

Shortlisted nominees were asked to present their initiatives to the esteemed jury members on the day of the awards ceremony. The below mentioned activities of each dealership helped them earn that extra point over others.

1. Four Wheeler – Mass Category Winners

a. Passco group (Maruti):

- The upcoming rural market is adding to their greater market share
- Reference, word of mouth publicity is a key way to for Passco to push their sales
- Video floats – AV of the products placed on vehicles and sent around rural areas
- Effective use of digital medium for increase in sales
- Policy of making their employees happy is the biggest achievement
- Huge fleet for replacement available gaining customer ease.

b. Prestige Honda - Lally motors (Honda):

- New ways of extending services to the customers by sending live videos to them
- Push customers to book services online; run contests on social media to constantly engage with them
- Of 10k, 7-8k would be customers
- Green initiative : Extended house facilities to the needy people; replaced all lights with LED
- During Diwali, distributed LED lights instead of mithai
- Planning to install Solar Power System in dealership early 2016
- Delivery process: WOW factor added to customer delight.

2. Two Wheelers – Mass and Luxury Category :

a. Gallops Motors Pvt. Ltd (Bajaj & KTM):

- Their biggest achievement has been “Zero complains” for their dealerships in 2015.
- Developed multiple platforms to engage with customers and potential buyers with daily scheme offerings
- With regards to their KTM dealership they changed the market in Ahmedabad by inducing growth in sales up to 5 times since inception
- Leveraged their internal strength and network to grow.

b. Rebel Motorcycles Pvt Ltd (Royal Enfield):

- Bring a change in the biking community with safety, responsibility and unity amongst the bikers
- Conversation ratio of close to 10%
- Customers meet up and hangout at the showroom for hours which helps them push the accessories sales
- They believe biking as a passion is more about innovating the machine
- Raise brand awareness by participating in many display activities
- Create a family / friendly atmosphere at the dealership for the customers

- Womens day invited 'bikernis' for their Biker meets

c. International Automobiles (Hero MotoCorp Ltd) :

- Implementation of village wise activation plan
- Tie-up with online marketing portal – Snapdeal to increase sales
- Regular planning and execution of ATL/BTL activity on basis of industry report
- Introduction of
 - a. OMS (Oil Management System) : This reduces the Oil Wastage
 - b. ETP (Effluent Treatment Plan) : Recycling of waste water of vehicle washing
- Conduct regular knowledge test for supervisors & Sales Executives
- Award - “ Employee of The Month “ to create competitive nature & motivate the team
- Regular family Get Together with employees to create a sense of bonding among the employees

3. Commercial Vehicle Category:

a. Prerana Motors Private Limited (Tata Motors Ltd) :

- Conducted Time & motion study including the process fine tuning :
 - Reduced TAT
 - Increased same day delivery
 - Researched the buying patterns of Trucks to assess the market. Undertake propensity study of trucks for doing sales forecasting
- Designed a customer model with Smile, Loyalty and Maharaja cards with separate facilities for each segment
- Calendared service campaigns. At rural outlets, displayed mobile service camp with special segmented and aggregate focussed
- They track the up time of their mechanics
- Promotion of our products in the 'weekend market' (SANTHE) at Tehsils

b. Autobahn Trucking Corporation. Pvt. Ltd (Bharatbenz) :

- Introduction of new concepts within the Aftersales – like Pit stop for maintenance, Detailed vehicle health reports, Onsite support and mobile service truck
- Onsite support for schedule maintenance at customer convenience even on Sundays. Introduction of MST- mobile service truck
- Daily sales funnel published for real time review across all levels with the help of Whatsapp groups
- 20 Branded Service support vehicles on the road 24/7
- Dedicated facebook page with over 4000 followers
- Surprise Celebration of Customer birthdays and anniversary with flowers, cake and gifts
- Installation of solar road stud used to mark paths inside showroom at night

4. Three Wheelers Category

PP Automotive Pvt Ltd (Mahindra & Mahindra Ltd):

- Their philosophy is to provide the best service with keeping the customer's need in paramount importance
- Dealership ventures out to remote upcountry locations to provide service facilities to their customers. They have an innovative concept of Mahinda Mobile Seva van and Alfa Gurus
- Biggest achievement has been to provide their existing customers with exchange upgrades with minimal investment

- Channelization of Sales Referral scheme as to push sales by organising showroom events for customers
- Use the conventional methods of marketing innovatively to reach out their customers – SMS Pack Communication with all product details
- Organised pollution free camps at their dealerships where they train the internal and external stakeholders

Ralas Motors (Mahindra & Mahindra Ltd):

- 45min Express Service Package at their workshop for basic service and check-up. This enables the dealership to get a good TAT for the service metrics
- They go a step beyond with their customers and provide them a program called MILLAP (where in they help their customers connect with Distributor chain network)
- MILLAP helps dealer to gain new customers by providing Customer Delight to the fullest. They are a one-stop-solution for end to end 3 Wheeler requirements
- Penetration to remote and rural areas by conducting Mileage Marathons, Live Trial Activities, Loan Melas etc.
- Good ATL coverage on Social media, Advertisements and Digital platforms
- Ralas Motors has a tradition to distribute a “MANGO SAPLING” with each of the Deliveries affected from our Dealership