



MAHINDRA ELECTRIC
SUVs



Marketing Strategy for Mahindra XUV 400 Electric Vehicle



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Project Content

Objective

Strategy Development

Campaign-1

Campaign-2



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Objective

To generate leads and enhance brand awareness for Mahindra Xuv 400 Electric Vehicle, through targeted google ads campaign.

This campaign aims to maximize clicks and conversions within a budget of 10 lakh rupees distributed among two google ads campaigns to reach the specific target audience.

Strategy Development



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To develop a comprehensive marketing strategy for Mahindra XUV 400 EV in the aim of promoting brand awareness and lead generation, the following steps are crucial:

- Overview of the product.
- Identifying target audience.
- Select Geographic regions.
- Develop campaign types.

Link to the strategy development video-

<https://drive.google.com/file/d/1g54UuxmA8TmNGIQN8jXfwgME0baBQFwW/view?usp=drivesdk>



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Overview of Mahindra XUV 400 Electric Vehicle

The Mahindra XUV 400 is an electric SUV offering a blend of technology and eco-friendliness. This is a very relevant product considering the growing demand for eco-friendly, sustainable products.

- launched in January 2023 and is priced at 15.49 lakh-17.69 lakh.
- Target audience is mostly young professionals of age 25-40, or urban families and environment conscious individuals.
- It positions itself as an eco-friendly, sustainable, family friendly SUV designed for urban and suburban customers.

Target Audience for Mahindra XUV 400



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DEMOGRAPHICS

- Age:25-40
- Occupation: professionals
- Location: Urban, Suburban areas

GEOGRAPHICS

- Tier i cities like-Delhi NCR,Bangalore,Mumbai,Pune etc.
- Tier ii cities like-Kanpur,Nagpur and other emerging cities

PSYCHOGRAPHICS

- Eco conscious-looking for sustainable options
- Tech savvy-interested in smart technology.



Selected States



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Based on the market research and analysis, these two states will be ideal for this marketing campaign.

1. Karnataka rationale: Bangalore being a tech-savvy city with a high population of young professionals makes this state a hotspot for the EV market. It also has a well-developed infrastructure for EV's with several charging stations and a supportive government policy.
2. Maharashtra rationale: Mumbai and Pune has a growing number of EV owner and also has good infrastructure for EV.

Campaign Types and Budget allocation

We choose search ads and video ads for this campaign as they provide a well balanced mix of leads and brand awareness. Here's the budget allocation for the campaigns-

Campaign type	Budget total-10 lakh
Display Ad	500000
Search Ad	500000
TOTAL	10 Lakh



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Key Objectives:

Display Ads: Creates brand awareness among potential buyers who can be interested in the EV market by showcasing features and benefits of Mahindra XUV 400 and a clear call to action button.

Search Ads: High intent buyers actively searching for EVs.



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Campaign 1- Display Ad

Campaign Name: Mahindra XUV 400 EV

Campaign Goal: Brand Awareness

Target Location: Maharashtra, Karnataka

Total Budget: ₹5,00,000

Budget Allocation: Maharashtra: ₹2,50,000 Karnataka:
₹2,50,000

Duration: 30 days

Bidding Strategy: Maximize Clicks (to increase website traffic and engagement)



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BIDDING STRATEGY AND BUDGET

Bidding Strategy:

Maximize clicks to drive website traffic and increase brand awareness for Mahindra XUV 400 Electric Vehicle

Budget:

Total Budget: ₹5,00,000
(₹2,50,000 for Maharashtra,
₹2,50,000 for Karnataka)

Duration: 30 Days

Maximum CPC limit

: 16447

Bidding

[Back to previous bidding options](#)

Select your bid strategy ?

Maximise clicks ▼

☒ Set a maximum cost per click bid limit

Maximum CPC bid limit ?

₹ 16447

AD SETUP DETAILS



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Your ads are ready! They'll have a higher chance of performing well.

Ad strength [?]
Excellent

✓ Images ✓ Headlines
✓ Video ✓ Descriptions




Final URL [?]


Required

Business name [?]

Required 19 / 25

Preview [Share preview](#) [Preview ads](#)

 [Display](#)  [Gmail](#)  [YouTube](#)



Ad Strength: Excellent (Achieved by adding relevant keywords and optimizing Ad copy)

Business Name: Mahindra XUV 400 EV

Edit targeted keywords

mahindra electric car
mahindra electric car price
mahindra xuv electric
electric suv
ev suv
electric car brands
mahindra ev car price
electric vehicle india
electric car price

:Keywords List



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Ad Impressions: 20M

Weekly estimates

Available impressions ^

Based on your targeting
and settings but not your
budget or bid

Impressions

20M

0 since last update

Display Ad Copies 1



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Example of your image ad at 300x250



New Mahindra XUV400



Explore the Mahindra Electric Car
for a sustainable and cost-effective
driving option.



Example of your text ad at 300x250



New Mahindra XUV400

Explore the Mahindra Electric Car
for a sustainable and cost-effective
driving option.

Mahindra XUV 400 EV

Book Now >

Example of your native ad at 300x250



Introducing the Mahindra XUV 400 EV: The Future of Electric...

Mahindra XUV 400 EV

Book now >



MAHINDRA ELECTRIC
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Display Ad Copies 2

Example of your ad at 300x250



New Mahindra XUV400



Explore the Mahindra
Electric Car for a
sustainable and cost-...

Book Now >



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Campaign 2- Search Ad

Campaign Name: Mahindra XUV 400 EV

Campaign Goal: Optimizing conversions and lead generation

Target Location: Maharashtra, Karnataka.

Total Budget: ₹5,00,000

Budget Allocation: Maharashtra: ₹2.5 lakh, Karnataka: ₹2.5 lakh

Duration: 30 days

Bidding Strategy: Maximize Conversions

BIDDING STRATEGY AND BUDGET



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Bidding Strategy: Conversions for lead generations.

Budget:

Total Budget: 250000 for Maharashtra and 250000 for Karnataka

Duration: 30 Days

Daily Budget: 16447/ Day

Bidding

What do you want to focus on? ⓘ

Conversions ▼

Budget

Select the average that you want to spend each day.

☐ ₹3,000.00

☐ ₹2,500.00 Recommended

☐ ₹2,000.00

☒ Set custom budget

Set your average daily budget for this campaign

₹ 16,447.00

Weekly conv.	Cost/Conv.	Weekly cost
227	₹507.40	₹115,129.00

AD SETUP DETAILS



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Display Path: Mahindra XUV 400 EV

Keywords: Comprehensive selection, including high-intent, product-specific keywords

Headlines and Descriptions: crafted to highlight the XUV 400 EV's features, benefits, and booking options.

Ad Strength: Excellent (achieved by including all relevant keywords and optimizing ad copy)

Your ads are ready! They'll have a higher chance of performing well.

Ad strength
Excellent

- ✓ Add headlines [View ideas](#)
- ✓ Include popular keywords [View ideas](#)
- ✓ Make headlines unique [View ideas](#)
- ✓ Make descriptions unique [View ideas](#)

Preview

Highlight ad ☒

Final URL ⓘ

Final URL

<https://auto.mahindra.com/suv/xu>

This will be used to suggest assets for your ad

Display path ⓘ

auto.mahindra.com

/ mahindra / xuv400ev

8 / 15 8 / 15

Sponsored

[auto.mahindra.com/mahindra/xuv400ev](#)

Best Electric car - XUV400 EV Book Now

The XUV400 has a range of up to 456 km in a single charge. Mahindra is a leading manufacturer of SUVs in India.

[Savings Calculator](#) [Dealer Locator](#)



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WEEKLY ESTIMATES

Weekly Performance Metrics:

Weekly Conversations: ₹227

Cost/Conv: ₹507.40

Weekly Cost: ₹115,129

The estimates ensure effective utilization of the budget, achieving maximum conversions within the allocated cost.

Projected conversion volume supports robust lead generation and enhanced visibility for the Mahindra XUV 400 EV in target markets.

94%

Campaign optimisation score ?



Weekly estimates

Estimates are based on your keywords and daily budget ?

Ad group 1



Weekly conv.

227

Cost/Conv.

₹507.40

Weekly cost

₹115,129.00



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Ad COPIES OF SEARCH ADS

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auto.mahindra.com/mahindra/xuv400ev

Advanced Technology - Battery Car

The XUV400 has a range of up to 456 km in a single charge. Mahindra XUV400 EV is an all-electric SUV with a ruggedness of a Mahindra SUV.

[Charger Locations](#) · [Savings Calculator](#)

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auto.mahindra.com/mahindra/xuv400ev

Battery Car - Advanced Technology

Mahindra is a leading manufacturer of SUVs in India. Mahindra XUV400 EV is an all-electric SUV with a ruggedness of a Mahindra SUV.

[Savings Calculator](#) · [Charger Locations](#) · [Dealer Locator](#)

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auto.mahindra.com/mahindra/xuv400ev

Affordable Mahindra EV - New Electric SUV

The XUV400 has a range of up to 456 km in a single charge. Experience Class-Leading Acceleration of 0-100km/h in a Blistering KS.

[Dealer Locator](#) · [Savings Calculator](#)

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Xuv 400 EV Range - XUV400 EV Book Now

Mahindra is a leading manufacturer of SUVs in India. Mahindra XUV400 EV is an all-electric SUV with a ruggedness of a Mahindra SUV.

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Discover the Mahindra XUV EV - Advanced Technology

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[Charger Locations](#) · [Savings Calculator](#)



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THANK YOU!