

# Study of different marketing channels and their impact on sales – Tata group

<sup>1</sup>Jai Chawla, <sup>2</sup>Dr Amarjit R Deshmukh, <sup>3</sup>Yashwant Kumar

<sup>1</sup>Student, <sup>2</sup>Associate Professor, <sup>3</sup>Assistant Professor,

<sup>1,2,3</sup>Bharati Vidyapeeth (Deemed to be University), Institute of Management and Research, New Delhi  
Email - <sup>1</sup>jchawla29@gmail.com, <sup>2</sup>yashwant.kumar@bharatividyaapeeth.edu

**Abstract:** Every business is interested in generating leads, making sales, retaining the customers they have, and selling them more of the company's products or services. Achieving each of these goals requires a distinct approach, which is discussed in this study of Tata group's application of different marketing channels and the impact on sales and growth of their company across the globe along with achieving the business objectives.

**Key Words:** Tata Group, Technology, Telecom, Trading, Leadership.

## 1. INTRODUCTION:

Created by Jamsetji Tata in time 1868, the Tata Group is a global enterprise, headquartered in India, comprising 30 companies across ten verticals. The Tata group operates in further than 100 countries across six mainlands, with a charge "To ameliorate the quality of life of the communities we serve worldwide, through long-term stakeholder value creation grounded on Leadership with Trust". Tata Sons is the top investment holding company and protagonist of Tata companies. Sixty-six percent of the equity share capital of Tata Sons is held by humanitarian trusts, which support education, health, livelihood generation and art and culture. These companies inclusively employ over 1 million people: Technology - Tata Consultancy Services employs some of the world's finest technology advisers who inclusively constitute further than half of the Tata group's pool. The group's flagship company in this sector, TCS was innovated in the truly pioneering spirit that's the hallmark of the Tatas and began as a computer operation meant to serve other companies in the group. At present, the pot is India's largest by far, and ranks among the world's top three.

Steel - Sir Dorabji Tata, and his kinsman RD Tata, took Jamsetji Tata's dream of a completely Indian steel company to consummation. Tata Steel came into being in 1907 and holds the distinction of being Asia's first integrated steel company. Tata Steel group is among the top global steel companies with an periodic crude steel capacity of 34 million tonnes per annum (MnTPA). It's one of the world's most geographically- diversified steel directors, with operations and marketable presence across the globe. A Great Place to Work- Certified™ organisation, Tata Steel, together with its accessories, associates and common gambles, is spread across five mainlands with a workforce of over 65,000.

Automotive - Tata Motors, the group's flagship automotive company, manufactures and markets motorcars for every need and member. Tata Motors' attachment, Jaguar Land Rover is Britain's largest automotive manufacturer which designs, manufactures and sells some of the world's best-given decoration cars. The two iconic brands of JLR include Jaguar, with a range of luxury cruisers, sports cars and luxury performance SUVs, and Land Rover, encompassing a portfolio of decoration all- terrain vehicles.

Consumer And Retail - The group's incursion into the Consumer and Retail member began with the setting up of Tata Oil Mills Company, known as TOMCO, in 1917. TOMCO started with the product of detergents, cleansers and cooking oil. Over the times, many Tata companies have established leading brands ranging from consumer durables to tea to packaged water. The trip from 1917 to date has seen the group's footmark in the Consumer Goods member multiply. The group started its Retail incursion with the launch of Westside, by Trent in 1998. Other specialty stores include Croma, by Infiniti Retail and Star Bazaar by Trent.

Retail sector - The Tata group has been in the structure perpendicular since the early 1900s. The story of the group's involvement in the energy sector started with the commissioning of the Khopoli power station in 1910. At present, the group leads the energy sector in India and inventories energy to family homes as well as large metropolises and diligence. The group's prowess in leading large housing, garden and integrated systems is well-known. In the casing

sector, it help families access affordable housing, and at the same time engage with original, state and public governments to enable structure systems which include smart, sustainable, inhabitable civic spaces.

Tourism - The author of the Tata group, Jamsetji Tata set up the Taj Mahal hotel in 1903, only one of his four dreams that saw consummation during his continuance. The airlines of the Tata group owe their alleviation to another Tata stalwart, JRD Tata who created Tata Airlines in 1932. The airline was latterly nominated Air India and was nationalised in 1956. At present, the group's companies in the tourism and trip parts feed to individual and business consumers across all angles.

Telecom and Media - Every time you make a call on your mobile or browse your internet, there's a high chance that a Tata company is at work making it possible. Tata Communications global network includes one of the most advanced and largest submarine string networks. It's among the Top 5 IP providers on 5 mainlands and offers public and private network connectivity to further than 190 countries and homes. 30 Global internet routes carried by Tata Communications as consumers and 80 of Cloud titans are connected to their business through the company. Tata Play Limited (formerly known as Tata Sky Limited), is a common adventure between Tata Sons Private Limited and TFCF Corporation (formerly known as Twenty- First Century Fox, Inc., and now a part of the Walt Disney Company). Incorporated in 2001 and initiating services in the time 2006, Tata Play is one of India's leading happy distribution platforms furnishing Pay television and OTT services. Tata Play was one of the first Direct to Home drivers to launch customized channel packs and a-la-carte channels along with multiple products and platform services that helped review the content consumption and viewing experience.

Trading And Investments - The first enterprise set up by the Jamsetji Tata, in 1868, was a private trading establishment. Tata industry was incorporated set up in 1945 as a managing agency arm of Tata Sons. At present, it incubates the group's entry into new businesses. It's also an investment holding company with stakes in select Tata group companies. Tata International is a global trading and distribution company with interests in five business verticals comprising essence, minerals and agri-trading, auto distribution and leather and leather products.

## **2. LITERATURE REVIEW:**

TCS completed fiscal time (FY) 2022 with \$25.7 billion in earnings, counting for roughly over 11 of the Indian information technology (IT) assiduity's estimated earnings for the time. Over 600,000 advisers from 152 ethnicities work there, making it the single largest private sector employer in India more than 35 of the pool being women. The company is presently the alternate most precious IT services brand in the world, according to Brand Finance, and for several times, has been among the top three companies with the loftiest request capitalisation in India. The trip started further than 50 times ago at a time when calculating in India was limited to government and academic institutions. Tata Sons Chairman N Chandrasekaran, the former CEO of TCS, puts it in perspective "It's taken for granted now, but if we rewind to 1968, the conception of calculating itself was brand new. India had just a bit of computers and everyone was talking about hardware manufacturing. To grasp the eventuality for a strong services- led profitable future through IT services needed several hops of imagination. "

### **The Onsite- Offshore Model:**

Foreign exchange regulations in the 1970s meant that TCS, over a period of five times, had to earn foreign exchange twice the value of the machines it imported. To fulfil this commitment, the company had to look at requests outside India. To add to this, misconceptions that computers would steal jobs redounded in low relinquishment of technology by government and business. A combination of similar reasons made the domestic IT request inadequate for TCS to hone its skill and grow, and the also leadership saw merit — despite the challenges — in pursuing business overseas. A significant mate at this time was Burroughs Computers for whom TCS offered deals and services in India and wrote law for its computers worldwide. In 1972, its masterminds grounded out of Detroit in the US transferred down the source law of a hospital information system to Mumbai to be migrated to a advanced interpretation of Burroughs ' COBOL. rather of migrating the programs one by one, TCS developed a set of convertors and pollutants that converted the source law, despite not having a Burroughs computer. The design earned it\$ 24,000. It was the first recorded case of an coastal design and conceivably the morning of the Indian IT services assiduity.

Two times latterly, TCS erected a fiscal account package for two structure societies in the UK on behalf of Burroughs. This was the first prosecution of a design that involved the full software development lifecycle. By 1976, TCS's exports had crossed\$ 1 million. At a time when India was an unknown reality in the west- dominated IT world, it set up its first overseas deals office in New York. Its first palm then was a three- time contract with the Institutional Group Information Corporation (IGIC). The contract involved migration from IGIC's Burroughs computers to an IBM system. This was a vital design where the onsite- coastal model was completely abused, and a 24- hour service delivery

cycle was introduced. The global footprint was a small but certain step from which TCS — and the assiduity — would only grow.

In the coming many times, TCS won critical systems that would help establish the Indian IT services assiduity as a serious contender for complex technology systems worldwide. In 1983, it won an coastal design with the Swiss National Bank. The ensuing time saw the company set up the IBM 3090 Mainframe in Chennai that opened up large IBM Mainframe openings. latterly, in 1989, it contended against some of the stylish consulting enterprises in the world to win the \$ 10 million Swiss Securities Clearing Corporation design to produce the world's first real-time domestic and cross border securities clearing and agreement system. This design remains a standard till moment. The character earned by TCS would also help it win India's National Stock Exchange design a many times latterly, the first of numerous that converted India's fiscal institutes.

### **Expansion and growth:**

The pioneering spirit that has characterised TCS from its founding days was also apparent in the first many times of the new renaissance. In 2000, the company set up a new business division that concentrated on the openings that surfaced with the mainstreaming of the Internet and the impact on enterprise IT systems. The eBusiness division, commanded by Mr Chandrasekaran, gauged to \$ 500 million within five times and served as the main starting point in a trip that would, one day, enable TCS to take leadership in a digital period. In 2001, TCS came the first Indian IT company to set up development centres in Hungary, followed by Uruguay and China the coming time, which led to the elaboration of the Global Network Delivery Model™ (GNDM), a first for any Indian IT services company. Through GNDM™, TCS was suitable to offer its global consumers a invariant anticipation of services through its quality systems, process discipline, 24x7 vacuity and the stylish gift worldwide. In a many times, the model would expand to include centres in Latin America, China, Eastern Europe, and North America, besides, of course, India.

### **Brand TCS, Brand India:**

TCS has constantly enhanced its brand, and that of India, not only through business growth but also through brand structure and community outreach. Its flagship STEM education programme in countries of operation, goIT, has reached 100,000 scholars. This programme, embedded in design thinking, introduces scholars to the invention life cycle and rapid-fire prototyping frame, enhancing India's character as a technology-first country where analogous sweats have produced results. The outreach extends to global sports events. Come lengthy day in some of the major metropolises of the world — New York, London, Amsterdam, Boston, Canberra, Bengaluru, Mumbai, or Toronto — the thoroughfares are resplendent with brand colours. The company also made its presence felt in Formula E with Jaguar, in the TCS Lidingöloppet cross-country race in Sweden, the Dutch Open Golf crowns, and TCS Nakajima Racing in Japan — establishing the presence of an Indian brand in all corridor of the world, a creditable progress from the days in which its foremost directors walked, maybe the same thoroughfares, to make the India IT story.

### **3. RESEARCH METHODOLOGY:**

Marketing encompasses a wide range of ways and media that companies can use to promote their products and services to implicit consumers and ameliorate their request share. To be successful, it requires a combination of advertising and deals expertise. Professional marketers take on these tasks either internally at individual companies or externally at marketing enterprises that may serve numerous different consumers. Companies formerly concentrated on marketing through print, TV, and radio because that was all they had. Although those options still live, the internet gave companies another way to reach consumers and gave rise to digital marketing. The new technologies and trends forced companies to change their marketing strategies and reevaluate their budgets. Dispatch came a popular marketing tool in the early days of digital marketing. Also the focus shifted to hunt machines like Netscape, which allowed businesses to tag and keyword particulars to get themselves noticed. The development of social platforms like Facebook made it possible for companies to track stoner data and deliver their Communications to veritably specific cult. Smartphones and other movable bias now make it easier for companies to vend their products and services to consumers wherever those consumers be to be.

### **Types of Different Marketing Channels:**

Marketing channels have evolved since the 1990s and continue to do so. Then are eight of the most common channels in use moment

- Website Marketing- Companies frequently use their own website as the centerpiece of their digital marketing conditioning. The most effective websites represent the brand and its products and services in a clear and memorable way. A website moment must be fast- lading, mobile-friendly, and easy to navigate.

- Pay- Per- Click Advertising- Pay- per- click( PPC) advertising enables marketers to reach cult on news and other websites and digital platforms through paid advertisements. Marketers can set up PPC juggernauts on Google, Bing, LinkedIn, X (formerly Twitter), Pinterest, and Facebook and show their advertisements to people searching terms related to their products or services.
- Content Marketing- The thing of content marketing is to reach implicit consumers through the use of written, visual, or videotape content that interests them. That content is generally published on a website and also promoted through social media, dispatch marketing, hunt machine optimization, or indeed pay- per- click juggernauts.
- Email Marketing- Email marketing is still one of the most effective digital marketing channels, however numerous people associate it with spam and treat similar Communications consequently. numerous digital marketers use their other digital marketing channels to collect names for their email lists. also, through this marketing, they try to turn those leads into consumers.
- Social Media Marketing- The primary pretensions of a social media marketing crusade are to make brand mindfulness and establish trust. As you go deeper into social media marketing, you can use it to gain leads and as a direct marketing or deals channel. Promoted posts and tweets are two exemplifications of social media marketing.
- Affiliate Marketing- Affiliate marketing is one of the oldest forms of marketing, and the digital world has given it new life. In chapter marketing, companies and individual" influencers" promote another company's products and get a commission every time a trade is made or a fresh lead is added to their list.
- Video Marketing- A lot of internet consumers turn to spots like YouTube before making a buying decision, to learn how to do commodity, to read a review, or just to relax. Marketers can use any of several videotape marketing platforms, including Facebook vids, Instagram, and TikTok, to run a videotape marketing crusade. Companies find the most success with videotape by integrating it with SEO, content marketing, and broader social media marketing juggernauts.
- Text Messaging- Companies also use text Communications (formally known as SMS, or short communication service) to share information about their new products and promoting the same. Nonprofit associations and political campaigners also use texting to promote themselves and solicit donations. moment numerous marketing juggernauts make it possible for consumers to make a payment or donation via a simple text communication.

#### **Data Collection:**

Big Data is a precious commodity for Marketing. It lets you see data patterns that you may have missed and allows you to make forecasts about the content your consumers want. But you need to ask yourself a question before you launch a big data system. Your content needs to tie into your overall business objectives and your big data system needs to tie in as well. You want to be sure that the questions you want your data to answer are pivotal to the success of the business itself. Big data collection and analysis can be precious. Your company will instantly alienate on the system if it doesn't deliver on its pledge to increase profit and satisfy consumers. Marketers have always been suitable to prize some form of data for marketing steps. You could get similar effects as a client list with locales or a list of purchases. The answer is that there's further data now than ever ahead. Smartphones, social networks, websites, and manufactories with data machinery, and more all have data. To understand some of the introductory generalities that uphold big data, you can start by looking at the kind of data you can attain.

#### **4. ANALYSIS:**

##### **Transforming India**

##### **Digitalising the fiscal backbone**

- National Stock Exchange- In 1992, at the decree of the Indian government, the Industrial Development Bank of India and a host of other organisations incorporated the NSE. TCS erected its trading platform, a standard for performance engineering and changed the way India trades in stocks.
- Reserve Bank of India- TCS ' Structured Financial Messaging System runs RBI's RTGS platform, strengthening India's fiscal system with real- time agreements. The largely secured network connects over 165 banks and clearing houses in India and can handle 5 million high- value deals a day. The TCS Digital finances Transaction Platform powers the NEFT digital payments system, connecting over 220 Indian banks and enabling flawless and near-immediate finances. Every 30 mins, 2.2 million deals pass through the system.

- National Automated Clearing House- The centralised integrated digital web platform, powered by TCS, provides end- to- end service to institutional stakeholders in the fiscal ecosystem. It can support 70 million digital deals per day and runs several government welfare programmes.
- State Bank of India- India's largest bank had computerised its operations in the 1990s but was losing request share to private- sector banks that had more ultramodern centralised core processing systems. In 2002, the state-possessed bank named TCS Bancs as its core banking product, the perpetration of which, at 14,600 branches, is the largest till date.
- Powering citizen services
- Passport Seva In 2008, TCS won the shot to revamp the passport allocation process that was to be executed in a PPP model under the figure- operate- enjoy- transfer frame. Within four years time, the first TCS- managed Passport Seva Kendra was launched and the process of carrying a passport has noway been easier. The impact can be felt in the reversal time to issue a passport — from 30- 45 days in the early 2000s to 6 days now. In 2022, TCS was named to carry out the alternate phase of the passport seva design.
- India Post - India Post, since 1854, is a vital link to some of India's most inapproachable and off- the- grid corners. TCS ' digital metamorphosis of the post office network, one of the world's largest SAP executions, saw technology pull together 155,000 post services into an interlinked system that operates on a single platform.

In India, Tata Steel operates an end- to- end value chain that extends from mining to finished goods, feeding to an array of request parts similar as automotive, construction, general engineering etc. The Company sources utmost of the needed raw product from its interned mines in India, furnishing raw material security and the competitive advantage of being a low- cost steel patron. The Raw Material Division of Tata Steel supplies nearly 100 of iron ore and nearly 21 of clean coal conditions for steel manufacturing installations in India, while the rest is imported. The Company also operates manganese and chromite mines. Tata Steel delivered superior performance in FY 2021- 22 despite heightened complications in the face of COVID- 19 as well as ongoing geopolitical pressures. The Company's India business showed broad- grounded growth across chosen parts due to sustained focus on client connections, distribution network and portfolio of brands supported by a flexible business model. The Europe operations delivered robust performance on the reverse of a strong business terrain and the metamorphosis programme accepted by the Company.

#### **Tata Motors Limited :**

Tata Motors Limited (TML) is one of India's biggest machine manufacturing companies with an expansive range of integrated, smart and e-mobility results in its portfolio. TML's strong presence over times is heralded by its capability to offer quality products by connecting client desires with innovative mobility results.

#### **Tata Motors Passenger Vehicles Limited (TMPV) :**

TMPV is wholly possessed attachment of TML. In FY 2021- 22, TML, pursuant to a scheme of arrangement transferred its PV undertaking to TMPV. This move has been done to give a discerned focus for the PV business and to realise its full capability.

#### **Tata Passenger Electric Mobility Limited( TPEM) :**

In FY 2021- 22, TPEM was incorporated as a wholly possessed attachment of TML to take over the Passenger Electric Mobility business. TPEM secured backing of C 7,500 crore from TPG Rise at a valuation of upto \$9.1 billion. TPEM shall work all being investments and capabilities of Tata Motors Ltd. and will channelise the unborn investments into electric vehicles, devoted BEV platforms, advanced automotive technologies and catalyse investments in charging structure and battery technologies.

#### **Jaguar Land Rover :**

Jaguar Land Rover (JLR) continues to shape the future of ultramodern luxury vehicles erected around its iconic brands Jaguar and Land Rover. JLR, which came part of Tata Motors Group in 2008, exemplifies quality and sustainability. JLR's Reimagine strategy lays the roadmap for the company's metamorphosis into a sustainable, electric-first ultramodern luxury business. Jaguar Land Rover aspires to come the creator of the world's most desirable, luxuriant vehicles and services for the most top of consumers.

Tata Consumer Products is a focused consumer products company uniting the food and drink interests of the Tata group under one setup. It's home to crucial brands similar as Tata Tea, Tetley, Tata Salt and Tata Sampann. Tata Power is one of India's largest intertwined power companies, present across the entire power value chain of conventional

& renewable energy, power services, and coming- generation client results including solar rooftop, EV charging stations, and home utilization.

The Indian Hotels Company Limited (IHCL) and its accessories bring together a group of brands and businesses that offer a combination of warm Indian hospitality and world- class service.

These include Taj – the iconic brand for the most avid trippers and ranked as the World’s Strongest Hotel Brand and India’s Strongest Brand as per Brand Finance Hotels 50 Report 2023 and India 100 Report 2023, independently; SeleQtions, a named collection of hotels; Vivanta, sophisticated upmarket hotels; and Ginger, which is revolutionising the spare luxe member.

Since its first flight on October 15, 1932, Air India has spread its presence to become a major transnational airline with a network across the United States, Canada, United Kingdom, Europe, Asia, Australia, and the Persian Gulf.

The airline also has an expansive domestic network, including India’s northeast, Ladakh, and the Andaman & Nicobar islands. Air India has been a member of Star Alliance, the largest global airline institute, since July 2014. Air India Express, a attachment of Air India, is India's first transnational budget carrier, Air India Express was launched in 2005 to meet the demand for affordable services on short and medium- haul routes connecting lower cities in India directly to the Gulf and southeast Asian regions.

The Tata Comms. company enables the digital metamorphosis of enterprises worldwide, including 300 of the Fortune 500 – unlocking openings for businesses by enabling borderless growth, boosting product invention and client experience, perfecting productivity and effectiveness, erecting dexterity and managing threat. With its results acquainted approach, proven managed service capabilities and slice- edge structure, Tata Co. drives the coming position of intelligence powered by cloud, mobility, Internet of effects (IoT), collaboration, security and network services. Tata Co. carries around 30 of the world’s internet routes and connects businesses to 80 of the world’s cloud titans and 4 out of 5 mobile subscribers. The Company’s capabilities are sustained by its global network, the world’s largest wholly possessed subsea fibre backbone and a league- 1 IP network with connectivity to 190 countries and homes around the world. From mileage to metamorphosis, connectivity is an essential fabric for economical sustenance. Tata Co. is committed to enabling business leaders in this New World of Comms™, with its unique pledge of delivering secure connected digital support.

In the last three decades, Tata Industries has promoted and incubated Tata in several sectors, including control systems, information technology, fiscal services, auto parts, aerospace and defence and telecommunication services, as well as high tech food processing technology, digital classrooms and e-retail.

## **5. CONCLUSION:**

In the digital age, client discussion — or others’ impact is original to the “debt,” and advertising — or external influence is original to the “equity.” client discussion provides influence. It's basically a low- cost way to make mindfulness without counting too much on advertising. But it comes with pitfalls. client discussion is notoriously wild; companies cannot directly control the content. When the discussion is favourable, it amplifies the brand’s equity. But when it's not, it damages the brand. The favourability of the brand is completely in the hands of consumers.

1. Increase Attractiveness - If utmost consumers don't find a brand appealing although they're familiar with it, also the brand has an impact problem. This problem may come from the product that the brand represents or from the brand itself. When the actual product’s value propositions aren't impactful, indeed a clever brand crusade and a huge budget may not help. Poor brand Communications may also have low impact, given though the factual value propositions are superior.

2. Optimize Curiosity - In marketing, curiosity comes from furnishing consumers with charming knowledge without giving too much. Therefore, creating curiosity involves an approach known as content marketing a set of conditioning of creating and distributing content that's applicable to the lives of consumers but also mainly associated with a certain brand.

3. Increase Commitment – Attracting and persuading consumers are important way toward creating pious brand lawyers. Still, the job is far from done. Marketers need to make sure that consumers end up buying and using their brands. Imagine a client who heard about a brand on television and went online to probe that brand further. The client was eventually induced that the brand was the right choice upon reading what the brand stands for. The client now seeks to buy the brand online but finds out that it's available only in a store in a remote position. The client may decide that it isn't worth the time to go there and buy the brand. In this script, the client path stops suddenly because the brand fails to insure its reach. The client may also decide to go to the position to buy the brand. When the store experience — physical substantiation, deals process, and salesmen fails to meet the client’s prospects, the client path stops as well. Therefore, the capability to lock in client commitment depends on channel reach and the capability to deliver superior experience.

4. Increase Affinity – Marketers with a long- term exposure consider closing a trade as the launch of a potentially more satisfying relationship. For utmost consumers, post-purchase experience, which includes operation and after- deals

service, is frequently about assessing whether the factual product or service performance is harmonious with the pre-purchase claims made by marketers. When the factual experience matches or indeed exceeds prospects, consumers will develop a sense of affinity. Accordingly, marketers may decide client continuance and referral value from the consumers. The Starbucks Rewards program is a way for the coffee chain brand to make strong engagement with its consumers. It rewards consumers for every sale across different channels and mileposts, each with different merits and benefits. The aim is to motivate consumers to increase deals and elevate their status.

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