



Why did the Maruti Suzuki Kizashi Fail in the Indian Market?

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ABSTRACT:

Maruti Suzuki launched Suzuki Kizashi in the Indian market in 2011. It failed to capture the Indian market because of its brand image, pricing approach, and upgradation before time (missed out on the diesel engine option).

Kizashi suffered as a result of poor timing and management. Also, Kizashi has some technical issues because of CBU technology which means completely built unit the car was built in Japan completely from scratch, was put inside a shipping container, and shipped to India, and then the car was sold to Indian consumers at much costlier than the cars that were competing in the same segment.

Keywords: Mid-size, premium segment, Sporty Looks, Ambient Lighting, Engine Specification

INTRODUCTION

The Kizashi was a mid-size sedan made by Suzuki it's a Japanese company. In February 2011, Suzuki introduced this car in India with big ambitions from Kizashi to change its brand image in India.

So, What was so special about the Kizashi?

The Kizashi had sporty looks with a unique style, Sporty Bumpers, and Unique alloy wheels with a sexy look. It also has premium dual-tone interiors and a 2.4-litre petrol engine capable of producing 185BHP and 230NM of torque. The Kizashi used to be priced starting at Rs. 21.39 lakh. The Kizashi used to travel over the CBU (completely constructed Unit) route, which increased its cost.

Maruti Suzuki, 54.2% owned by Suzuki Motor Corporation, introduced the Maruti Kizashi on February 2, 2011. It is imported as a Completely Built Unit (CBU), incurring import duties of 105%. It was available at a price range of approximately 16 to 17.5 lakh rupees. Unfortunately, it was later discontinued in the Indian market due to weak sales.

Literature Review

There is restricted intellectual or insightful writing explicitly centered around the Maruti Suzuki Kizashi, as it was anything but a generally examined or investigated vehicle model. Be that as it may, here is a concise outline of the key data accessible:

The Maruti Suzuki Kizashi was presented by Maruti Suzuki India Restricted in 2011 as a fair-sized vehicle focused on the exceptional vehicle portion. It included an up-to-date plan, different extravagant elements, and great execution. Regardless of its positive ascribes, it confronted provokes in the Indian market because of solid rivalry and restricted memorability in the superior section. Subsequently, Maruti Suzuki stopped the Kizashi following a couple of years.

If it's not too much trouble, note that this rundown depends on the restricted data and audits accessible up to September 2021, and there might have been improvements or extra experiences about the Kizashi since that time.

DATA AND METHODOLOGY

Advantages of topic

While it was on the market, the Maruti Suzuki Kizashi did have several benefits that drew certain customers:

- **Elegant Design:** The Kizashi stood out in terms of aesthetics thanks to its appealing and modern design. It offered a variety of high-end features and technologies, like leather upholstery, cutting-edge infotainment systems, and safety features, which drew buyers looking for a sedan with a lot of features.
- **Strong Engine:** The Kizashi had a strong engine that delivered good performance and driving dynamics and was fun to drive.
- **Build Quality:** Maruti Suzuki upheld its reputation for producing dependable and durable automobiles, and the Kizashi was no exception in terms of build quality and toughness.
- **Safety:** To increase overall vehicle safety, the Kizashi was fitted with safety equipment such as numerous airbags, ABS (Anti-lock Braking System), and traction control.
- **Offering a Unique Alternative:** It catered to individuals seeking a more upscale and distinctive vehicle in the Indian market by departing from Maruti Suzuki's conventional compact car portfolio.
- Although it had these advantages, its success in the Indian market was only moderate due to problems with pricing, rivalry, brand perception, and market dynamics that ultimately overshadowed the positives.

Objective of topic

- **Market sensitivity:** the failure of the Kizashi highlights the significance of comprehending and addressing the particular needs and sensitivities of a certain market. India is recognized for having consumers who are concerned about costs, hence this situation emphasizes the importance of pricing policies that take into account regional preferences.
- **Brand perception:** the incompatibility of Kizashi with Maruti Suzuki's long-standing brand perception emphasizes the necessity of constant brand positioning. Companies must carefully assess if a new product resonates with their target market and how it fits inside their existing brand identity. **Rivalry analysis:** before entering a new market, thorough market research and competitive analysis are essential. The fierce rivalry that the Kizashi encountered emphasizes this point. A successful market entry plan must take into account your competitors' weaknesses as well as their strengths.
- **Product options:** To satisfy the wide range of client preferences, a variety of product options must be offered. The appeal and market penetration of a product can be constrained by a lack of options.
- **Marketing strategy:** it's critical to communicate a product's value proposition to prospective buyers through effective marketing and communication. The market adoption of a product might be hampered by ineffective or inappropriate marketing.
- **After-sales support:** keeping up customer happiness and confidence requires a strong after-sales support network and the availability of replacement parts. A poor client experience may arise from ignoring this component.
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Reason to failed

- Fuel economy, it was terrible! Especially for a Maruti.
- Why Excellent alternatives like the Corolla, Civic, Jetta, Cruze, etc. were already available in India!
- Currently, the most expensive Maruti in India is S-cross, which has a price tag from 9L to 14L, people just didn't want to spend so much money on a Maruti. Kizashi started from 15 lakhs!

Since a majority of its components were imported (take the engine for stance), its parts and service were considerably costlier, Indians don't buy a Maruti for that!

Conclusion

Several important elements that contributed to the Maruti Suzuki Kizashi's failure in the Indian market can be summed up. The brand's strong association with little, inexpensive automobiles coupled with its premium pricing, which didn't align with the price-sensitive Indian consumers, provided a big obstacle. Its underwhelming success in India was exacerbated by fierce competition from established competitors in the premium sedan market, a lack of

available variants, relatively poor fuel efficiency, inadequate marketing, and probable after-sales service problems. Together, these elements made it more difficult for Kizashi to succeed in the Indian market.

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