

Automobile Mall- Need of Future India

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Abstract: *The Indian automobile industry seems to come a long way since the first car that was manufactured in Mumbai in 1898. The automobile sector today is one of the key sectors of the country contributing majorly to the economy of India. The Indian automobile industry has a well-established name globally being the second largest two wheeler market in the world, seventh largest commercial vehicle market in the world, and eleventh largest passenger car market in the world and expected to become the third largest automobile market in the world only behind USA and China. Therefore India needs a global platform to showcase their automobile activities to people in the form of Automobile Mall, which will bring all the car manufacturing companies under one roof to showcase their products and to provide facilities like test drive track, car launching event, brand stores, offices, and virtual car driving experience. It will even help to create spaces for display for merchandisers for rapid developing automobile industries. Car showroom only focuses on one brand and doesn't help customer for differentiating in other brand car segment.*

This paper will focus on how Automobile mall will help customer in differentiating all brands of car thus creating customer satisfaction. Most important the revolution due to Automobile mall will help to create a better sustainable alternative to car showroom.

Keywords:

Automobile, Industry, Market, Automobile Mall, Car showroom, Brand

I. Introduction:

The automobile market is changing rapidly all over the globe. All the companies are bringing in new models every alternate month. As of now the situation is that companies are starting their own showrooms in various parts of the city to capture the consumer. The company does the survey and finds out the area which is economically viable and has that potential for sales; then the company starts the showroom. The showroom could be a company owned or else the company floats a tender and the interested businessman can start a showroom. Due to this the consumer in India at the time of purchasing has to visit all different showrooms in various parts of the city which results in waste of time, energy and money. Hence the proposal of a mega dealership encompassing 7 or more brands

that function independently but as a whole create fluid consumer oriented place. A place where the consumer can get to see the cars of various companies and also get all the related information, get to test drive the car, and then filter down to the car which consumer finally wants to buy. In addition to this the consumer can get to see the new technology coming up in the automobile sector, virtual driving experience, exhibition space where various products launches and media conference can happen.

II. Automobile market in India as compared to world:

The automobile industry produced a total of 23,960,940 vehicles in April-March 2015 as against 23,358,047 in April-March 2014, registering a growth of 2.58% over the same period last year. The country is also currently the 6th largest market in the world for automobiles and is expected to become the world's third-biggest car market by the year 2026. As per the Automotive Components Manufacturers Association of India (ACMA), the world standings for the Indian automobile sector are as follows:

- i) Largest tractor manufacturer
- ii) 2nd largest two wheeler manufacturer
- iii) 2nd largest bus manufacturer
- iv) 5th largest heavy truck manufacturer
- v) 6th largest car manufacturer
- vi) 8th largest commercial vehicle manufacturer

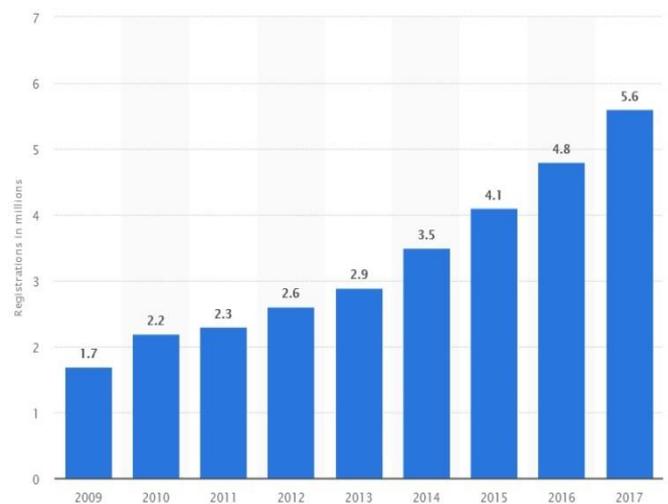


Table. II. 1. Registration of vehicles in India

Today, 100% FDI is allowed in the automobile sector through the automatic approval route which means that foreign investors do not require the prior authorization of the Government of India. The impact of this decision can be seen in the data released by Department of Industrial Policy and Promotion (DIPP) which states that the industry has attracted FDI worth USD 15.065 billion during the period April 2000 to March 2016. Thus, it can be reasonably concluded that India has emerged as one of the key global players (both as a consumer and a producer) in the automobile industry.

III. What is Automobile Mall?

Automobile Mall will be the multi brand car showroom which will bring car manufacturing companies under one roof to showcase their products and to provide facilities like test drive track, car launching event, brand stores, theme restaurant and virtual driving experience. This multi brand car showroom will create spaces for display. It will also help merchandise for rapid developing of automobile industries. It will focus on the display of various elements of transport so as not to overpower each other.

IV. Automobile Mall a better alternative to Car showroom

Today buying a single thing is not a easy choice for any person reason been provided with a lot of options for the same. Everyone searches for a second option while buying anything. And when it comes to purchasing a car it is never a quick decision. Coming up with a idea of enabling the consumer to distinguish cars of different brands and varying prices under a single roof ends up with an innovative idea of a automobile mall. Generally like a mall where in all kinds of daily use materials of various brands are provided, likewise a mall showcasing cars of all brands easily accessible to the consumer. In the era of daily coming new trends in automobile industry, cars with fully loaded features can be exhibited. In addition to that, virtual car driving experience shall help consumer in experiencing the various car brands in all aspects. The initiative of pollution free green cars can be exhibited with its charging facilities .customization of cars as well as bikes is always been a trend all over the world.A digital meeting room for instant virtual customization of cars selected by the consumers shall make worth it for the consumers willing to buy one. Along with the various brands

the Automobile mall shall be providing variety of accessories and spare parts of brands exhibited for sale.

V. Automobile mall a sustainable approach.

Imagine buying your clothing at various shops at long distances like a shirt in a shop and jeans in other shop kilometers away. How time consuming it would be? Today's huge public malls with various clothing brands provided under a single roof are an answer to it. In the same way when an idea of buying a new car strikes to a customer's mind tends him to travel showroom to showroom for identifying the best option in consideration with the budget and requirements. This time consuming search also results in fuel consumption as well as contributes to the traffic on roads adding up one more cause for rise in pollution. In terms of a solution this concept of automobile mall can be a sustainable approach.

VI. 'Make in India' initiative in automobile sector

The National Electric Mobility Mission Plan 2020 (NEMMP):

- The objective of this body is to encourage reliable, affordable and efficient xEVs (hybrid and electric vehicles) that meet consumer performance and price expectations through government-industry collaboration
- Promotion and development of indigenous manufacturing capabilities, required infrastructure, consumer awareness and technology are additional objectives of NEMMP 2020.
- India to emerge as a leader in the two-wheeler and four-wheeler xEV market in the world by 2020, with total xEV sales of 6-7 million units thus enabling the Indian automotive industry to achieve global xEV manufacturing leadership and contributing towards national fuel security.
- Target of putting 6 million electric & hybrid vehicles per year on the road by 2020 under NEMMP 2020.
- A pilot scheme for the initial period of two years in the name of Faster Adoption & Manufacturing Of Hybrid and Electric Vehicles, implemented from 1st April 2015 for the initial period of two years.
- It will cover all vehicle segments i.e. two, three and four-wheelers, cars, LCVs, buses etc. and all forms of hybrid (Mild/Strong/Plug-in) and pure electric vehicles.
- It also seeks to provide demand incentives to electric and hybrid vehicles from two-wheeler to buses.

The Indian Automotive industry to be one of the prime movers of Manufacturing sector and "Make in India" initiative which will help in the huge success of Automobile mall in future.

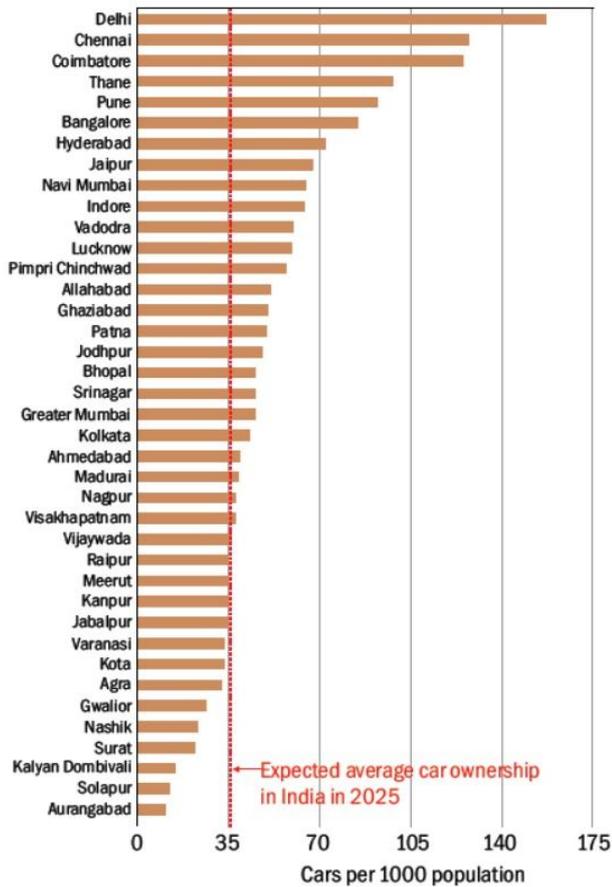


Table. VI. 1. Cars per 1000 population in India due to revolution of Make in India

VII. In the view of profit making and maintenance:

This Automobile Mall, will purely serve for exhibiting and selling purpose of cars for various brands exactly like a clothing mall where various brands keep their garments for sale with all types and varying prices and qualities but once purchased, clothes are not to be required nor given any laundry services. Similarly, this automobile mall idea shall exhibit cars for sale but shall not have any maintenance services in future. These criteria will make the car mall better servicing for customers and of good maintenance for the businessman.

VIII. Conclusion:

Inferring the fact that, in today’s extremely busy life a large population is getting used to the idea of achieving almost all things with best options easy and fast for saving time. The automobile mall will be a boon to Indian automobile industry with a large scope in the future.

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