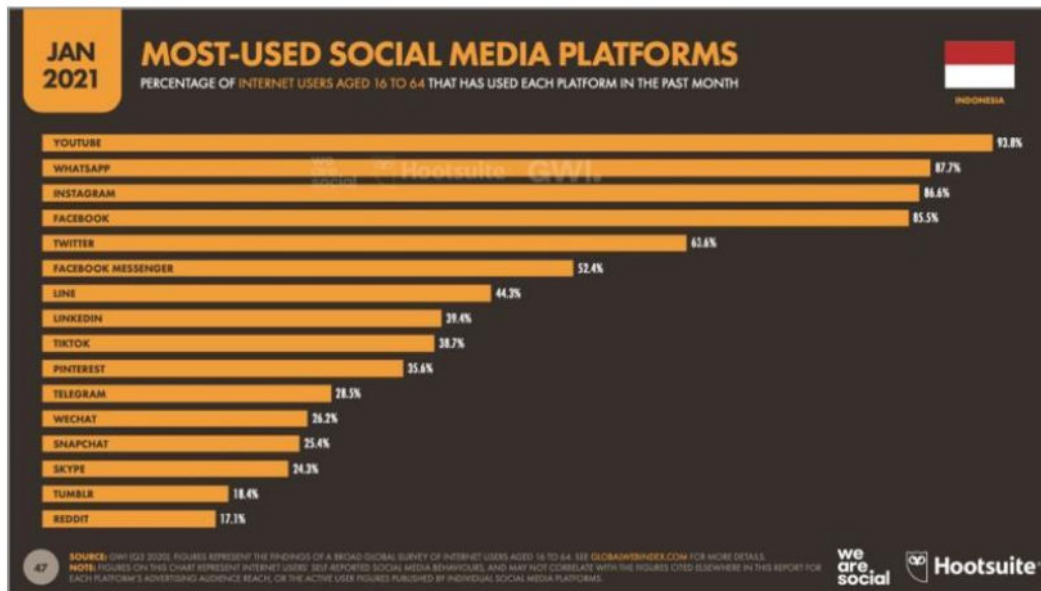
- The People of Asia (Indonesian agency)
- The Red Wall Media (Indian agency)



# CHAPTER - 5

## Analysis of the Job done

A thorough research was conducted to analyze the consumption of social media by the Indonesian population.



Source- The red wall media

### Communication routes-

The above research helped us identify the online platforms to target for the initial stage of product launch.

In our case, it is **Instagram and Facebook**.

### 5.1 Recommendation and Output- Communication & Branding through social media

Finally, after completing the process mentioned above, I curated a 3 Month digital activation plan for CEAT new product launch, the blueprint of which is given below:

#### Media Plan- August

Social media platform	Week 1	Week 2	Week 3	Week 4
	<i>Create launch hype</i>	<i>Post launch follow-up</i>		<i>Integration of the new product into the regular content schedule</i>
	<b>Introductory Posts</b>	<b>Product Specifications and Value Proposition</b>	<b>Establishing Brand's credibility</b>	<b>Positioning and Differentiation</b>
Facebook+ Instagram	Define the brand (About CEAT, About RPG)	<ul style="list-style-type: none"> <li>Tire models</li> <li>Sizes available</li> <li>Technical specifications*</li> </ul>	Legacy and Awards	Strong Positioning and Messaging Framework of CEAT (long-lasting, stable, safety, extra mileage etc.)
Facebook+ Instagram	Core beliefs (Mission and vision)	Product Features (compound used, tread pattern, ABS, fuel efficient etc.)	Experience of consumers in the past (Selling the experience)	<ul style="list-style-type: none"> <li>Offers</li> <li>Discounts</li> <li>Giveaways</li> <li>Engagement activities like quiz contests, reel contests etc.</li> </ul>
Facebook+ Instagram	Highlight CEAT's new identity	Benefits sought (maximum grip, pliable to temperature, multi-terrain etc.)	Curation of a Brand story	Meme marketing; Shareable content
Facebook+ Instagram	OEM Partnerships	Technology used	Word from a Spokesperson (CEO or Indonesian celebrity)	
Facebook+ Instagram	About CEAT's Global Footprint	Series of FAQs		
Facebook+ Instagram	Posts celebrating important Indonesian days and festivals			

\*Technical specifications- load carrying capacity, tensile strength

**Media Plan- September**

	Week 1	Week 2	Week 3	Week 4
<b>Facebook+ Instagram</b>	<i>Additional activations to keep up the momentum</i>			
<b>Informative/ Concept Posts</b> (2-3 posts/ week)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Engagement posts</b> (1-2 posts/ week)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
<b>Product videos</b> (1- 2 videos/ week)	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
<b>Reels and Stories</b> (for Instagram)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Ad Campaign</b>		<input checked="" type="checkbox"/>		
<b>National and Public holidays</b>	(if any)		<input checked="" type="checkbox"/>	

**Informative posts-** Educational posts relevant to tire performance and scooters in general and highlighting superiority of CEAT tires over other brands.

**Engagement posts-** Online contests related to tires, giveaways etc.

**Short product videos** highlighting features and user experience.

**Reels and stories-** General product reviews, creative engaging content

**Campaign-** A video campaign to create buzz/ establish relationship with the target consumer

## Media Plan- October

	Week 1	Week 2	Week 3	Week 4
<b>Facebook + Instagram</b>				
<b>Informative Posts</b> (2-3 posts/ week)	✓	✓	✓	✓
<b>Engagement posts</b> (1-2 posts/ week)	✓	✓		✓
<b>Product videos</b> (1- 2 videos/ week)	✓		✓	
<b>Reels and Stories</b> (for Instagram)	✓	✓	✓	✓
<b>Influencer led engagement</b> (1-2 posts/ week)	✓		✓	✓
<b>*Google Ads</b> (to increase brand visibility)		✓		
<b>National and Public holidays</b>	(if any)	✓		



# CHAPTER - 6

## Tools used in the job

### MS- Excel

MS- Excel is used for majorly three purposes:

- Record Keeping
- Analyzing
- Database creation

### 6.1 Record keeping

Brand	Product	Category	tyre size	Sizes	Distiguishing feature
FDR Tyres	Hover	Matic, tubeless	80/90-14, 90/90-14, 100/80-14,	14	Dual purpose tyres that keep grip on asphalt roads
	City Go	Matic tubeless	100/90-12, 110/90-12,	12	For automatic motorbikes
	Flemino	Matic tubeless	80 / 90-14, 90/90 14	14	90 tire ratio provides comfort while driving, TWI Progressive tire wear indicator that provides early warning
	City Force	Cub/ Matic, tube	80 / 90-14, 90 / 90-14, 70/90-17, 80 / 90-17 , 70/90-14	14,17	90 tire ratio provides comfort while driving, Progressive tire wear indicator that gives early warning
	Raven	Cub, tube	70/90-17, 80/90-17, 90/80-17	17	90 tire ratio provides comfort while driving, Multistep pattern increase stability and grip
	Facio EST	Matic tubeless	80 / 90-14, 90/90 14	14	Regular compound The tire compound is specially designed to have maximum grip for daily use
	Genzi PRO	Cub/Matic, tubeless/ tube	80/80-14, 90/80-14, 100/80-14, 80/80-17, 90/80-17, 100/80-17, 120/80-17, 60/80-17, 70/80-17	14, 17	The firmer & sharper pattern makes the GenziPRO grip more leverage, Progressive tire wear indicator that gives early warning, Increase stability and grip
	Flemmo PRO	Cub/Matic, tubeless/tube	70/90-14, 80/90-14, 90/90-14, 60/90-17, 70/90-17, 80/90-17, 70/90-17, 80/90-17	14,17	90 tire ratio provides comfort while driving

A record of all the 2- wheeler products of FDR Tyres

### 6.2 Database Creation

No	Name	Address	City
1	Delapan Jaya Motor	Jl. Sunter Kemayoran No. 10	Jakarta Pusat
2	Fen,s Motor	Jl. Sunter Kemayoran No. 8B	Jakarta Pusat
3	GSM (Garuda Sakti Moto	Jl. Sunter Kemayoran No. 7	Jakarta Pusat
4	Jaya Raya Motor	Jl. Sumur Batu No 1 B Jakpus	Jakarta Pusat
5	Farel Motor	Jl. Sumur Batu Raya RT 014 / 01 No. 4	Jakarta Pusat
6	Tiga Putra Motor	Jl. Sumur Batu No. 8	Jakarta Pusat
7	Taufan Motor	Jl. Sumur Batu Raya No. 6	Jakarta Pusat
8	Aneka Jaya Motor	Jl. Sumur Batu Raya No. 37	Jakarta Pusat
9	Won Motor Service (WMS	Jl. Sumur Batu Raya No. 135	Jakarta Pusat

PIC	No Hp	Best seller in sequence
Pak Sujarwo		IRC, Maxxis, Corsa, Swallow, Honda, Fireli, FDR, Aspira Michelin
Pak Fens	,085215270999	IRC, AHM, Aspira, Michelin
Ko Akiong	081220050188	IRC, Swallow, Comet
Ko Seno	087887283234	IRC, Swallow, FDR, Honda
Ko Alex	081311265861	IRC, Honda, Corsa, Blacstone, Kenda, Zeneos, Kingland
Pak Supriyatno	081294656541	IRC, Swallow, FDR
Pak Taufan	02143802730	IRC, FDR, Swallow, Honda
Mbak Sri	02142870291	IRC, Corsa, FDR, Swallow, Mizzle
Pak Adi	081318001194	IRC

List of major retailers in Jakarta

### 6.3 Analysis

Rim Size 14				Rim Size 17			
FDR	IRC	MAXXIS	MICHELIN	FDR	IRC	MAXXIS	MICHELIN
80/90-14	80/90-14	80/90-14	80/90-14	70/90-17	70/90-17	70/90-17	70/90-17
90/90-14	90/90-14	90/90-14	90/90-14	80 / 90-17	80 / 90-17	80/90-17	80 / 90-17
100/80-14	100/80-14	100/80-14	100/80-14	90/80-17	90/80-17	90/80-17	90/80-17
80/80-14	80/80-14	80/80-14	80/80-14	80/80-17	80/80-17	80/80-17	80/80-17
90/80-14	90/80-14	90/80-14	90/80-14	100/80-17	100/80-17		100/80-17
70/90-14	70/90-14	70/90-14	70/90-14	120/80-17			
110/80-14	110/80-14	110/80-14	110/80-14	60/80-17		60/80-17	
120/70-14	120/70-14	120/70-14	120/70-14	70/80-17	70/80-17	70/80-17	70/80-17
140/70-14	140/70-14	140/70-14		60/90-17			60/90-17
			100/90-14	100/80-17		100/80-17	
				60 / 80-17	60 / 80-17		
				100/70-17	100/70-17		100/70-17
				120/70-17	120/70-17	120/70-17	120/70-17
				60/100-17			60/100-17
	100/70-14	100/70-15		50/90-17			
	70/80-14			110/70-17		110/70-17	

Analyzing the most common tire sizes

# **CHAPTER - 7**

## **7.1 Challenges faced**

- 1) Challenges were faced in budgeting the plan. The agencies quote the the plan at a minimum possible value, which exceeded our initial marketing budget.
- 2) Language barrier- Dealing with the local team was a challenge due to language constraints and accent which was hard to get a hold of in the initial days.
- 3) Gathering information was another big challenge. Most newsletters and websites geotag their URL to enhance SEO. This information was limited to Indonesia. Thus, gathering information regarding Indonesia from India was challenging.

## **7.2 Key learnings**

### Professional learnings

- The internship helped me enhance my presentation skills
- It taught me the correct way of conducting research
- Through this internship, I understood the role of competitor analysis in identifying industry trends in a new market segment.
- It helped me understand the process of PR and Social media planning, planning and budgetary control of digital marketing
- Brand communication is another quality that I inculcated through this internship.

### Personal Learnings

- It helped me learn the importance of cross-cultural values for their better integration into the campaigns
- It greatly enhanced my understanding of a new product launch- Opportunity, research, testing, training, positioning, sustaining.
- I learned various soft skills such as better time management, setting goals, critical thinking etc.
- I could better relate the classroom concepts and understand the marketing fundamentals (especially the Promotion mix), and the importance of knowing the target audience in planning the promotional activities

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## Annexure:

### 4.2.1.3 - Major brands and most preferred 2- wheeler tyre patterns

Brand	Product	Category	tyre size	Sizes	Distiguishing feature
FDR Tires	Hover	Matic, tubeless	80/90-14, 90/90-14, 100/80-14,	14	Dual purpose tires that keep grip on asphalt roads
	City Go	Matic tubeless	100/90-12, 110/90-12,	12	For automatic motorbikes
	Flemino	Matic tubeless	80 / 90-14, 90/90 14	14	90 tire ratio provides comfort while driving, TWI Progressive tire wear indicator that provides early warning
	City Force	Cub/ Matic, tube	80 / 90-14, 90 / 90-14, 70/90-17, 80 / 90-17 , 70/90-14	14,17	90 tire ratio provides comfort while driving, Progressive tire wear indicator that gives early warning
	Raven	Cub, tube	70/90-17, 80/90-17, 90/80-17	17	90 tire ratio provides comfort while driving, Multistep pattern increase stability and grip
	Facio EST	Matic tubeless	80 / 90-14, 90/90 14	14	Regular compound The tire compound is specially designed to have maximum grip for daily use
	Genzi PRO	Cub/Matic, tubeless/ tube	80/80-14, 90/80-14, 100/80-14, 80/80-17, 90/80-17, 100/80-17, 120/80-17, 60/80-17, 70/80-17	14, 17	The firmer & sharper pattern makes the GenziPRO grip more leverage, Progressive tire wear indicator that gives early warning, Increase stability and grip
	Flemmo PRO	Cub/Matic, tubeless/tube	70/90-14, 80/90-14, 90/90-14, 60/90-17, 70/90-17, 80/90-17, 70/90-17, 80/90-17	14,17	90 tire ratio provides comfort while driving

Brand	Product	Pattern design	Feature
FDR Tires	Hover	Multistep pattern	Improves stability and grip, offroad style, Progressive tire wear indicator that gives early warning
	City Go	Directional Tread Patterns	Suitable for automatic motorbikes
	Flemino	Multistep pattern	Maximum grip on asphalt road, tread wear indicator
	City Force	Zig zag central line, unidirectional, symmetrical	Stability and grip on wet and dry roads for daily use
	Raven	Multistep pattern, Central line	Durable and tough in all road conditions
	Facio EST	Batik pattern	environmentally friendly and fuel efficient, Eco Smart Tire technology makes tires save fuel consumption by up to 7.1% (results of internal testing and independent institutions)
	Genzi PRO	Sharp V shaped	Maximum grip for dai ly use
	Flemmo PRO	Multi-step frame	Maximum grip for dai ly use

Michelin

Model	Tyre size	Rim size	Tread pattern
CHILDREN STREET	110/80 -14, 80/80 -14, 90/80 -14, 90/90 -14, 2.50 -17, 80/80 -17, 90/80 -17	14	Directional, symmetrical blocks
City Grip	100/90-10, 120/70-10, 90/90-10, 110/70-11, 120/70-11, 100/90-12, 110/90-12, 120/70-12, 130/70-12, 90/90-12, 100/80-14, 120/70-14	10,11,12,14	Directional sipes
PILOT STREET	120/70-13, 140/70-13, 100/80-14, 110/80-14, 120/70-14, 80/80-14, 80/90-14, 90/80-14, 90/90-14	13, 14, 17	Symmetrical, unidirectional curves
CITY GRIP PRO	110/70-13, 130/70-13, 110/80-14, 70/90-14, 80/80-14, 80/90-14, 90/80-14, 90/90-14, 100/80-17, 70/90-17, 80/80-17, 80/90-17, 90/80-17	13,14,17	Assymetrical blocks, central line
MOTO GP PILOT	100/80-14, 100/90-14, 70/90-14, 80/90-14, 90/80-14, 90/90-14, 100/80-17, 120/70-17, 70/90-17, 80/90-17, 90/80-17	14, 17	
SIRAC STREET	80/90-14, 90/90-14, 70/90-17, 80/80-17, 80/90-17, 90/80-17	14,17	Big blocks, grooves, central line

Model		Features
CHILDREN STREET	motorcycles under 600cc.	best stability and good handling performance, safe on highway, Full control on non-asphalt roads
City Grip	125cc scooters and even for large wheel scooters	Progressive Sipe Technology (PST), best MICHELIN scooter tires to avoid slipping in the rain and across sewer covers,
PILOT STREET	small-engine motorcycles	Ideal grip / wear balance, Long-lasting and durable
CITY GRIP PRO		tough, puncture-resistant and durable, MICHELIN OVERLAP TECHNOLOGY (MOT), tires are stronger against leaks, Last 10% longer than competitors
MOTO GP PILOT		
SIRAC STREET		Best Dry Grip Performance, Maximum Wet Grip, High Mileage



Pirelli

Brand	Product	Category	Front Tyre size	Rear tyre size
Pirelli	ROSSO SCOOTER	Scooter	70/90 - 14, 80/80 - 14, 90/90 - 14, 70/90 - 17, 90/80 - 17, 120/70 - 17, 80/80 - 17, 100/80 - 17, 80/90 - 17, 110/70 - 17,	100/90 - 14, 140/70 - 14 , 130/70 - 17, 140/70 - 17, 150/60 - 17
	ANGEL SCOOTER	Scooter	90/90 - 12, 110/70 - 13, 120/70 - 13, 80/80 - 14, 120/70 - 15, 100/80 - 16, 80/100 - 10	120/70 - 12, 130/70 - 13, 140/60 - 13, 150/70 - 13, 100/90 - 14, 130/80 - 15
	SCOOTER	Scooter	120/70 - 15	140/70 - 13, 140/70 - 14
	SC 30	Scooter	3.00 - 10	
	SL 60	Scooter	120/90 - 10, 120/80 - 12	130/90 - 10
	SL 90	Scooter	120/90 - 10, 120/70 - 12	150/80 - 10, 130/70 - 12

Brand	Product	Rim size	Pattern design	Feature
Pirelli	ROSSO SCOOTER	14, 17	Unidirectional cuts	Improved handling, absolute grip and performance in the wet combinin
	ANGEL SCOOTER	10, 11,12,13, 14, 15, 16	Unidirectional, symmetrical	High comfort, top wet performance
	SCOOTER	14, 15	Unidirectional	High-performance scooters, excellent grip
	SC 30	10	Symmetrical central carving	High stability on all routes even with the scooter fully loaded
	SL 60	10, 12	Enduro-type pattern, wide grooves	Stability and handling
	SL 90	10, 12	Symmetrical deep grooves, large center blocks	Handling, performance on wet roads, high mileage, uniform wear

MAXXIS

Brand	Product	Tyre size	Rim size
MAXXIS	MA-G1	80/80-14, 90/80-14, 100/80-14, 80/80-17, 90/80-17, 100/80-17, 60/80-17, 70/90-17	14,17
	MA-3D	80/80-14, 90/80-14, 100/80-14, 80/80-17, 90/80-17, 100/80-18	14, 17
	M6234	90/90-14, 120/70-17, 130/70-17, 140/70-17	14, 17
	M6233	90/90-14, 120/70-17, 130/70-17, 140/70-18	14,17
	M6211	70/90-14	14
	M6167H	70/90-14, 80/90-14, 90/90-14	14
	M6029W	80/80-14, 90/80-14, 100/80-14	14

Brand	Product	Pattern design	Feature
MAXXIS	MA-G1	Streamline tread pattern	Excellent grip, controlling, stability, safety and wet grip performance
	MA-3D	Directional, diamond pattern	Excellent grip (wet and dry condition), shock absorber
	M6234	Directional aggressive tread	Excellent water dispersion and wet traction
	M6233	Straight groove on the center and anti reverse groove on the side	Excellent steering, handling, water dispersion, wet traction
	M6211	Unidirection pattern	Excellent we and dry grip, mileage, wet traction
	M6167H	Diagonal tread	Excellent high speed riding and braking, wet grip, water dispersion
	M6029W	Directional pattern	Outstanding grip, handling and stability, Nylon-ply construction design has outstanding durability and a stable ride.

# SIP Report- Niharika Srivastava

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