A COMPETITIVE ANALYSIS OF AUTOMOTIVE LUBRICANT MARKET AND DEVELOPING MARKETING STRATEGIES FOR RURAL MARKETS IN INDIA

DR RAHUL KHANDELWAL

ASSISTANT PROFESSOR
INSTITUTE OF MANAGEMENT STUDIES CAREER DEVELOPMENT AND RESEARCH STATION ROAD, AHMEDNAGAR, MAHARASHTRA, INDIA.

ABSTRACT
Economic, political, and regulatory forces are reshaping the dynamics of lubricants supply and demand throughout the world, and opportunities to grow the business continue to emerge. India, in particular, has emerged as a key market, as well as a source of competitively priced lubricants. Increase motor cycle and car stock, growth in agricultural driven lubes consumption and a booming construction sector have been the primary factors to this. As the rural market consumers lacks in awareness of unbranded product, this arises a need for the study about the challenges that are prevailing in the rural markets for the marketers in order to build their brand image and overcome those challenges. To be successful in the rural market, companies will have to be innovative and sensitive while devising marketing strategies. Traditional urban marketing strategies will have to be localized as per the demands of the rural market.

The research is targeted at lubricant manufacturers, distributors and retailers who are keen to build an understanding of the automotive lubricants industry in India and the opportunities it presents. Thus, the objective of this proposed research is to provide a richer and deeper understanding of the competitive analysis of lubricant market and marketing strategies to be adopted in rural markets. The research suggested competitive strategies, strategies to encounter fake brands, strategies for Two, three and four wheeler segment and strategies for Agricultural lubricants which can be utilized by the marketers to enhance their brand visibility, goodwill and sales in the mystic rural markets of India order to build their brands in the rural parts of India and carry out their activities in an effective and an efficient manner.

KEYWORDS: Economic, lubricant, agricultural, business.

REFERENCES
1. Anamika Sahu (2011) “ Can Rural entrepreneurship give a face lift to Developing India?” Silicon India June , pg 10
3. The Hindu Business line: Castrol to increase rural foot print ,Tuesday june 2010.
4. Harjindeer singh Heer (2008) “Indian Lubricant industry presents new opportunities” available athttp://harjinder@indiananalysis.com
7. The Hindu (2011) Lucas to Market U.S. firm’s lubricants, Tuesday June,6
12. The Hindu (2010), Oil firms keen to tap rural market, Kolkata, May 14
22. Harrison & St John , Strategic Mangement of Organizations, SW Publications, p4