

Emerging & Diverse India: Challenges & Opportunities

Michael Boneham

President and Managing Director, Ford India



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FLOW OF TOPICS

- ❖ **Diverse India**
- ❖ **Demographics**
- ❖ **Automotive Industry**
- ❖ **Challenges due to Diversity**
- ❖ **Ford's Foray**
- ❖ **Figo – A Case Study**
- ❖ **Ford's Future in India**

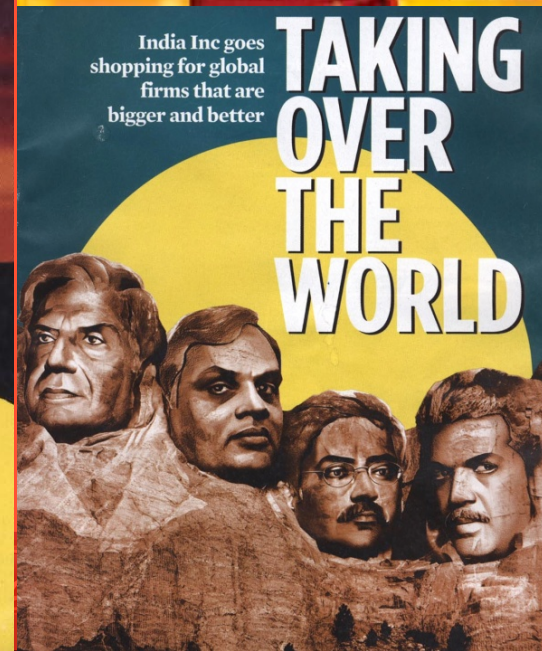
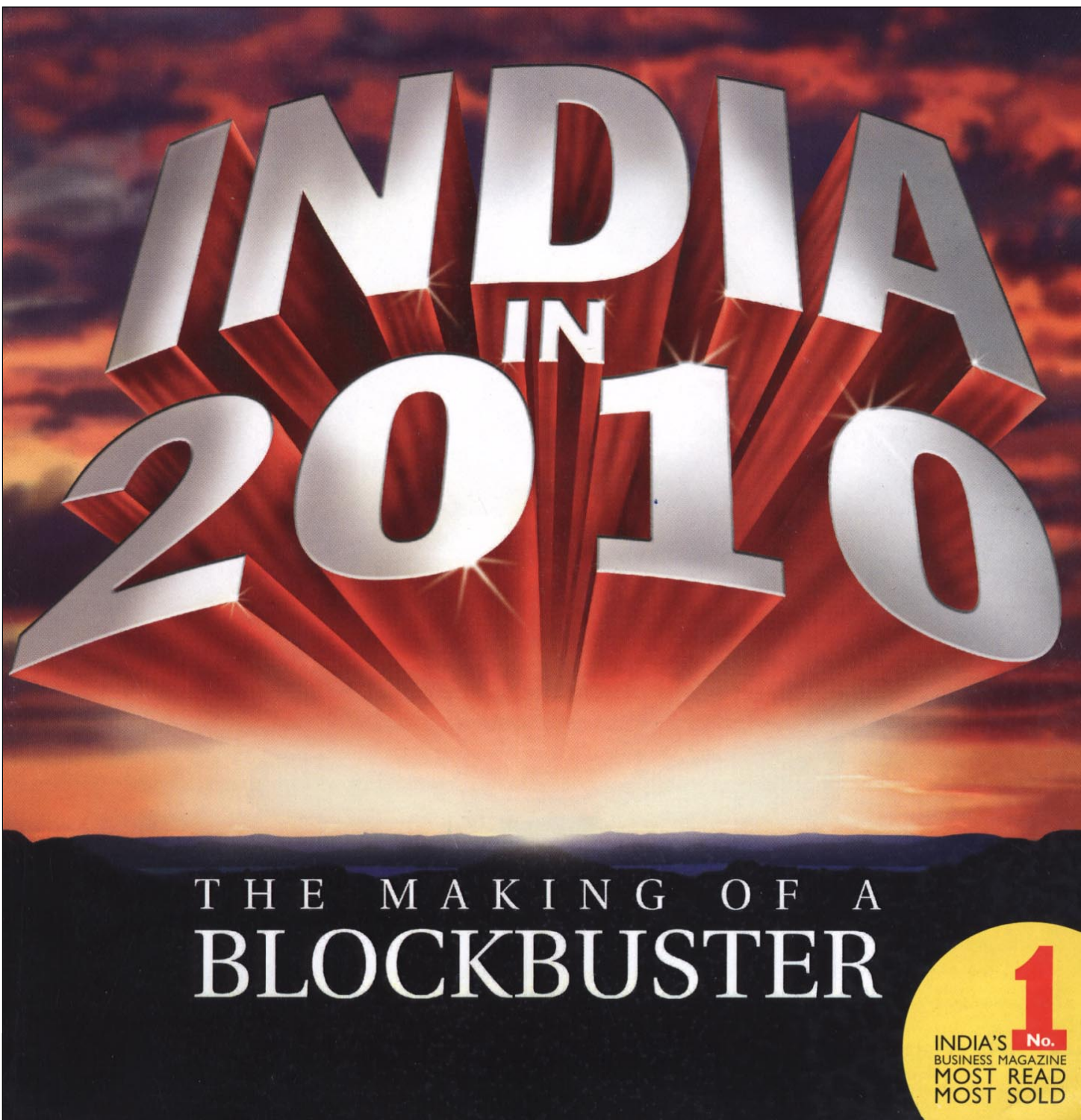
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INDIA – LAND OF DIVERSITY

- ❖ 1.3 billion people
- ❖ 3.3 million sq. kms
- ❖ 640,000 villages
- ❖ 5161 towns,
- ❖ 202 million households
- ❖ 28 states
- ❖ 22 official languages
- ❖ 90 festivals
- ❖ 6 major religions
- ❖ 2000 ethnic groups



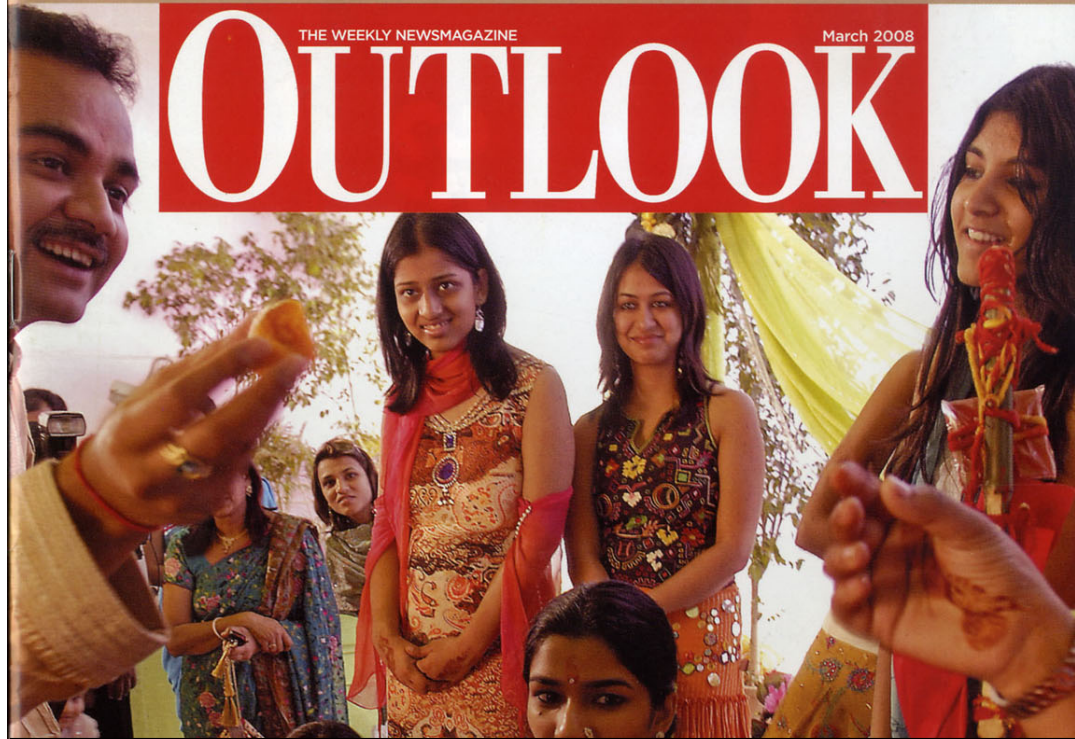


1
INDIA'S **No.**
BUSINESS MAGAZINE
MOST READ
MOST SOLD

Special on Incredible India

In association with the Department of Tourism, Government of India

THE WEEKLY NEWSMAGAZINE
OUTLOOK
March 2008



6,30,000 villages
5161 towns
200 million households
28 states
22 official languages

WHAT DEFINES INDIA 1: COMPLEXITY



**The Incredible
Colours of India**

A land for all seasons

Blue Team



Feel the difference

JUNE 26, 2006



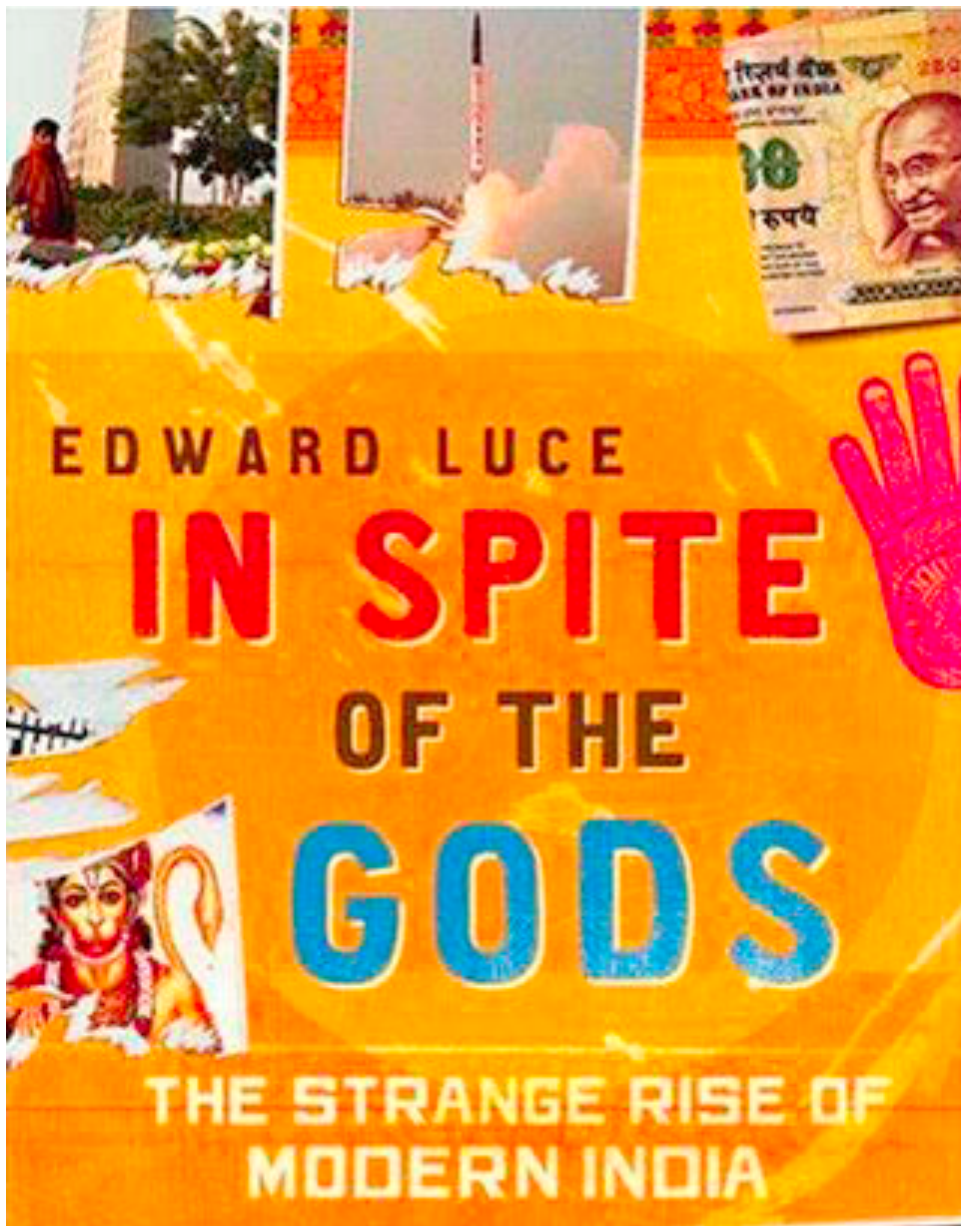
WHAT DEFINES INDIA 2: CONTRADICTIONS



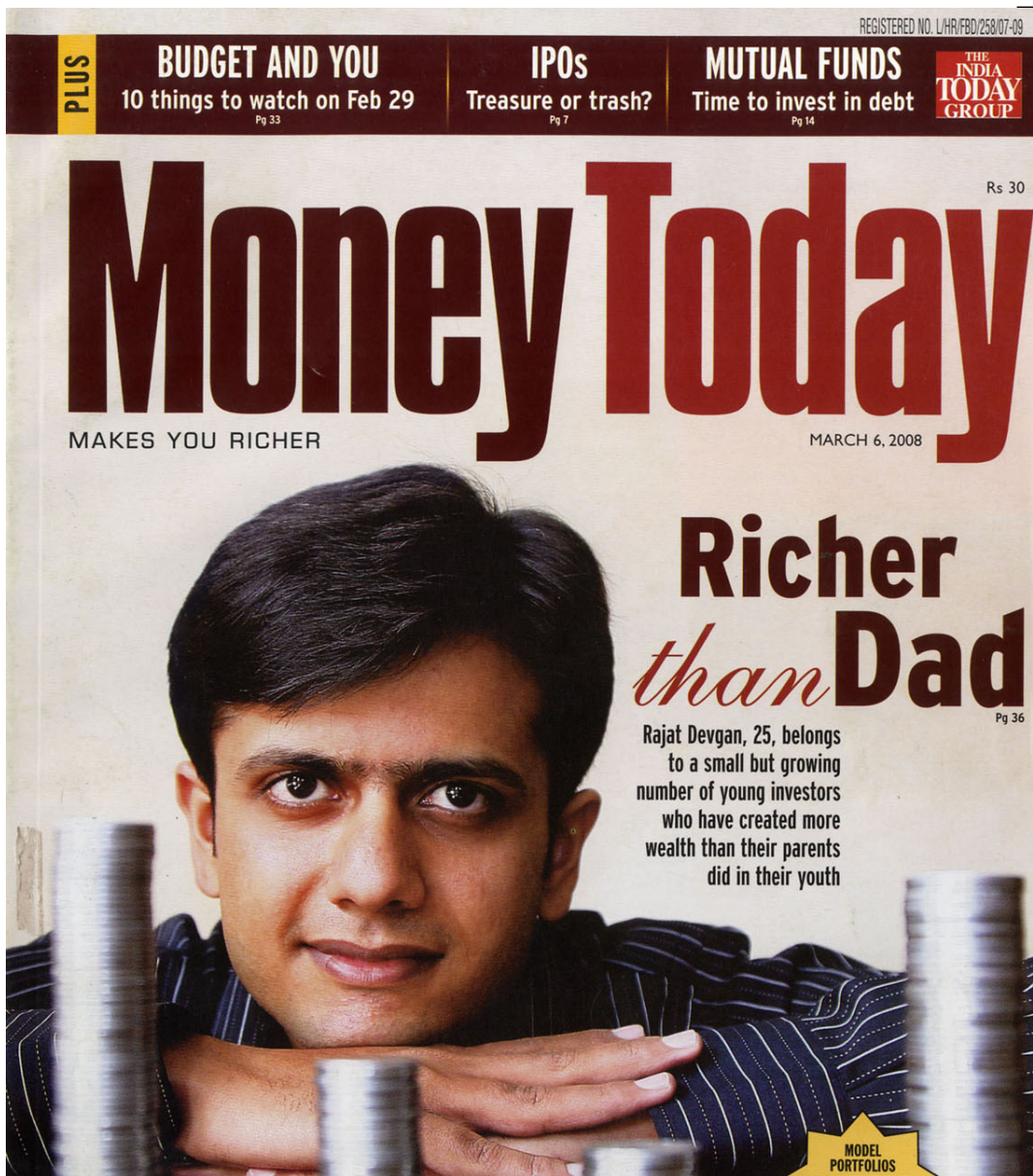


WHAT DEFINES INDIA 3: AGE

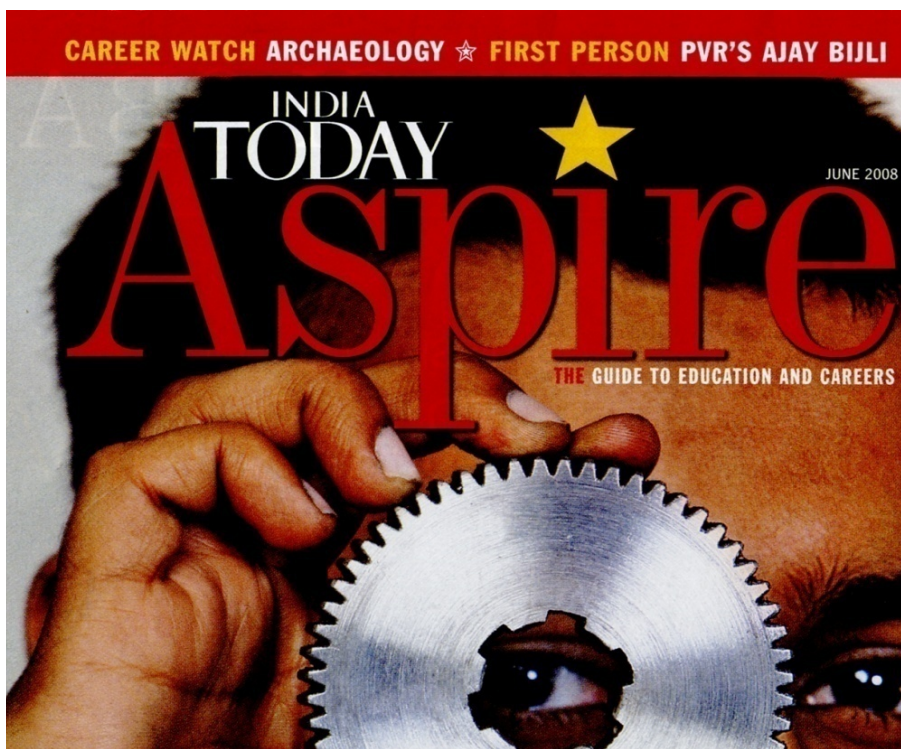




WHAT DEFINES INDIA 4: SPIRITUALITY

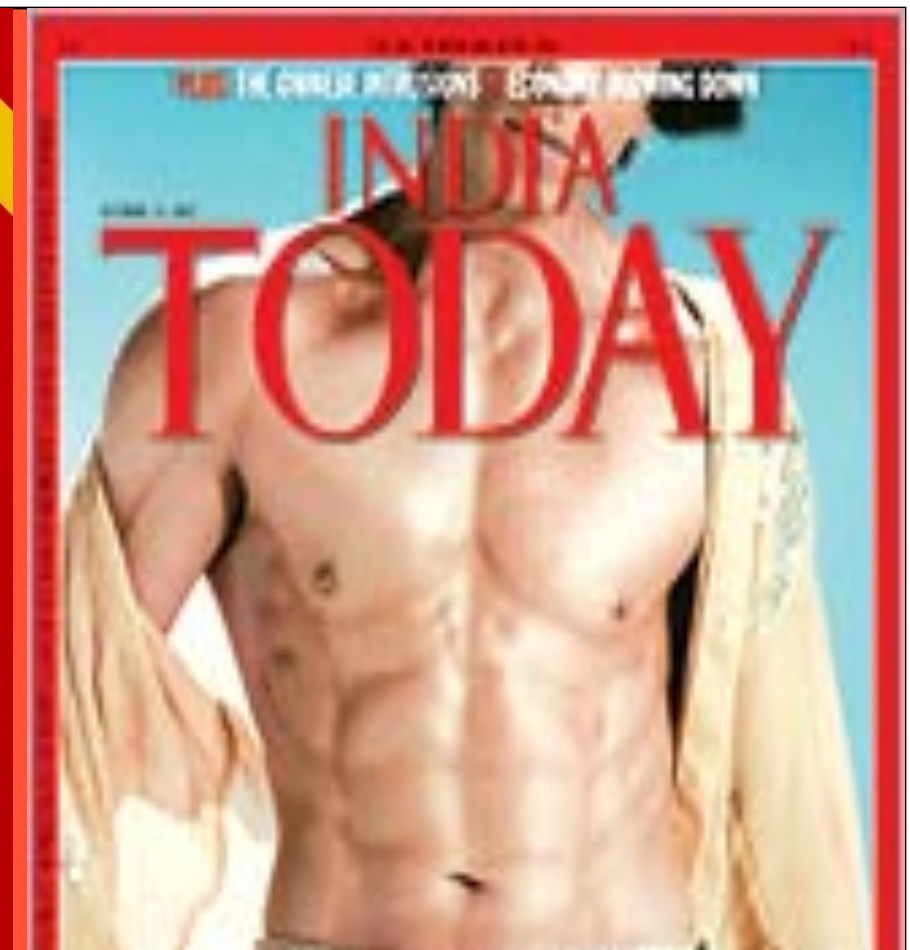
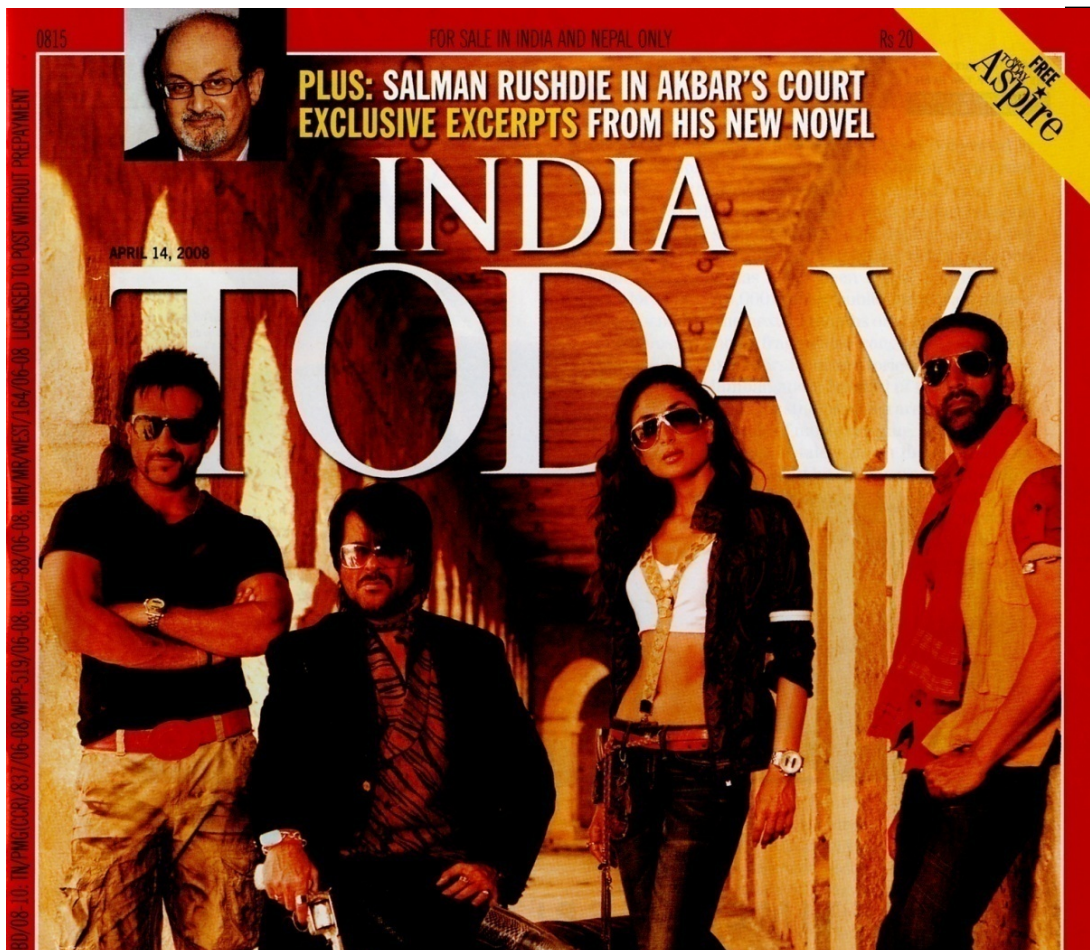


WHAT DEFINES INDIA 4: ASPIRATIONAL YOUTH



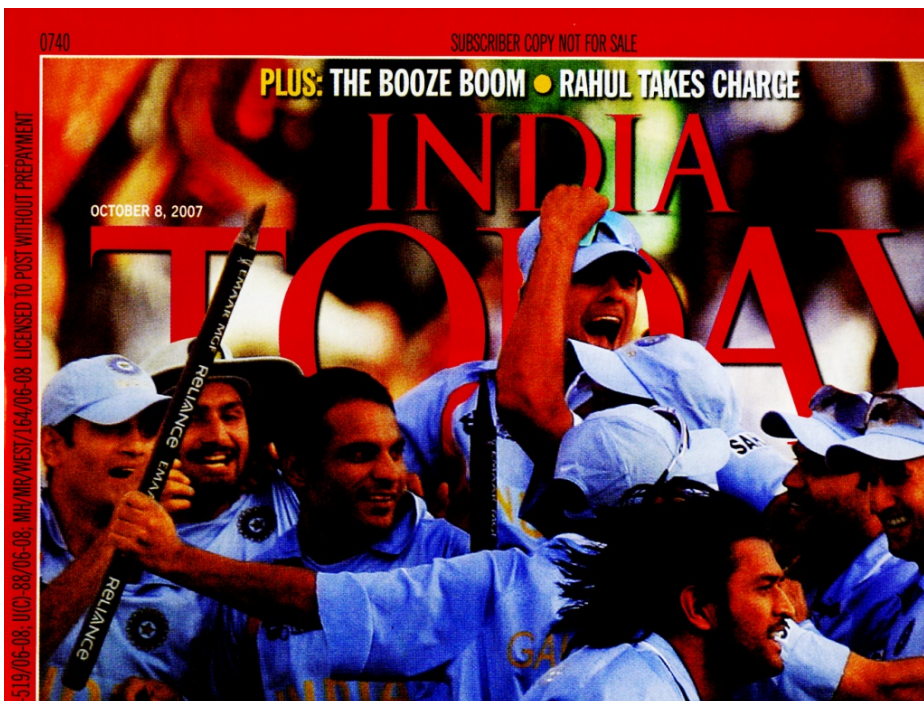
WHAT DEFINES INDIA 5: EDUCATION





WHAT DEFINES INDIA 6: BOLLYWOOD





WHAT DEFINES INDIA 7: CRICKET

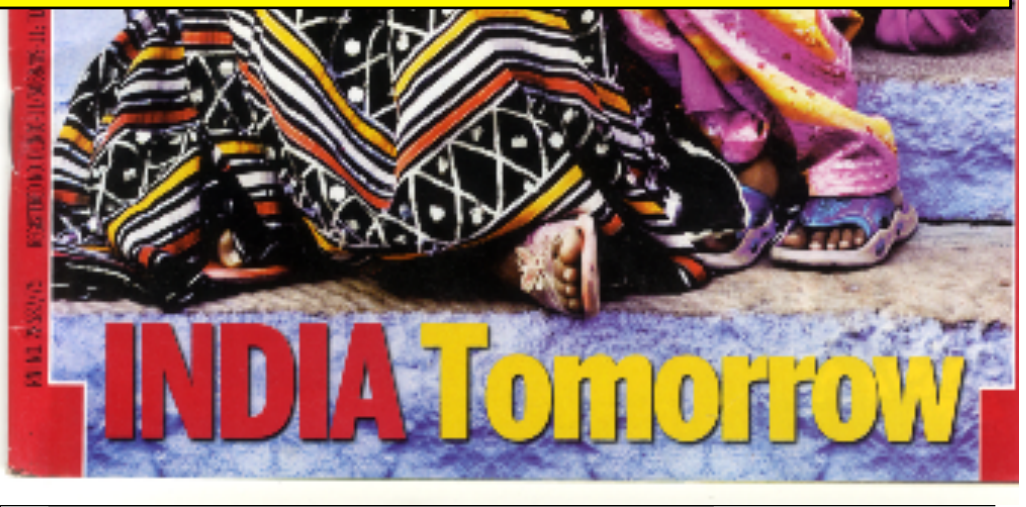
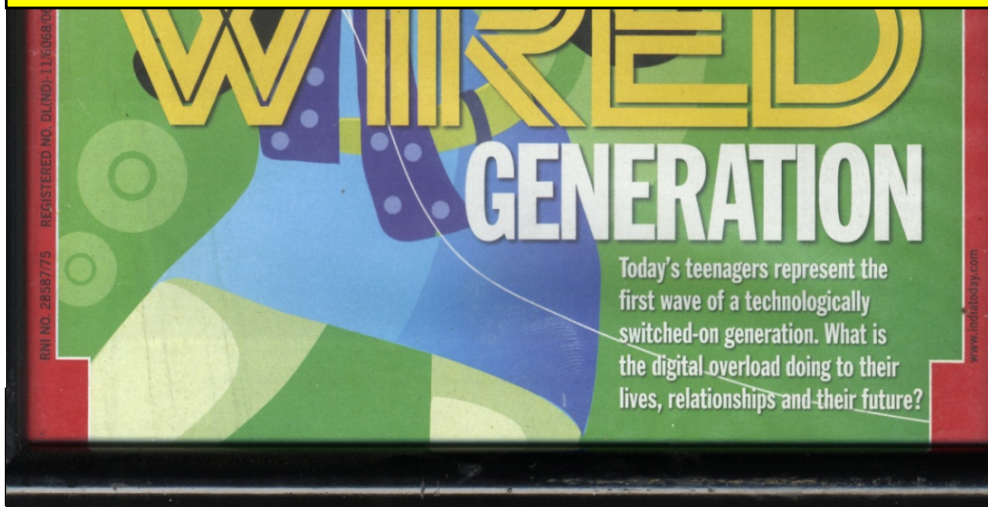




WHAT DEFINES INDIA 8: NEW FOUND GLOBAL GIANTS



WHAT DEFINES INDIA 9: NEW TECHIES





WHAT DEFINES INDIA 10: INCREASING FEMALE INFLUENCE





WHAT DEFINES INDIA 11: Family



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FLOW OF TOPICS

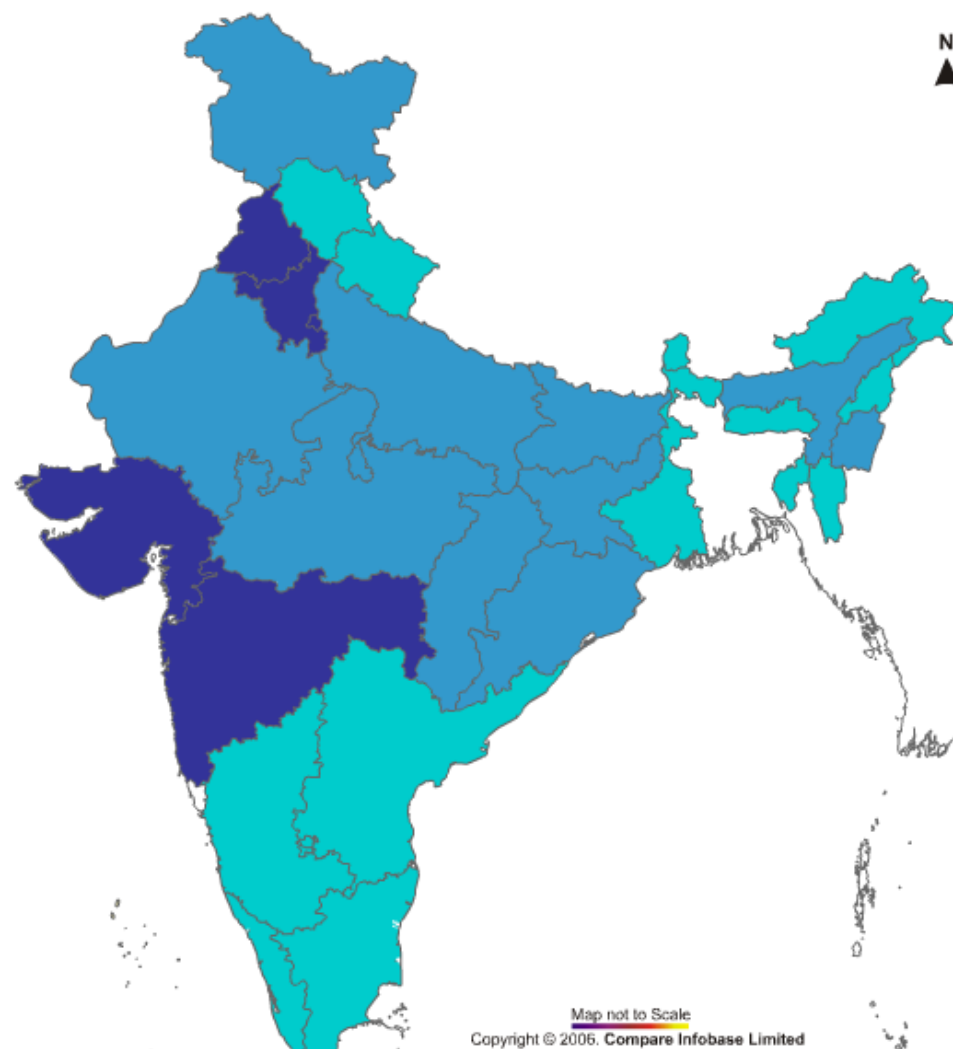
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INDIA - POPULATION AND GDP BY REGION

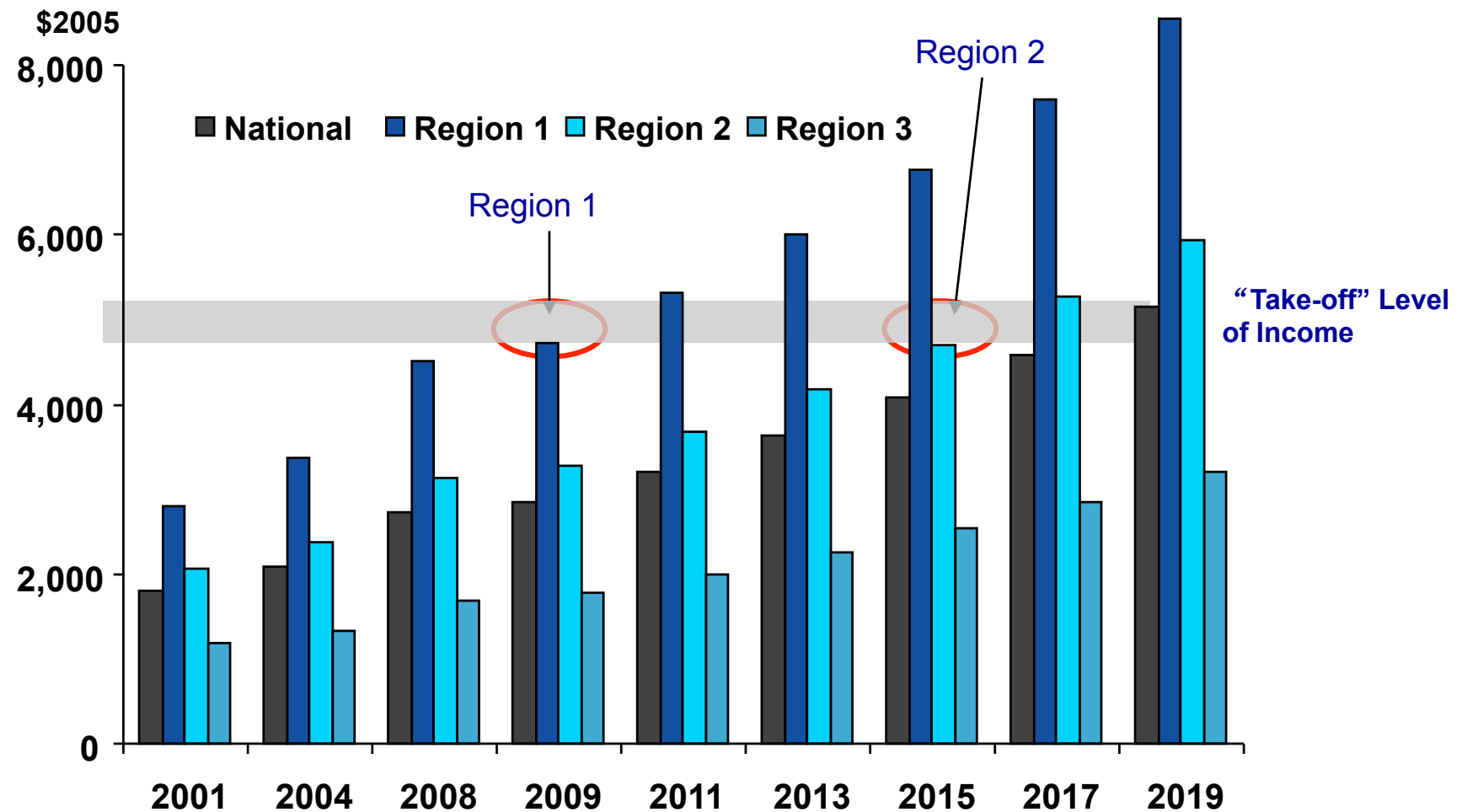
	Population (mil.)		Driving-age People (mil.)		GDP PPP per Capita (in \$2005)	
	2008	2019	2008	2019	2008	2019
Total India	1,148	1,345	787	979	2,728	5,160
Region 1	236	277	162	201	4,519	8,547
Region 2	359	420	246	306	3,140	5,940
Region 3	553	648	379	471	1,696	3,207
Memo China	1,330	1,424	1,063	1,151	5,492	12,047

2007 GDP PPP per Capita

Region 1	GDP PPP per Capita > \$4,000
Region 2	\$2,500 < GDP PPP per Capita < \$4,000
Region 3	GDP PPP per Capita < \$2,500



GDP PER CAPITA BY REGION



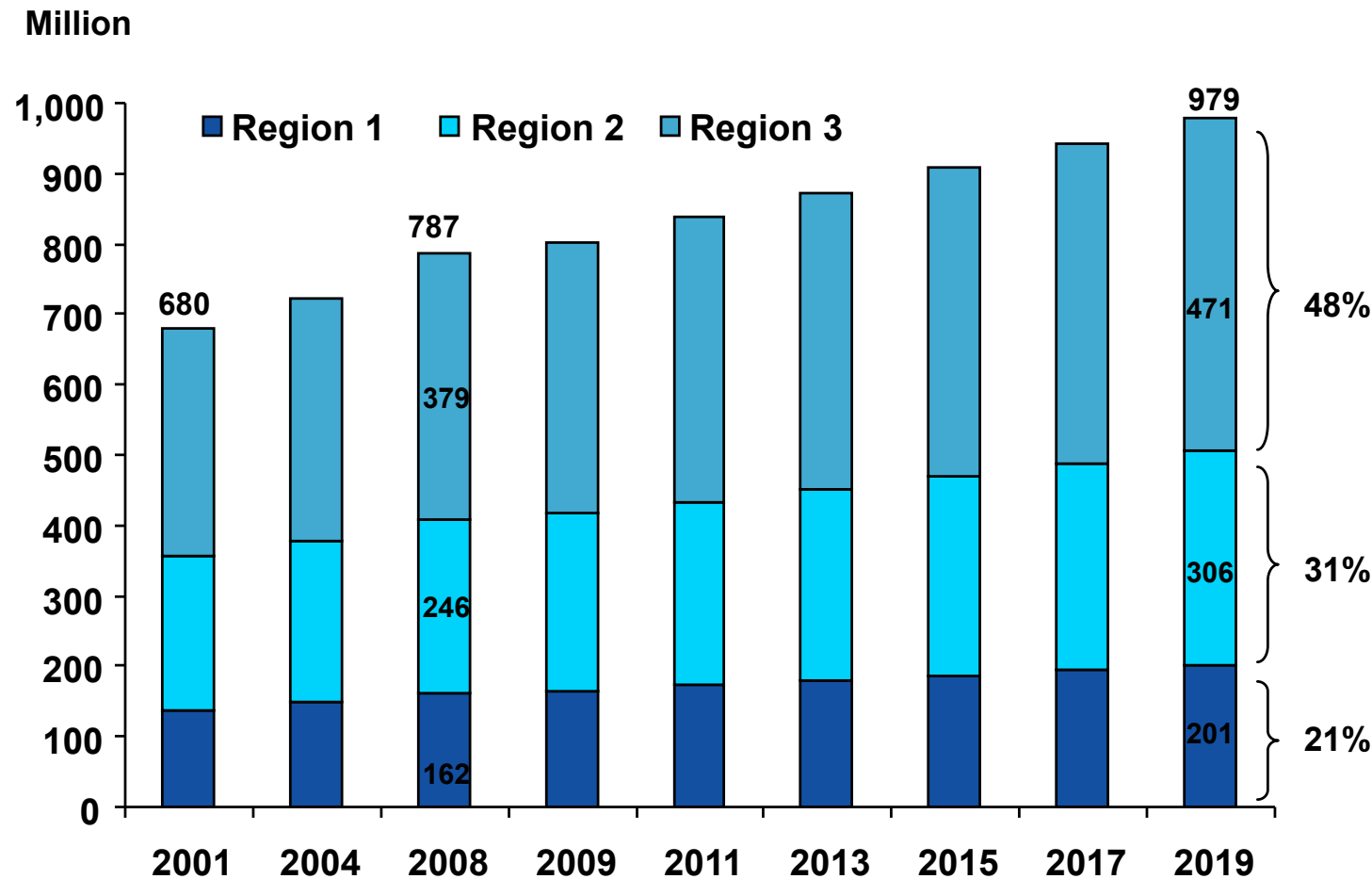
- Take-off level of income: 4,500-5,500\$ @ 2005 levels

Region 1 will enter the take-off phase in 2009 &
Region 2 will reach the take-off level in 2015.



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INDIA DRIVING-AGE POPULATION

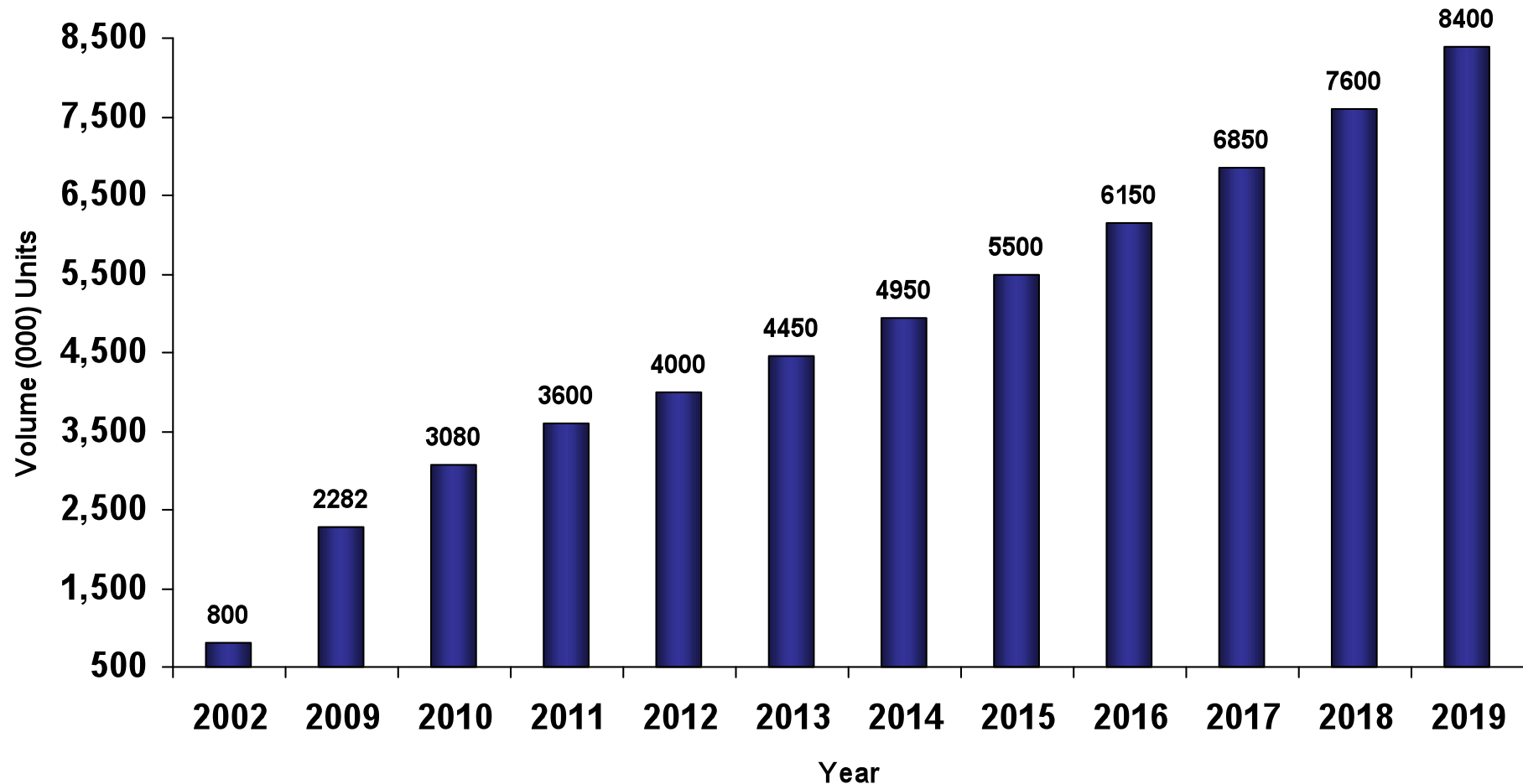


- The shares of the 3 Regions in the total driving-age population are expected to remain stable in the next decade:

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INDUSTRY FORECAST



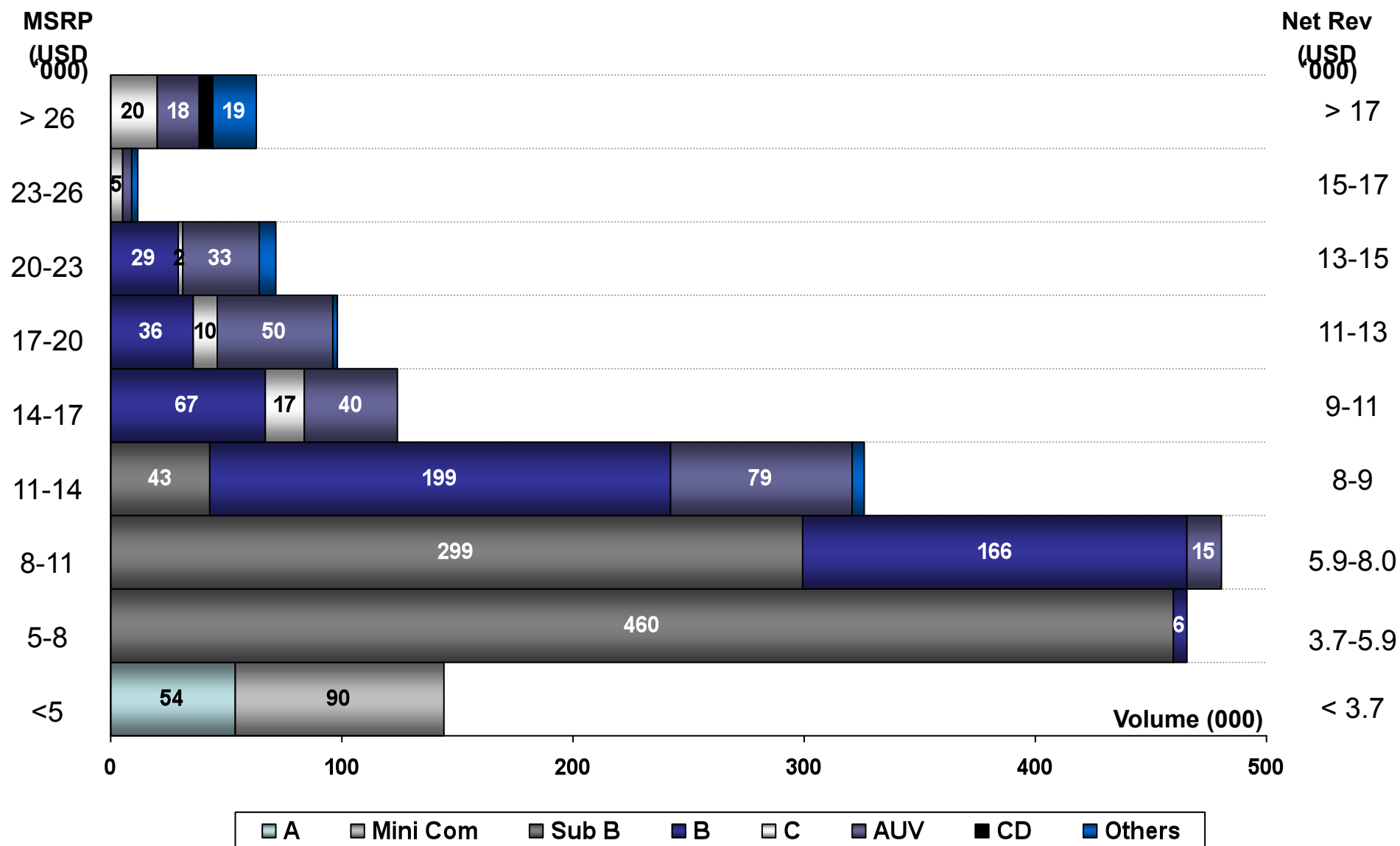
Automobile Industry Segmentation

Segment	Concept	Overall Length Guideline	Examples
A	Lead-in, low-priced very basic passenger vehicle	<3.4m (134")	Tata Nano, Mazda Carol, Terios Kid
Sub-B	Nominal '1.0 Litre' car, larger than A but positioned below B due to low feature content	3.4-3.7m (134-146")	Hyundai i10, Chevy Spark, Suzuki Splash
B	Sub-compact car, larger and better-appointed than Sub B,	3.7-4.2m (146-165")	Ford Fiesta, Honda Fit, Hyundai i20
C	Compact car, Larger than B	4.1-4.6m (161-181")	Ford Focus, Toyota Corolla, Honda Civic, Chevrolet Optra
CD	Mid-size/medium car, includes commercial use, CD-sized MAV go in MPV	4.6-4.9m (181-193")	Ford Mondeo, VW Passat, Honda Accord, Toyota Camry
AUV	"Asian Utility Vehicle", 7-9 Passenger seating, low-cost utility vehicle	>4.3m (169")	Toyota Innova, Mitsubishi Freeca / Adventure, Isuzu Panther / Crosswind
Mini Commercial	Micro size van, bus or truck, includes chassis-cab derivative,	<4.2m <1.5 Tons	Ford Pronto/Mazda Scrum, Suzuki Carry, Daihatsu Hijet



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PASSENGER CAR INDUSTRY BY PRICE BAND 2009



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Diverse & Complicated Landscape - Media

450+ Television Channels broadcasted

- 15K brands aired on television annually
- Emerging digital medium- DTH, Digital Cable & IPTV
- 2 Mn Cable Households digital, likely to touch 10 Mn by 2010

65,817 paid Newspaper Titles printed in 22 Languages

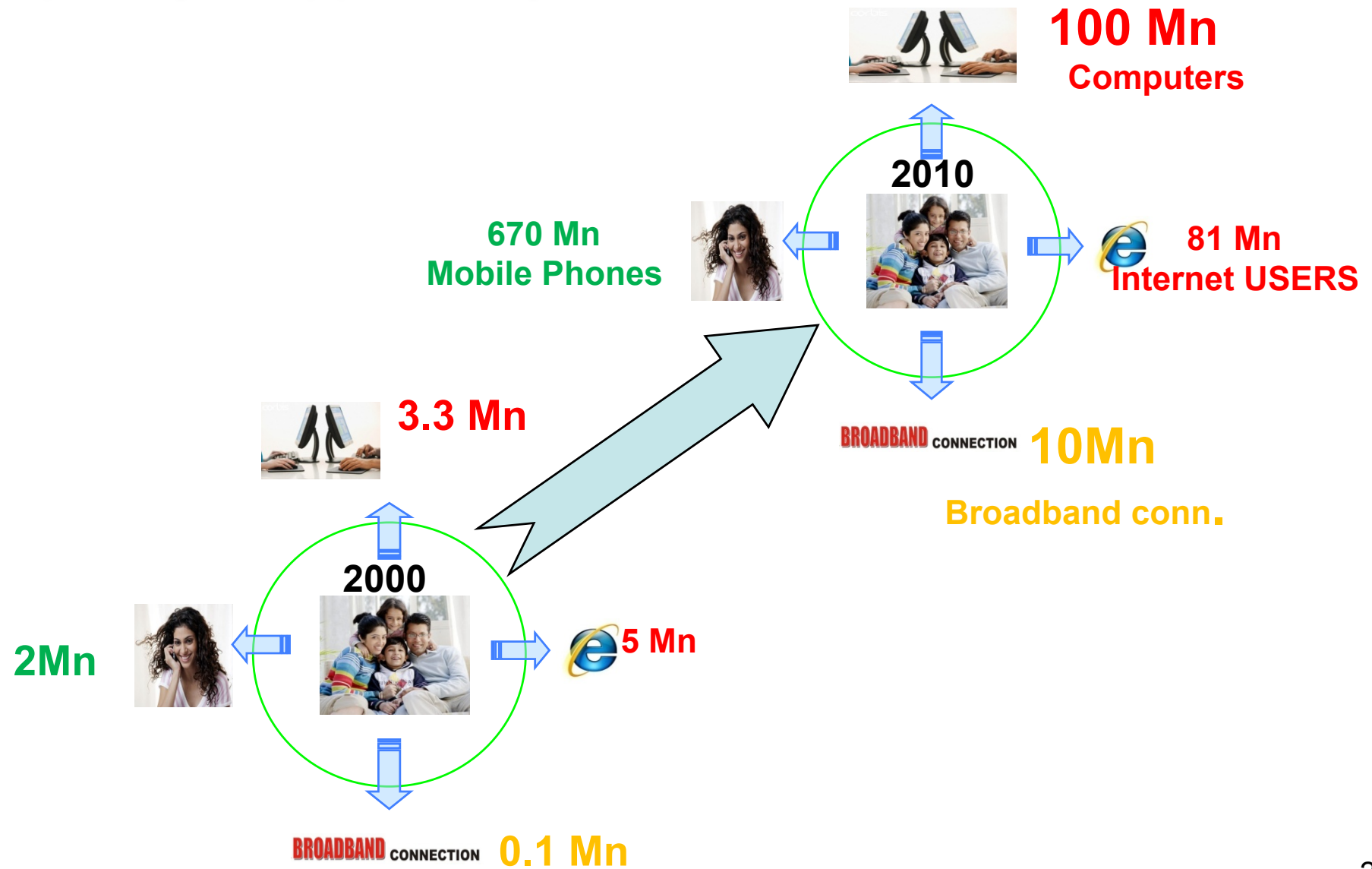
- World's 2nd largest Newspaper market,
- 250 Mn readership base

350+ FM Radio Stations

12K Cinema Halls in India

- 1000+ Movies released every year in Bollywood alone
- 4 Bn movie goers annually

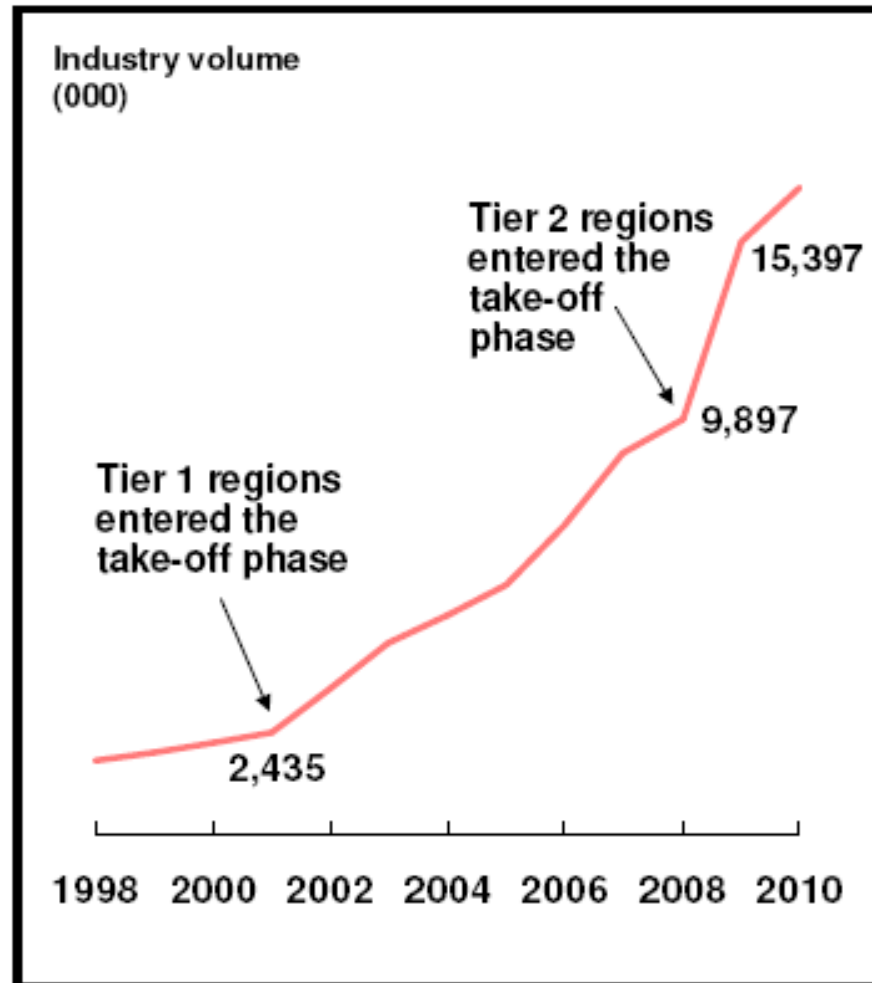
Exponential Growth in Telecommunications adds to complexity & Opportunity



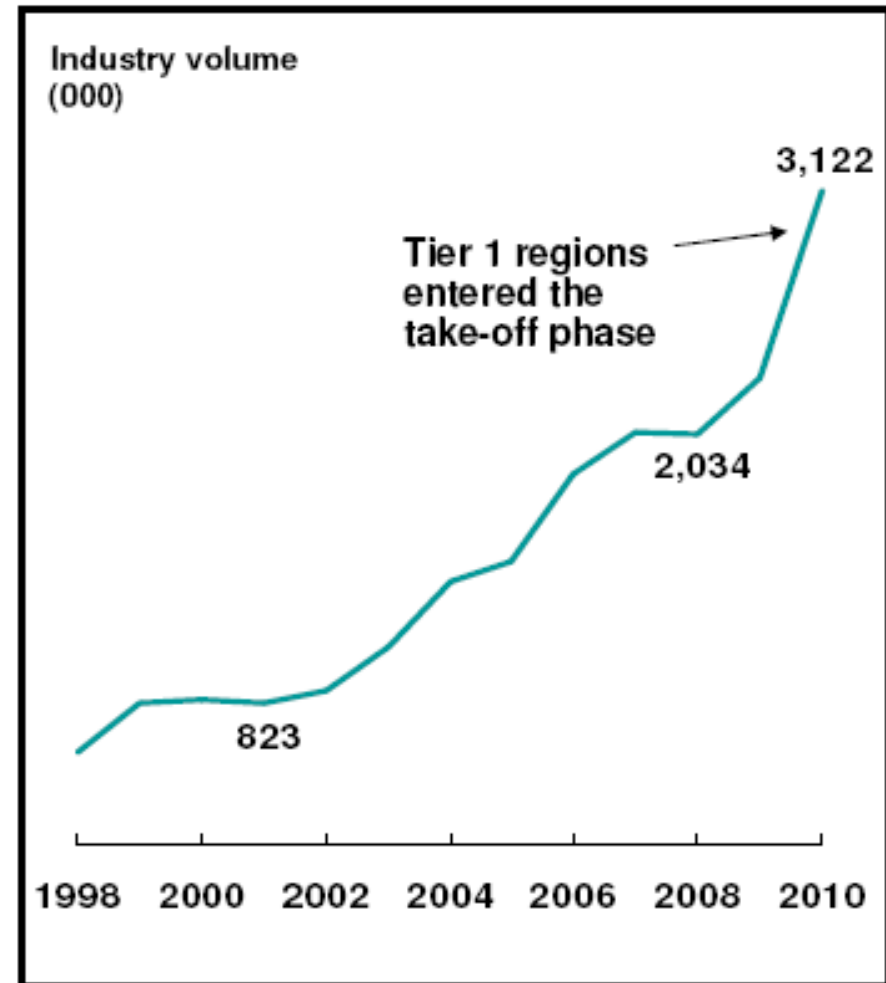
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China



India



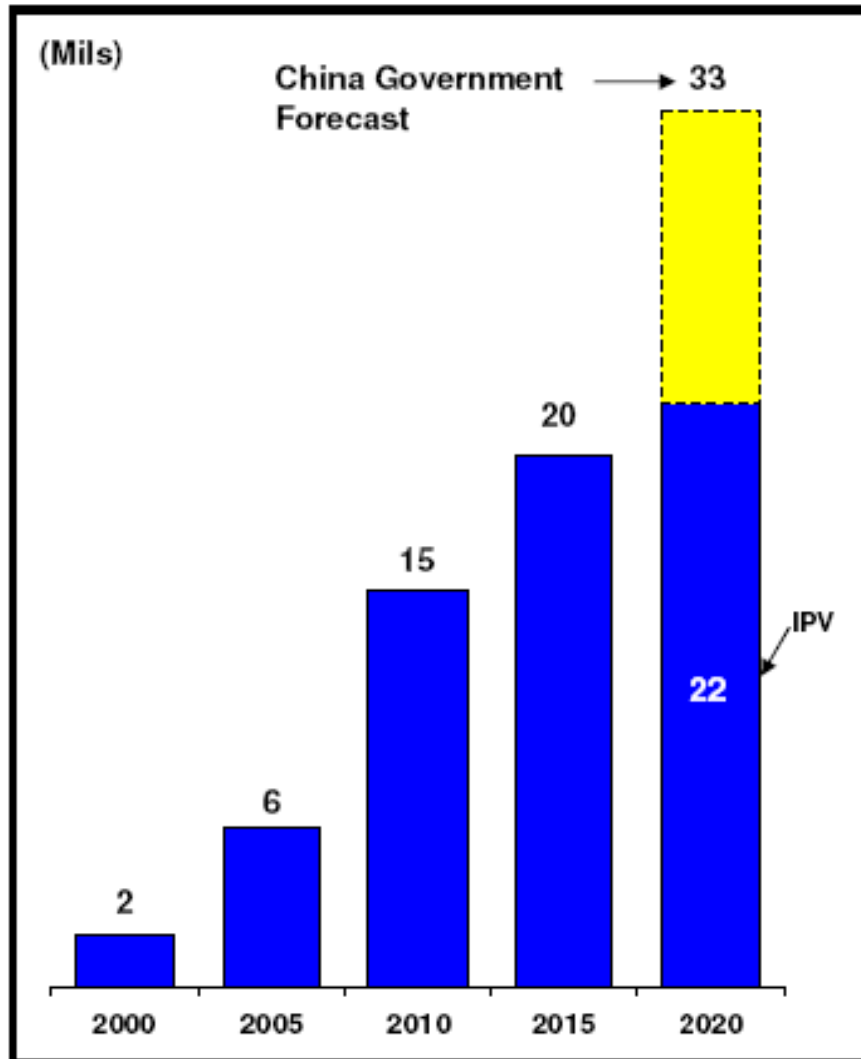
Take off generally accepted as GDP Per Capita (PPP) of \$5,000 to \$6,000

Asia is entering take-off phase for rapid industry growth

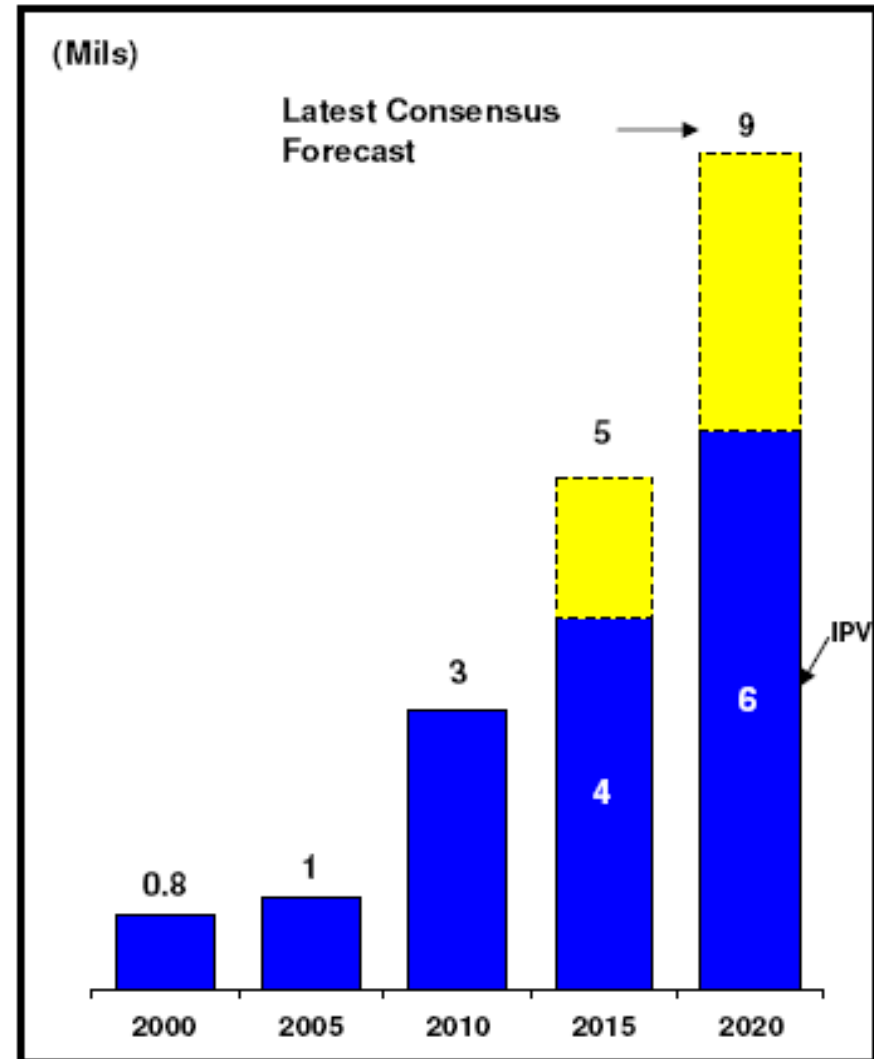


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China



India



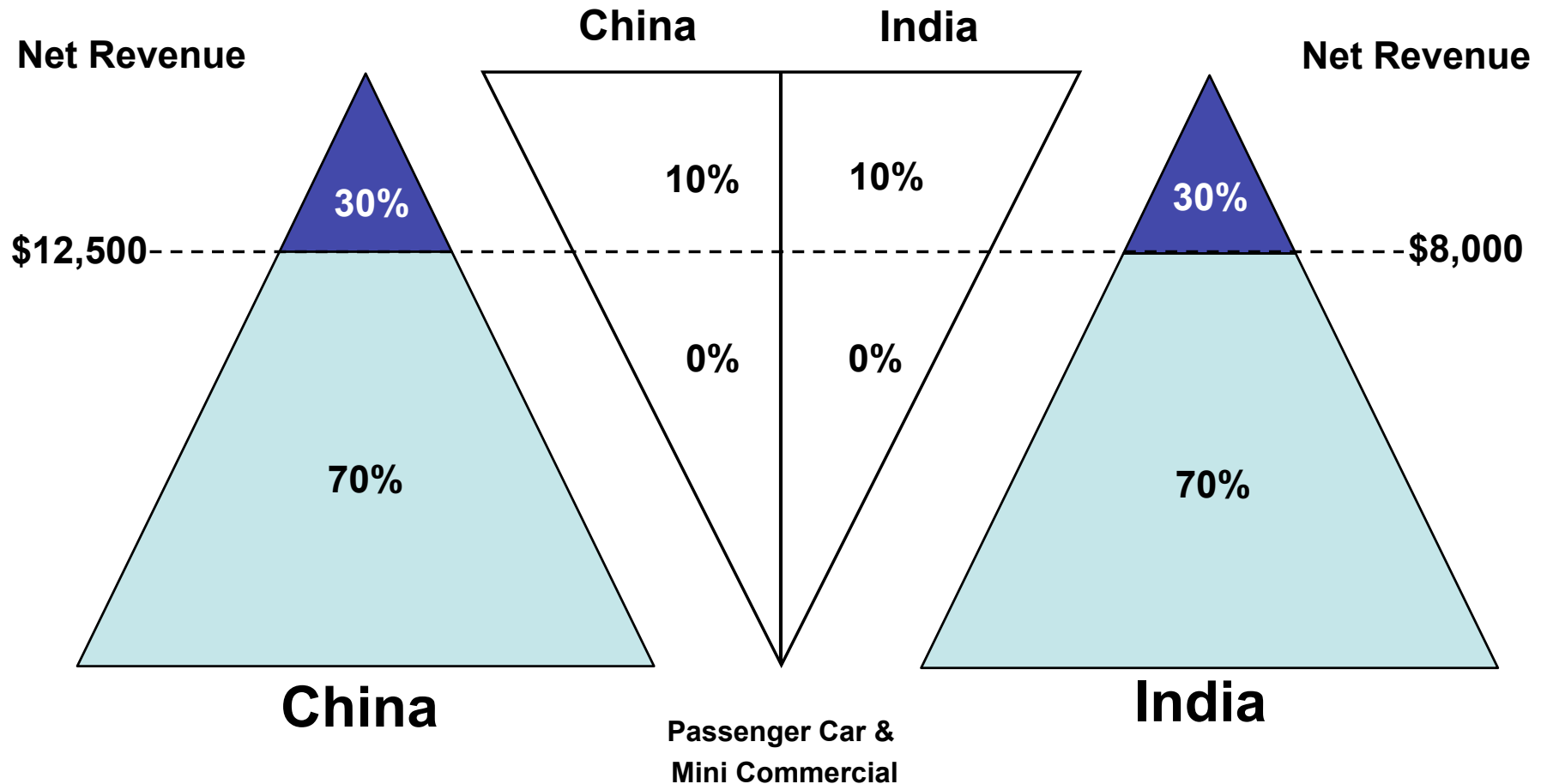
Industry growth continues to exceed projections



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INTRODUCE SUB-B & B-VALUE PRODUCT PORTFOLIO

2009 Ford Share



ONE TEAM

People working together as a lean, global enterprise for automotive leadership, as measured by:

Customer, Employee, Dealer, Investor, Supplier, Union/Council, and Community Satisfaction

ONE PLAN

- Aggressively restructure to operate profitably at the current demand and changing model mix
- Accelerate development of new products our customers want and value
- Finance our plan and improve our balance sheet
- Work together effectively as one team

ONE GOAL

An exciting viable Ford delivering profitable growth for all

Expected Behaviors

Foster Functional and Technical Excellence

- Know and have a passion for our business and our customers
- Demonstrate and build functional and technical excellence
- Ensure process discipline
- Have a continuous improvement philosophy and practice

Own Working Together

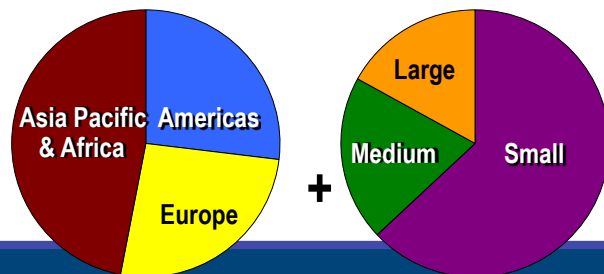
- Believe in skilled and motivated people working together
- Include everyone; respect, listen to, help and appreciate others
- Build strong relationships; be a team player; develop ourselves and others
- Communicate clearly, concisely and candidly

Role Model Ford Values

- Show initiative, courage, integrity and good corporate citizenship
- Improve quality, safety and sustainability
- Have a can do, find a way attitude and emotional resilience
- Enjoy the journey and each other; have fun - never at others' expense

Deliver Results

- Deal positively with our business realities; develop compelling and comprehensive plans, while keeping an enterprise view
- Set high expectations and inspire others
- Make sound decisions using facts and data
- Hold ourselves and others responsible and accountable for delivering results and satisfying our customers



www.one.ford.com



Profits &
Cash

=

PROFITABLE GROWTH
FOR ALL

“Turbo Machine”

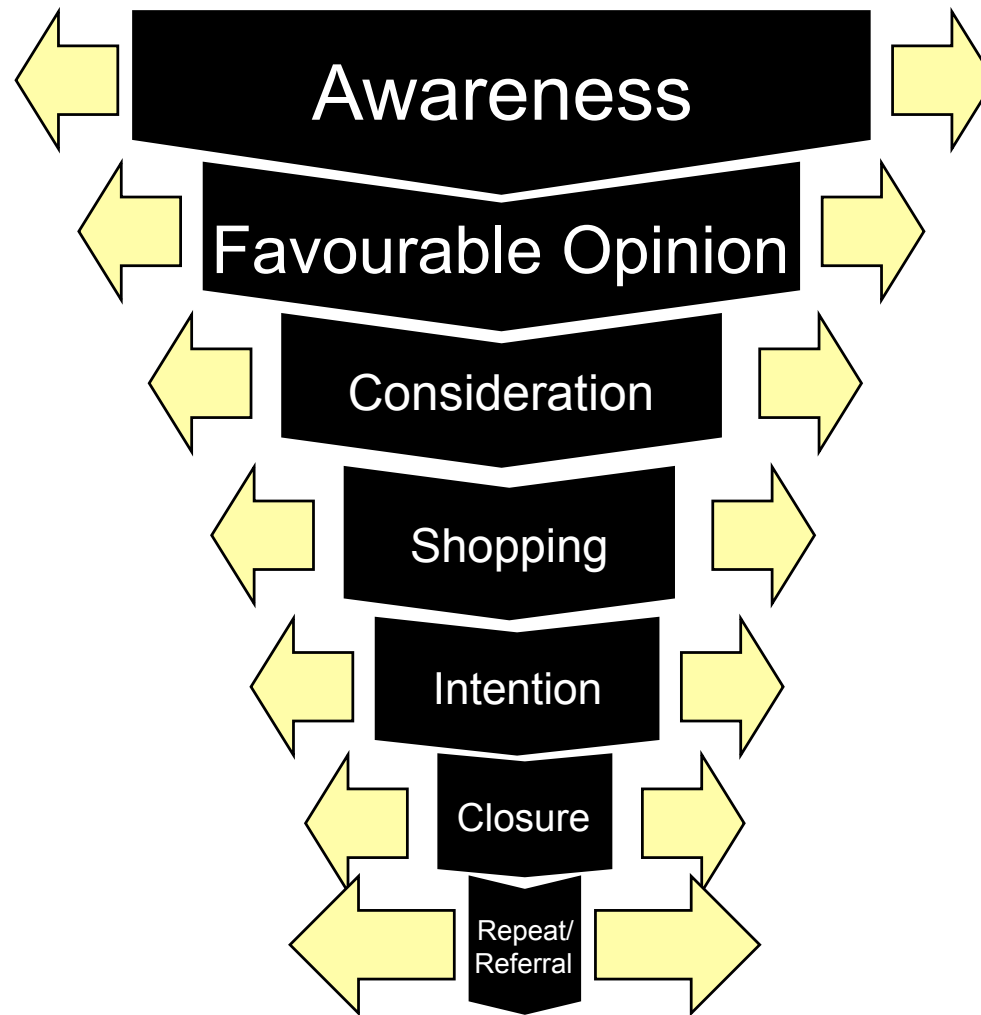


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Purchase Funnel



- ❖ Understand Communication Challenge – Perception vs. Reality
- ❖ Impact relevant components of the Funnel
- ❖ Address perception gaps
- ❖ Complementary Primary Brand & Nameplate strategy critical



Feel the difference

Favorable Opinion Driven by Primary Brand Equity – No Shortcuts !!

**Our currency for measuring a brand's equity:
The brand iceberg**



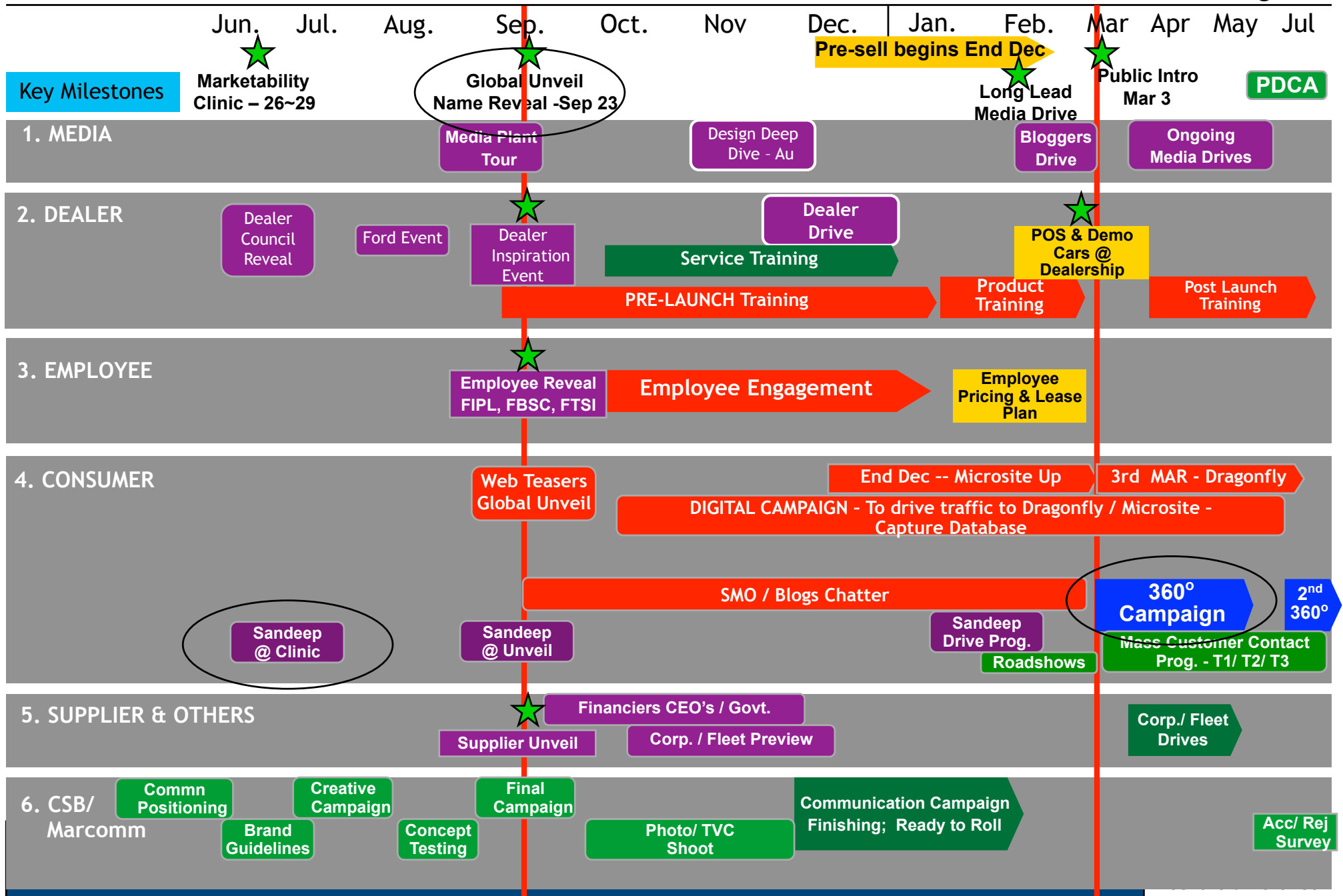
Ford Figo – Key Milestones to Success



- ❖ Sep 2007 – Target Customer Identification
- ❖ Oct 2007 – Identify the variants and features
- ❖ Mar 2009 – Consumer Immersion – an ethnographic workshop with target customers for top management and marketing
- ❖ Sep 2009 – Global Reveal by Ford Motor Co. CEO Alan Mullaly in Delhi
- ❖ Jan 2010 – Early Reveal to Media
- ❖ Feb onwards – Pre launch and launch campaigns and high digital focus

Take To Market Plan

Aug' 09



Target customer

❖ Sandeep

- Young, 26-27 years old, Ambitious with aspirations of moving up both socially and professionally; Newly married with no children, living with parents
- Likes international, established, trusted brands; Stylish and cool in his circle
- Technologically savvy – part of online social networks / blogs
- First time – *value seeking and status driven* – buyer looking for
 - Attractive Design
 - Interior Spaciousness
 - Substantial Package
 - Cost of Ownership



*Ascertained through Market research undertaken by Ford



Feel the difference

Understanding the Target Customer



Head in the clouds FEET ON SOLID GROUND

*Beneath my pragmatism, I am dynamic,
ambitious and aspiring*

Key insights from
Sandeep Immersion Event

'NOVICE JUGGLER'

- Family is a given
- Still in honeymoon phase in his marriage
- Has not fully left his bachelor mindset behind, still looks back favourably to his single days but will fulfil his responsibility towards his family and wife first – wants to check all the 'married man' boxes
- Duality in his life – balancing what's expected of him (e.g. tedious shopping trips with wife, responsibility as a son) with what he loves to do (playing cricket with buddies, passion for bikes)
- Takes friends' opinions within the limits of what's acceptable at home
- Domestic aspects are still alien to him, and he defers to his wife/mother
- Starting to show 'nest leaving' eagerness – with wife (e.g. own family, own home, second honeymoon)

'MOVING ON, MOVING UP'

- He is ambitious and sets his dreams high - mainly career and money driven
- Wants to move up quickly and 'move out' (towards independence)
- Constantly equipping himself with what's needed to be ahead
- Not entirely materialistically driven, also seeks spiritualism/self improvement
- Competitive mindset but not overly aggressive
- Important to earn his own success (not inherited)
- Seek independence at work, some are entrepreneurial

MEDIA HABITS

- Keen consumer of entertainment – Indian and International but his media habits are also influenced by his need for information
- Big on TV, newspapers, Web – online mainly driven by work-related activities and downloads/ticketing/bills – and willing to spend on mobiles/gadgets

'BRAND-ASPIRING BARGAIN-SEEKERS'

- Wants the best despite affordability constraints
- Highly aware of big (international) brand names but mainly spends on middle-range brands
- Likes aspirational brands but will never pay full price – always looking for a steal
- Hard bargainers – won't even spend free money freely
- Has a rigid value-for-money seeking mindset and thinks he is smart

'LEAVE NO STONES UNTURNED'

- Wants to have lots of choices
- Will evaluate all options and research his purchase extensively
- Mainly considers well established and trusted brands
- Slow decision maker as a result

'MAINSTREAM COOL'

- Stylish and cool in his circle of friends
- Consumes mainly mainstream brands and style – slightly more leading edge in metropolis cities
- Impressed by Bollywood aspirations in fashion and style but his aspirations are largely influenced by his practicality
- Very technologically savvy, highly knowledgeable

'MY CAR IS ME'

- Car needs are mainly outer-driven, needs social recognition plus approval from wife and family
- Car means status (I've arrived, I am a married man)
- Car is his first truly private space
- Aspires to bigger and better options, accepts that his first car will be an entry level, but he dreams about moving up quickly

Understanding the Target Customer

Sandeep's Work Life

"I lead my team at IBM and I use laptops, and my pendrive."

"I am inner driven about learning more and have a strong streak of work ethics."

Sandeep's Favourite People

"I have a cool and a casual way of life"

"I am conscious of the need to grow big and achieve my dreams."

"I always take time off for my family"

"I am helpful to others who are in need"

"My parents and wife will decide the color of the car while I decide which car"

"I'm very up to date, and catch up with the latest style and the coolest things"

"I like things that make me look stylish, confident, and sporty."

Sandeep's Family Life

"I'm still on my honey moon stage!"

Sandeep's Brands

OMEGA



Feel the difference

MULTI-PRONGED INTRODUCTION STRATEGY



Feel the difference

Bringing 'Sandeep' to life!

Drive buzz and excitement for the Ford small car through a fun-filled, viral teaser campaign



Feel the difference

The Idea :: Why is this man smiling?

Why is this man smiling?

- WITMS is high-visibility digital teaser campaign to build curiosity for the refrain “Why is this man smiling?”
- Centerpiece of campaign was series of 12 animated webisodes about the adventures of the protagonist Smiley Raj (who resembles Sandeep).
- Raj is smiling because he is planning to buy Ford Figo, which is revealed only in the penultimate episode
- Campaign was executed across
 - Microsite
 - Media Sharing Platforms (YouTube)
 - Social Media
 - Search engines

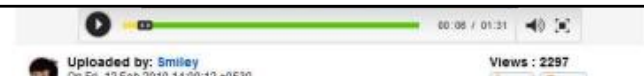
WHY IS THIS MAN
SMILING?



Feel the difference

Execution :: The Animated Webisodes

1. 12 webisodes were the centrepiece of the campaign
2. Webisodes showed Raj smiling through a variety of situations because he is expecting something big, something substantial in his life.
3. All webisode stories revolved around incidents which a typical Ford Figo buyer would face
4. Situations included:
 1. Parking problems
 2. Watching the latest Bollywood film
 3. Live at a cricket match
 4. Work travails
 5. At home, with family



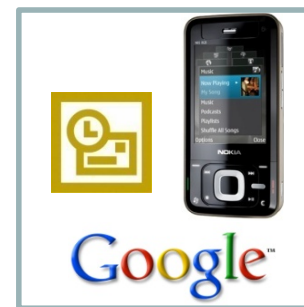
Feel the difference



Seed
videos



Drive traffic with
paid ads



whyisthismansmiling.com tracks
Raj's adventures & is packed with fun



Raj engages in social media chatter

facebook

orkut^{beta}

twitter

Outcomes :: Why Is This Man Smiling?

- Surpassed set target of 0.5 million visits to web site
- Reached out to a large audience that may not have responded to an official campaign
- Built considerable amount of buzz and curiosity around Smiley Raj
- Sustained interest, high levels of engagement and suspense over 50 days
- Videos consistently well-received and appreciated

- Total site visits: 500,000+
- Page views: 650,000 +
- Participation: 100,000 +
- Fans: 1500+



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Global Reveal – 23rd September 2009, Mr Alan Mulally



Why Ford's small car is made in India



changer Mulally

concept involves working with all partners, including governments and suppliers.

On profitability projections in the home market:

In the US, sales of 11 million vehicles are expected in 2009 and this should grow to 12.5 million in 2010 and then to 14.5 million in 2011.

On Ford's focus on fuel-efficient and smaller cars:

Our estimate is that 68% of new mid-range vehicles would be small cars and at Ford, we would get to

Ford drives first small car 'Figo' into India

New Delhi: The American Ford Motor Company has unveiled its first small car, the Ford Figo, in India. The car is expected to be launched in the Indian market in the next few months. The Figo is a five-door hatchback car, designed specifically for the Indian market. It is expected to be a success in the Indian market, as it is a small car that is affordable and easy to drive. The Figo is also expected to be a success in the Indian market, as it is a small car that is affordable and easy to drive. The Figo is also expected to be a success in the Indian market, as it is a small car that is affordable and easy to drive.



Ford Motor Company Group Vice-President Michael Boneham and Ford India President and Managing Director Alan Mulally are seen with the first Ford Figo car in India. The car is a small, five-door hatchback, designed specifically for the Indian market. It is expected to be a success in the Indian market, as it is a small car that is affordable and easy to drive.

A CAR FOR SANDEEP



Ford Motor Company Group Vice-president Joe Hinrichs (right) and Ford India President & Managing Director Michael Boneham at the Figo's launch in Delhi

Ground clearance is a critical 160mm, again tailored just for Indian roads. The rear suspension, a twist-beam system, is designed to meet the road rigours. The steering ratio of the car has been made more complex for tight parking manoeuvres in the cities. What Ford believes will drive customers to the Figo are the 1.2-litre petrol Duratec engine with five-speed manual transmission designed specifically for the Indian market and the 1.4-litre diesel Duratec TDCI engine. Both engines are being made at Ford's Chennai facility which has recently been expanded at a cost of \$500 million (approximately Rs 2,400 crore). The plant is expected to roll out 250,000 cars by the end of the year. (Like others like Honda, Ford has brought diesel engines to India. As diesel cars account for over a third of the market, this could give Ford an edge in the market.) Then there are the interiors. Ford has chosen bold and modern colours for the trim and panels. Both Boneham and Hinrichs are quite fond of it. "The colour theme is inspired by the vibrant tastes of Indian consumers, and parallels can be drawn with the kind of colours people in India are using in their bedrooms and living rooms," says Boneham. Adds Hinrichs: "This is the first interior design for the Indian market for Ford."

the input costs. "The car market is also aware that Ford has built the Figo on the Ford platform to keep the costs low. Boneham admits that the Figo platform has gone into the Figo but adds that the powertrain of the new car has been tailored specifically for the Indian roads. In addition, Ford has relied heavily on local components to keep the costs low. Steel, for the doors, the plastic, the underparts, even the people making the car are all Indian. This, Ford hopes, will help keep the service and maintenance costs of the Figo low. This is important, Ford and others have been accused of high service and repair costs. Dealers are given wide-margin margins on cars but hefty profits on spares and service. Low maintenance It seems that Ford has tried to address some of these issues in the Figo. "Key components, which are particularly heavy replacements in Indian conditions, like the engine oil and brake fluid, filters, doors and bumpers have been designed such that durability is long and the cost of repair or replacement is minimal," says Boneham. The door, for instance, has been replaced completely after damage to most cars. In the case of the Figo, since the material (the sheet metal) has been sourced locally, one would need to just change the skin of the door instead of the entire assembly. This means a cut-down of almost 30 per cent of expenses on servicing," Boneham adds. Ford claims that the cost of periodic maintenance of the Figo is 7 to 13 per cent less than rivals, cost of non-scheduled repairs 10 to 17 per cent lower, cost of damageability repairs 7 to 18 per cent lower, and the five-year service cost

for customers who drive less than 10,000 km in a year up to 60 per cent lower. In fact, according to Ford about the Figo that it wants to take the car to South Africa and its Indian engineers would over to showcase how a "world-class car could be made at a price point never before." India will be the production hub for the Figo for the Asia-Pacific region and Africa, though the United States and Europe are ruled out for the moment. A small car calls for a different and larger distribution channel than larger cars. The socio-economic profile of a small car customer is not the same as that of a larger car customer. Aware of this, Ford has ramped up its dealership network from 134 years ago to 167 now. The plan is to take it up to 200 by the end of the year. Along with that, Ford has rolled out other service initiatives. This includes warranty protection, free 24-hour roadside assistance for two years from the date of sale, a range of scheduled service plans and a quick service. Scheduled maintenance not before 12 months is what Ford promises for the Figo. Says Hinrichs: "For Ford, the stake on the ground in India is of utmost importance because it is going to be the second-largest market for it outside of the US." Henry Ford had often talked of "opening the highway to mankind". Hinrichs and Boneham want to get that vision of the ground in India. The odds are formidable.



"A VEHICLE IN THE SMALL CAR SEGMENT NEED NOT NECESSARILY BE SMALL, CUTE AND TOYISH"

MICHAEL BONEHAM, PRESIDENT & MANAGING DIRECTOR, FORD INDIA



Feel the difference

Launch Cascade

International Reveal - Employees



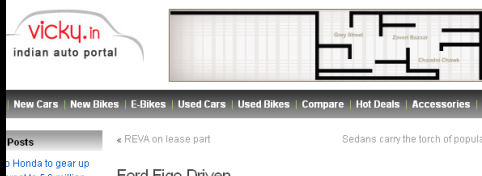
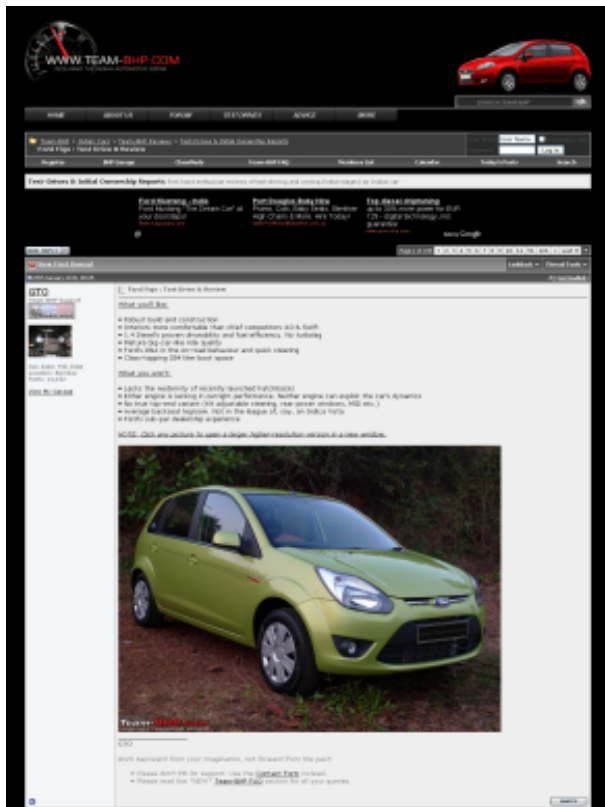
5000
employees –
Face to face
with Alan
Mulally – CEO
Ford Motor
Company



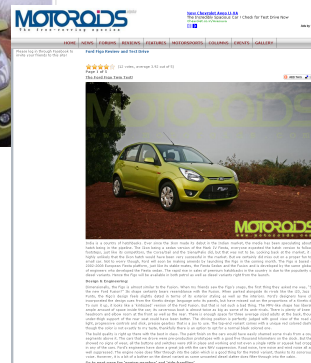
Feel the difference

FIGO IS SOCIALLY CONNECTED

- Bloggers post reviews post Deep Dive
- Most reviews are positive
- Blog reviews generated conversations on the Ford official site and fan communities



Ford Figo is driven! catch our test drive report and review on soon to be laun Ford Figo



Feel the difference

Cost Of Ownership - Focus

TALKING TO: MICHAEL BONEHAM

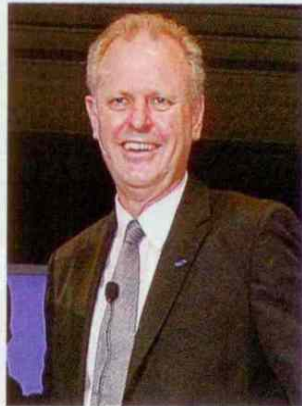
PRESIDENT AND MANAGING DIRECTOR, FORD INDIA

On Ford's entry into the small car segment

It's a whole new segment for us and is 75-80 percent of the market for us. It's a new set of customers for us and we want them to have the right experience, which will make it a pleasure for them to own our cars.

On cost of ownership and hassle-free motoring

It's a three-pronged approach. We've focused on product improvements or taking care of things gone wrong to improve the customer experience. Product improvements that we've placed here in our factory along with our vendors because 80 percent of the Figo will be



Autocar India

Small car segment is where all the action is: Ford India chief

INTERVIEW

N. Ramakrishnan
Chennai, Feb.2

It is a clear shift in strategy and thinking. And, Mr Michael Boneham, President and Managing Director, Ford India Pvt Ltd, admits as much when he says that "finally we listened to the customer." The company had maintained that the mid-size and entry-level sedans, represented by its first launch Ikon and the subsequent Fiesta, was the segment to be present in the country, what with a growing affluent middle class.

Size of the vehicle did not matter as long as the price was right, ran the company's argument. Now as it readies to launch its small car Figo, developed specifically for India

Can you give us an update on the new assembly line and the engine plant?

We have got the engine plant ready for inauguration and the new vehicle assembly plant is nearly complete. We are doing early build of the Figo. It is all very exciting. We have brought in about a 1,000 people. These are assembly level technicians, engineers and a mix of everyone that is required at this time. We are going through significant level of training. We are increasing our jobs/hour to 34 from 16.

We will gradually ramp up the engine plant's capacity. It will be 250,000 units at full production. The engine plant is for both domestic use and exports, and we are ramping up for local production. It will make the 1.4-litre diesel and



It is a price-sensitive market and localisation is critical. It will be 80-85 per cent. — Mr Michael Boneham, President and MD, Ford India.

The market for hatchbacks is getting crowded with the VW Polo and Nissan's Micra being launched shortly, and new cars from Honda and Toyota coming next year. Where do you see the market evolving?

It is going to be tough. I do think that there is growth and upside as a result of all these new launches. The sub-B segment grew by about 18 per cent last year, year over year. I don't expect to see the same level of

be in the three to four range, in each petrol and diesel, going from the base to the high.

What we are planning to do here in India is launch a new car every 12 to 18 months. From now on, we are going to be launching new vehicles regularly. Seventy per cent of all cars are sold in that small car segment, that is where the action is. For us the majority of new launches will be in that segment across the next four to five years. We think there is far more upside in the next four to

gives you the opportunity to price aggressively. We are going to launch a substantive vehicle into this segment. We think it is going to have attributes which are best in class from a number of perspectives — interior space, technology, safety and fun to drive.

One of the other things that we are going to focus and which is very critical in this segment is cost of ownership. Total lifecycle cost — the purchase price, which obviously

people are very sensitive about, fuel economy, scheduled maintenance, parts pricing, overall competitiveness. We are going to be really aggressive in this. We have done a lot of work benchmarking against the key competitors on component pricing, on scheduled maintenance, fuel economy, and people are going to be pleased with what they see from that perspective. That is going to be a key part of the story as we move forward.

India is right at the centre of the radar along with China for Ford Motor Company. They are the two big growth markets, the two big opportunities also where we are learning about building a value equation

hatchback segment. Right now, premium hatchbacks are about 5-6,000 a month and small cars 80,000 a month, growing. I expect 10-12 per cent growth. We want to get into the main game. We have been an interesting niche player for a long time. We are not going to be interesting, niche players anymore.

This thinking in Ford India that all the action is in the small car segment itself is a major change...

Big change. Because we finally listened to the customer. If we are going to be successful in India, we need to be in this segment. And really Ford didn't have a small car on its radar on its global product development system probably until the last three-four years. Now it is right there in the centre. We understand that in growth markets like India, that is what you need to do. We have taken a long time to get there, but when we deliver it is going to be a great equation.

What prompted the thinking globally that this is the segment you have got to be in and you have got to develop products for that?

It is purely a market thing. Europe is a mature market. If you are in the car business, you have to be in the car business. Sim-

Ford's speedy service scheme

FORD INDIA RECENTLY inaugurated its unique 'Quick Service' station, a unique process of vehicle servicing, at its dealership NCR Ford at Mathura Road in New Delhi.

The Quick Service initiative, allows Ford dealers in India to service the vehicle and hand it over to the customer in just an hour or so. This new initiative results in a lot of time saving for the Ford customers at the authorised dealers, unlike in the past when periodic vehicle servicing for the customers was a whole-day affair.

According to Ford, the Quick Service initiative was the result of a review of the current servicing procedure and shaving off everything that wasted time.

The Quick Service bay becomes the interactive reception area to eliminate the flow between reception and bay. This means the bay is in clear view from the customer lounge, providing transparency to the process in a clean and conducive environment.

So far, 25 Ford dealership outlets have implemented Quick Service in cities like Mumbai, Hyderabad, Bangalore, Delhi and Chennai.



New Service Plan for Ford clients

Ford Service has launched its newest service product for Ford customers, Scheduled Service Plan (SSP) to lower cost of ownership of Ford cars.

Scheduled Service Plan is a service pack for periodic and scheduled maintenance of vehicles, and covers scheduled services such as engine oil change, fuel filter, oil filter, air filter, spark plugs, etc. The pack includes labour charges of periodical maintenance service and replacements at a discounted price for a fixed duration.

Get rain ready

FORD has kicked off a monsoon check-up camp for its cars as well. The camp includes a 50-point general check-up. They are also offering a 50 per cent discount on wiper blades, 15 per cent on brake pads, windscreen wash fluid pouch free of cost and a 15 per cent discount on labour charges on mechanical labour for additional jobs identified during the monsoon check-up. Complimentary wheel alignment and top wash is also thrown in.

Auto Bild

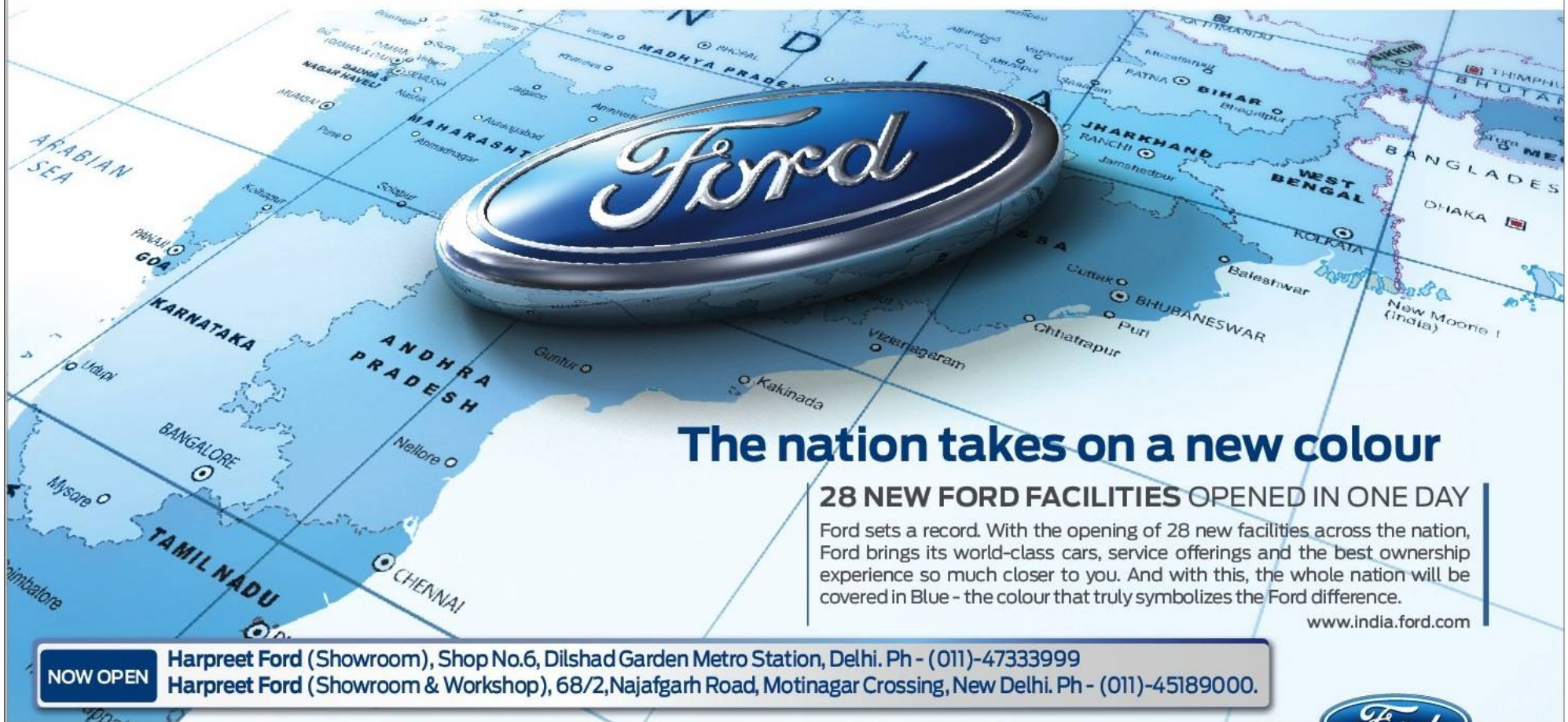
NEW SERVICES FOR FORD CUSTOMERS

AHMEDABAD: Ford Service on Monday launched its new service product for Ford customers, Scheduled Service Plan (SSP) another industry-first service offering to lower the cost of ownership of Ford cars. SSP is available at prices starting from Rs 8,400 for two years/40,000 km. Ahmedabad Mirror



Feel the difference

Network Expansion – Key to Deliver success



The nation takes on a new colour

28 NEW FORD FACILITIES OPENED IN ONE DAY

Ford sets a record. With the opening of 28 new facilities across the nation, Ford brings its world-class cars, service offerings and the best ownership experience so much closer to you. And with this, the whole nation will be covered in Blue - the colour that truly symbolizes the Ford difference.

www.india.ford.com

NOW OPEN

Harpreet Ford (Showroom), Shop No.6, Dilshad Garden Metro Station, Delhi. Ph - (011)-47333999

Harpreet Ford (Showroom & Workshop), 68/2, Najafgarh Road, Motinagar Crossing, New Delhi. Ph - (011)-45189000.



Feel the difference

28 Dealerships in ONE DAY!



360 Degree Marketing Campaign to Announce the Launch

Ford Figo

SMART & SMARTER

Public Affairs

Leverages media buys with mass media partners

Engages employees as brand ambassadors

Highly leverages digital space – internally and externally

Addresses COO and leverages positive Ford actions

Builds proof for “Feel the difference”

Digital & Activation

20% of Budget ... “Shock and Awe” level compared to competition (More than 3 times the spend levels)

Growing in Reach (21% - 29% of TG)

Above Average consumption of Online Space by Core TG

Landing point for other media channels ... the glue for all media

Core to lead generation and management

Delivers full breadth of information on product / brand

The sole medium which provides continuity throughout the entire year

- Pre-Launch / Launch / Sustainment / SVP / Run-out
- Content continuously freshened and engaging
- Search, Acquisition, Engagement throughout the year
- Presence across key genres relevant to TG- Communication, Internet Search, Cricket, Business & News, Entertainment & Social Networking,
- Incremental Mobile (18% Investment of total digital spends): Presence through New Age Messaging (SMS 2.0), SMS Tag Footers targeting, SMS Push (Zip code targeting, HNI targeting, Handset targeting), AR through Print / POS.

•Huge impact, exclusive property ... **IPL3 Digital Theatre Extravaganza**



–First ever LIVE HD event in India: **22500 Screenings across 632 digital screens covering 90% Ford cities**

- Ties together Pre-Launch Activation; ongoing Launch Activation.
- On the ground, above the line, PA, internet and mobile are all connected
- Mall, theatre activation Amplified through mobile interaction / socialization

Television

Highly Effective Reach (79% – 89% of TG)

Drive emotional connection / favorability

Concentrated in popular content and news

37% of Budget ... more than competition

Focuses on Dramatizing Style & Substance

TV will have 3 bursts over the 12 month period:

Launch is 45 % of budget with Impact Buys (roughly 211 spots/day x 6 weeks x 30 sec ACD)

Sustainment is 25 % of budget (roughly 182 spots/day x 6 weeks x 20 sec ACD)

SVP is 30 % of budget with Impact Buys (roughly 182 spots/day x 6 weeks x 25 sec ACD)

Newspaper

Highly Effective Reach (77% - 79% of TG)

Fragmented medium across and within markets

Embedded with AR codes to drive to digital / lead generation

43% of Budget ... “workhorse” medium extending throughout year

Delivers key product features / carries the weight of SVP's

61 newspapers in 12 languages are required to cover the top 22 markets



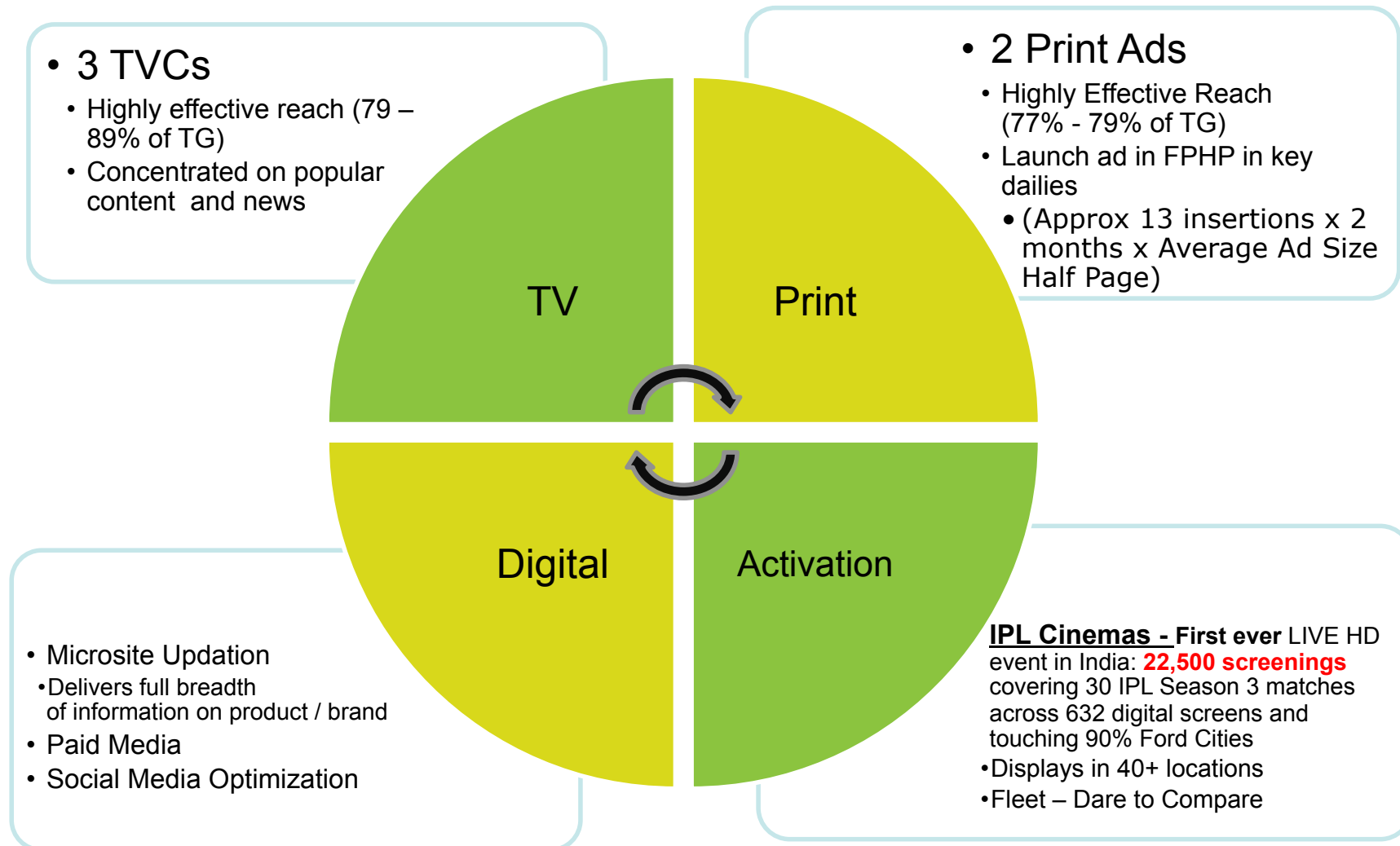
Newspaper will be used in various phases of activity for Figo over the 12 month period:

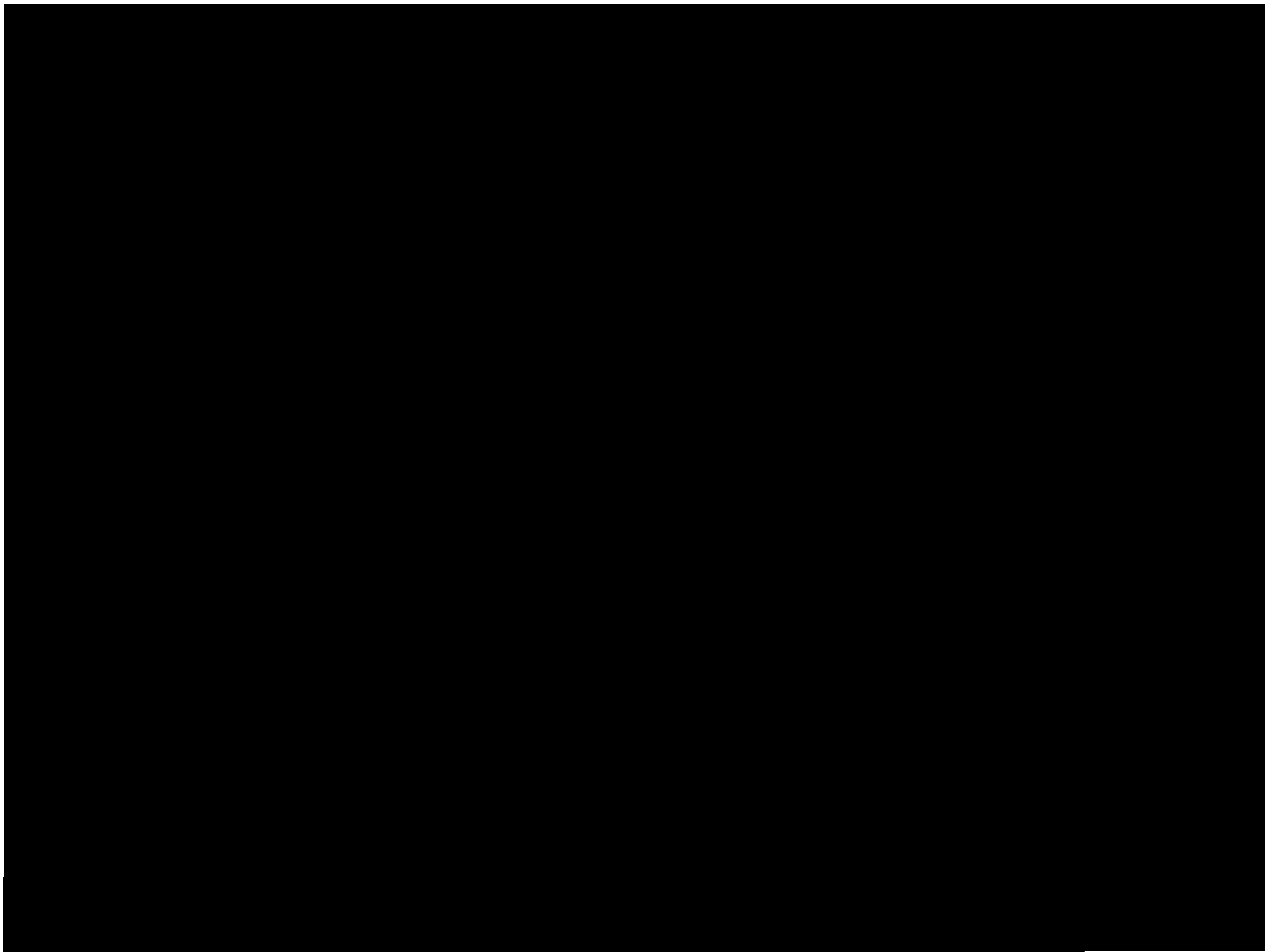
- Pre-sell is 13 % of budget (roughly 7 insertions/ market x 21 days x Average Ad Size between Quarter to Half Page)
- Launch is 54% of budget (roughly 13 insertions x 2 months x Average Ad Size - Half Page)
- SVP is 25 % of budget (roughly 8 insertions x 2 months x Average Ad Size Less than Half Page)
- Run Out is 8% of budget (roughly 4 insertions x 1 month x Average Ad Size Less than Half Page restricted to Priority 1 & 2 Markets)



Feel the difference

Launch Media Mix





IN A NUTSHELL – POST LAUNCH

- **Ford Figo Established firmly as the top ten selling name plates in the country**
- **Figo drives Ford' s Growth – 200% growth YOY in Sales**
- **Ford Figo clearly emerging as “the talk of the town”**
 - **With highest share of positive voice in its segment**
 - **Over 700 articles in print publications across India with over 85% with Figo picture - *Regional outreach resulting in over 250 articles across regional media***
 - **Over 11000 second of non paid electronic coverage across television networks***
- **National and regional media fully aware of Figo and its differentiators**
 - **>90% successful conversion of media universe and media opportunities**
 - **Over 800 auto/ lifestyle journalist attending national/regional launches**
 - **Top of mind recall beating competition like Polo and Beat hands down in terms of tonality of message**

**Electronic coverage analysis till March 20, 2010*



Feel the difference

CREATING AN IMPACT



Now - 50000 REASONS TO CELEBRATE & THANK



Celebrating 50000 Figos in India

50,000 INDIANS have discovered smart with the Ford Figo. Now it's your turn.

We've discovered the smart way to stay connected with intelligent features like the Bluetooth and iPod connectivity.

We've discovered room for the entire family with spacious interiors and unbelievable boot space.

We've discovered the everyday pride of owning a car that has the lowest cost of spares and maintenance.

We've discovered value that puts a smile on our face, everyday.

FORD FIGO
DISCOVER SMART DRIVE
OCT 5 - 30, 2010
www.drivingford.in



SMS "Code" to 56263* and download application. Point your phone camera at the graphic and start experiencing Figo.

Ford Figo Petrol starts at ₹ 3.54* lacs and Diesel at ₹ 4.52* lacs.
SMS **DRIVE** to **56263** for more information

Ford
Feel the difference
www.india.ford.com

AUTHORISED FORD DEALERS: DELHI: Delhi Ford = 4648498, Harpreet Ford, Moti Nagar Crossing. = 4518900, 4142700, NCR Ford, Defence Colony. = 4525111. • GURGAON: Harpreet Ford = 4280800 / 4101111. • NOIDA: South City Ford = 3207638 / 3206632. • FARIDABAD: NCR Ford = 2255722. • EAST DELHI: Harpreet Ford = 4733388, 956077028. • AGRA: Prem Ford = 4055450. • AJMER: Gehlot Ford = 269507/269503. • AMBALA: Pearl Ford = 0171-282268/55. • ALLAHABAD: Brij Ford = 2560732/34. • AMRITSAR: Bhagat Ford = 3075555. • BAREILLY: Pacific Ford = 2560788, 2560240. • BHATINDA: Bhagat Ford = 3075555. • BHILWARA: K.S. Ford = 3068989. • BILASPUR: Simen Ford = 283434. • CHANDIGARH: Bhagat Ford = 3075555. • Suluja Ford = 4682100. • DEHRADUN: Bhagat Ford = 3052601-04. • DIVALLOI: Samadhiya Ford = 2454912. • HISSAR: Dely Ford = 01662-221630-31. • JAIPUR: K.S. Ford, New Sanganer Road. = 3068989. • JALANDHAR: Bhagat Ford = 3075555. • JAMMU: Jammu Ford = 2552977, 2554746. • JODHPUR: O.S. Ford = 98294 32352. • HALDWANI: Pal Ford = 9680014100/1041111/114. • KANPUR: Swarn Ford = 2551011, 2551040. • KARNAUL: Pearl Ford = 58124 28880. • KOTA: K.S. Ford = 3068989. • LUDHIANA: Bhagat Ford = 3075555. • MANDI: Suluja Ford = 01905-246181/82. • MOHALI: Suluja Ford = 4682700. • PATIALA: Bhagat Ford = 3075555. • SANGRUR: Bhagat Ford = 307505. • UDAIPUR: K.S. Ford = 3068989. • VARANASI: GSR Ford = 0542-6540383/6458117. • YAMUNA NAGAR: Pearl Ford = 236781/82.

Size: 20 x 52.5 cm

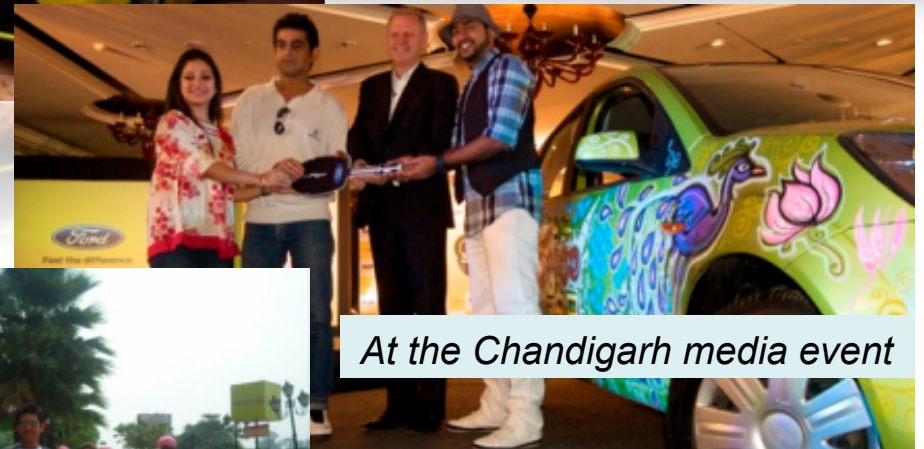
- Firmly established as the Top 10 Selling name plate in Indian market



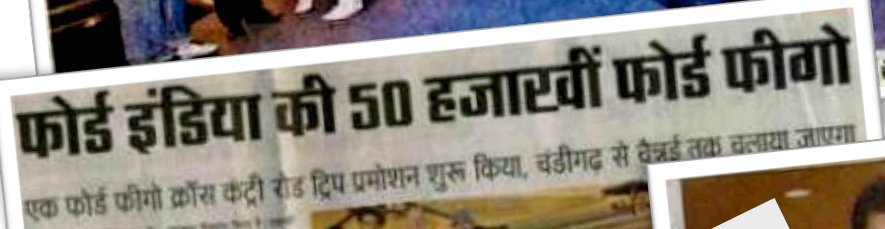
Feel the difference

Discover Smart Drive – Cross country Drive by couples to celebrate 50000 Figos

Media event at Chandigarh & flagoff by Michael Boneham



Media stories in Chandigarh



Ford Begins Celebrations To Mark Production Of 50,000th Figo



Feel the difference

Media stories in Agra

DAINIK JAGRAN

प्रेम फोर्ड पहुंची फिगो डिस्कवर स्मार्ट ड्राइव

आगरा, अर्थ प्रतिनिधि : अग्रणी कार निर्माता कंपनी फोर्ड इंडिया द्वारा 50 हजार कारों के उत्पादन की खुशी में सेलिब्रेशन के तौर पर फोर्ड फिगो डिस्कवर स्मार्ट ड्राइव चलाया जा रहा है। 5 अक्टूबर से शुरू हुआ ये अनूठा ड्राइव 30 अक्टूबर, 2010 तक जारी रहेगा। चंडीगढ़ से शुरू होकर ये ड्राइव विभिन्न शहरों से होता हुआ चैन्नई में समाप्त होगा। इसके लिये कंपनी द्वारा चार भाग्यशाली स्मार्ट कपल का चयन किया गया है। इसी क्रम में इन



फोर्ड फिगो की शानदार यात्रा

कंपनी ने 50,000 गाड़ियों के उत्पादन का आंकड़ा किया पार चंडीगढ़ से आगरा तक स्मार्ट डिस्कवर ड्राइव रही रोमांच भरी



DLA

Couple introduced to the media at Prem Ford, Agra and photo-ops organized



AMAR UJALA

फोर्ड फिगो का शानदार सफर

आगरा। फोर्ड फिगो के मध्यम वर्ग की पसंदीदा कार बनने पर चंडीगढ़ से शुरू हुआ रोड ट्रिप प्रमोशन शुक्रवार को आगरा पहुंचा। दिल्ली के कपल ने शानदार सफर की यादों को बताया।

बिजनेस कोर्नर



फोर्ड द्वारा मार्च में मध्यम वर्ग के लोगों के लिए लांच की गई फोर्ड फिगो की पचास हजार गाड़ियां बाजार में आ चुकी है।

वाइस प्रेसीडेंट सेल्स एन राजा ने बताया कि इस उपलब्धि को लोगों के साथ मनाने के लिए देश से चार कपल चुने हैं। ये विभिन्न शहरों में

फोर्ड फिगो से जाकर ग्राहकों को अपने सफर के बारे में बता रहे हैं। इस कार को कलाकार हारुण राबर्ट ने डिजाइन किया है। चंडीगढ़ से दिल्ली होते हुए आगरा तक पहुंचे दिल्ली के दिनेश सिंह स्लाथिया और रेखा स्थालिया ने हाइवे पर आरामदेह ड्राइव के बारे में बताया। प्रेम फोर्ड के मालिक संजय बंसल ने बताया कि शहर में फोर्ड फिगो की मांग बढ़ रही है। कार के विभिन्न मॉडलों की कीमत 3.5 से 4.5 लाख है। पीआर रश्मि टंडन आदि मौजूद रहे।

HINDUSTAN



के बाईपास रोड स्थित प्रेम फोर्ड पर फिगो की लांचिंग की गई।

50 हजार है फोर्ड के मॉडल फिगो के उत्पादन का लक्ष्य 25 दिन का कंपनी ने प्रमोशनल रोड ट्रिप शुरू किया है

आगरा पहुंची फोर्ड फिगो स्मार्ट ड्राइव

आगरा। फोर्ड फिगो के उत्पादन का 50 हजार पूरा करने के मौके पर रोड द्वारा 25 दिन का प्रमोशनल ट्रिप शुरू किया गया है। चंडीगढ़ से तक के इस ट्रिप में देशभर से चार युवा दंपतियों को हटारी रहेगी। इसी कड़ी में शुक्रवार को दिनेश सिंह और रेखा कंपनी के बाईपास रोड स्थित स्थानीय शोरूम पर पहुंचे। उपस्थित लोगों को अपने अनुभव बताए। पाँच अक्टूबर को यह ट्रिप शुरू करने वाले ये युवा स्मार्ट जयपुर में अगली टीम को कमान सौंपे। इस कार्यक्रम के लिए आगरा आए फोर्ड इंडिया के वाइस प्रेसीडेंट सेल्स एन. राजा ने बताया कि कंपनी ने इस ट्रिप के लिए प्रयोग की गई कार को खासतौर से पोगो चैनल के रॉब से डिजाइन कराया है।



Feel the difference

'डिस्कवर स्मार्ट ड्राइव' पहुंची जयपुर

फोर्ड फिगो कम्पनी की वंडीगड से शुरु हुई धन्यवाद यात्रा चार चरणों में चेन्नई जाकर होगी खत्म

सिटी रिपोर्टर, जयपुर
पेर कोलम कंपनी फोर्ड फिगो की ओर से दिल्ली की धन्यवाद देने के लिए आयोजित की जा रही प्रमुख यात्रा 'डिस्कवर स्मार्ट ड्राइव' कार्यक्रम की शुरुआत जयपुर में हुई। फोर्ड फिगो की वंडीगड से शुरु हुई धन्यवाद यात्रा चार चरणों में चेन्नई जाकर होगी खत्म। फोर्ड फिगो कम्पनी की वंडीगड से शुरु हुई धन्यवाद यात्रा चार चरणों में चेन्नई जाकर होगी खत्म।

यथा है डिस्कवर स्मार्ट ड्राइव

यह एक प्रमुख कार्यक्रम है, जो कि फोर्ड फिगो कंपनी 50,000 वाहन के बिक्री के अंतर्गत की जा रही है। इसमें फोर्ड फिगो की वंडीगड से शुरु हुई धन्यवाद यात्रा चार चरणों में चेन्नई जाकर होगी खत्म। फोर्ड फिगो कम्पनी की वंडीगड से शुरु हुई धन्यवाद यात्रा चार चरणों में चेन्नई जाकर होगी खत्म।

ऑनलाइन वॉटेमगे अनुभव

फोर्ड फिगो की वंडीगड से शुरु हुई धन्यवाद यात्रा चार चरणों में चेन्नई जाकर होगी खत्म। फोर्ड फिगो कम्पनी की वंडीगड से शुरु हुई धन्यवाद यात्रा चार चरणों में चेन्नई जाकर होगी खत्म। फोर्ड फिगो कम्पनी की वंडीगड से शुरु हुई धन्यवाद यात्रा चार चरणों में चेन्नई जाकर होगी खत्म।



DAILY NEWS

जयपुर, (चा.सं.)। जीवनकाल के लिए स्मृति और अनुभव समेटे हुए फिगो डिस्कवर स्मार्ट ड्राइव की पहली भाग्यशाली जोड़ी 'रेखा' और 'विनय' हैं।

SAMACHAR JAGAT

फोर्ड फिगो जयपुर पहुंची



हुए 31 अक्टूबर को चेन्नई में समाप्त होगी। इस अवसर पर फोर्ड इंडिया के मैनेजिंग डायरेक्टर पल्लव ने बताया कि 50,000 उत्पादन के कीर्तिमान को मनाने के अलावा इस अवसर पर भारतीय यात्रा का उद्देश्य देशभर में फोर्ड फिगो के उन चाहकों के प्रति धन्यवाद अभिव्यक्त करना है जिन्होंने फिगो को इस श्रेणी की सबसे लोकप्रिय कार बनाया है। जयपुर के डीलर केएस फोर्ड ने 1000 फिगो कार बेचने का कीर्तिमान पार किया है जिससे इस आयोजन का आनंद दोगुना हो गया है। डिस्कवर स्मार्ट के लिए बच्चों के लोकप्रिय टीवी होस्ट हारुन राबंट ने विशेष रूप से फिगो

फोर्ड फिगो का पहला चरण जयपुर में समाप्त

बिजनेस भास्कर • जयपुर

अपनी श्रेणी में लक्जरीयस सुविधाओं से युक्त फोर्ड फिगो की डिस्कवर स्मार्ट ड्राइव के दूसरे चरण का शुरुआत जयपुर से हुई। टीवी कलाकार हारुन राबंट की ओर से डिजाइन की गई फिगो के 700 किलोमीटर का पहला चरण जयपुर में समाप्त हुआ। यह कार 25 दिनों में देशभर में 2500 किलोमीटर का सफर तय करेगी।

कंपनी की ओर से चुनी गई चार विवाहित जोड़ियों को इस कार को ड्राइव करने का मौका मिलेगा। फोर्ड इंडिया के बिक्री प्रमुख एन. राजा ने बताया कि फोर्ड फिगो के 50,000 वाहन के बिक्री के अंतर्गत की जा रही है। इसमें फोर्ड फिगो की वंडीगड से शुरु हुई धन्यवाद यात्रा चार चरणों में चेन्नई जाकर होगी खत्म। फोर्ड फिगो कम्पनी की वंडीगड से शुरु हुई धन्यवाद यात्रा चार चरणों में चेन्नई जाकर होगी खत्म।

शानदार सफर
700 किमी. का पहला चरण जयपुर में समाप्त
25 दिनों में करेगी 7000 किमी. का सफर

अक्सर पर जयपुर में प्रतिनिधि केएस फोर्ड सीमित समय में रिकार्ड फिगो कार बेचने का दावा पर इस आयोजन की शुरुआत हुई है। फोर्ड फिगो के 50,000 वाहन के बिक्री के अंतर्गत की जा रही है। इसमें फोर्ड फिगो की वंडीगड से शुरु हुई धन्यवाद यात्रा चार चरणों में चेन्नई जाकर होगी खत्म। फोर्ड फिगो कम्पनी की वंडीगड से शुरु हुई धन्यवाद यात्रा चार चरणों में चेन्नई जाकर होगी खत्म।

डीलर केएस फोर्ड द्वारा 1000 फिगो के विक्रय का कीर्तिमान दर्ज

जयपुर, 12 अक्टूबर (चा.सं.)। जीवनकाल के लिए स्मृति और अनुभव समेटे हुए फिगो डिस्कवर स्मार्ट ड्राइव की पहली भाग्यशाली जोड़ी 'रेखा' और 'विनय' हैं।



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HUKUM NAMA

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FORD'S FUTURE IN INDIA

- India will be 3rd largest market in the world by end of decade
- Plans to launch 8 new products by mid decade
 - Products will be based on 15 core global platforms
- 70% of Ford's worldwide growth will come from APA
- Figo to be exported to 50 countries
 - 5000 units to be exported to South Africa by Dec 2010 and 2000 more early next year
 - Exports to Mexico, Northern Africa and UAE to commence next year



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