MARKETING STRATEGY FOR MAHINDRA XUV400 ELECTRIC VECHICLE

SUBMITTED BY K.CHINNI KRISHNA

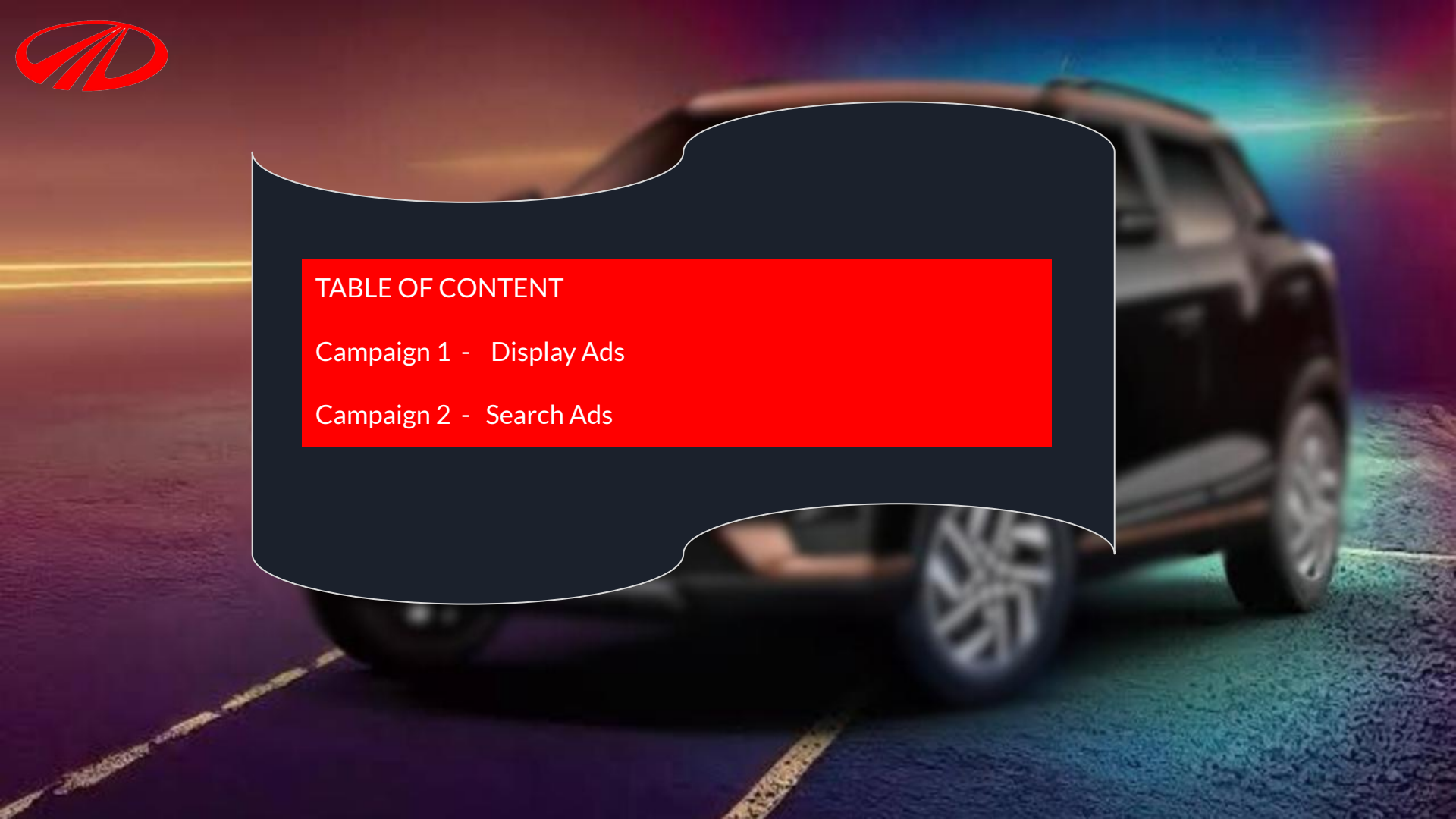


TABLE OF CONTENT

Campaign 1 - Display Ads

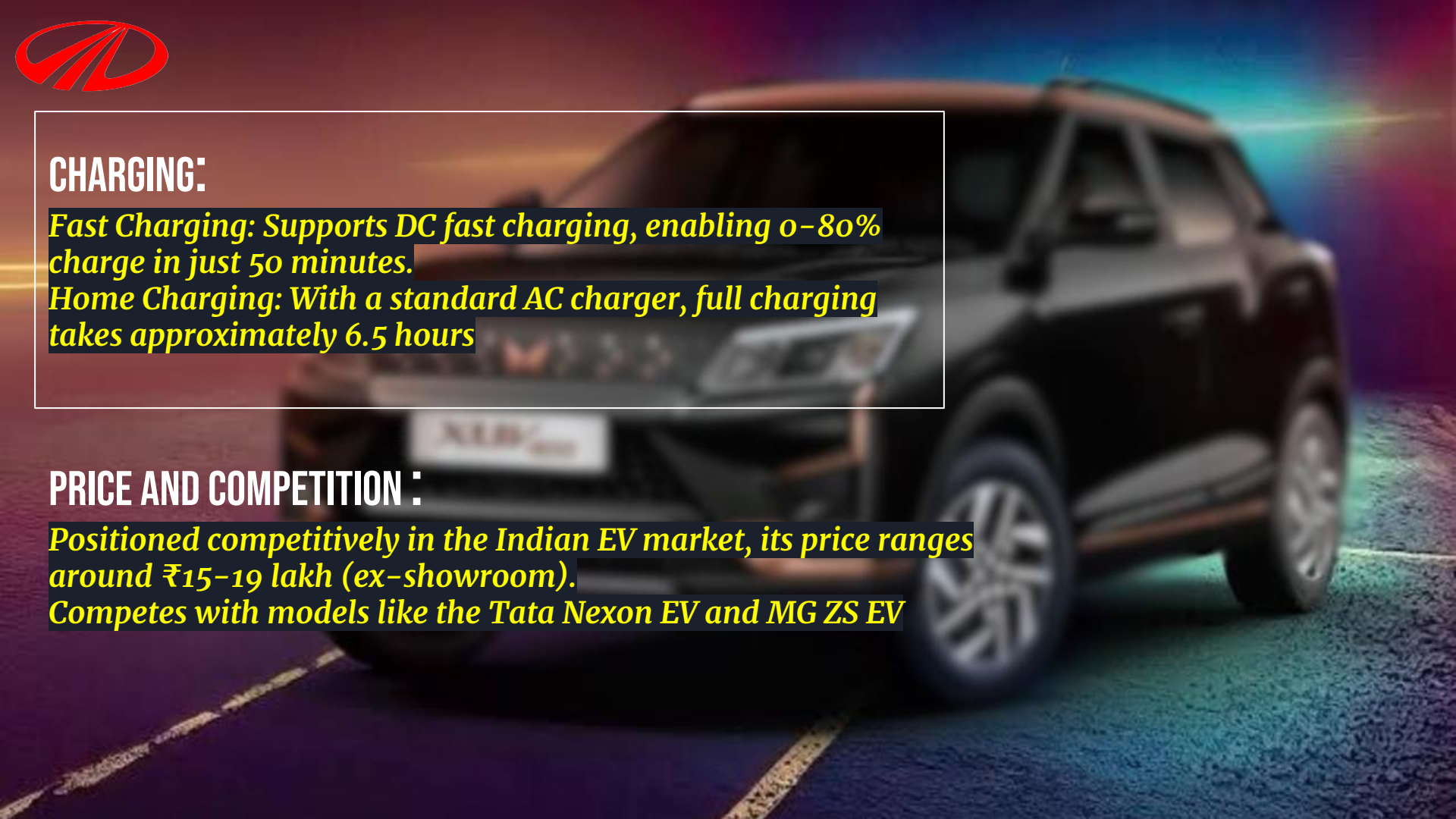
Campaign 2 - Search Ads

OVERVIEW :

The Mahindra XUV 400 is an all-electric compact SUV, marking Mahindra's entry into the electric passenger vehicle market. It is based on the ICE-powered XUV300 but is tailored for EV enthusiasts, offering modern styling and a sustainable driving experience. Here are its key highlights

PERFORMANCE :

Battery and Range: Equipped with a 39.4 kWh lithium-ion battery, it provides an ARAI-certified range of up to 456 km on a single charge.
Motor: The electric motor delivers a peak power of 150 hp (110 kW) and a torque of 310 Nm, enabling 0-100 km/h in 8.3 seconds.
Driving Modes: It features three drive modes – Fun, Fast, and Fearless – to suit different driving preferences.



CHARGING:

Fast Charging: Supports DC fast charging, enabling 0-80% charge in just 50 minutes.
Home Charging: With a standard AC charger, full charging takes approximately 6.5 hours

PRICE AND COMPETITION :

Positioned competitively in the Indian EV market, its price ranges around ₹15-19 lakh (ex-showroom).
Competes with models like the Tata Nexon EV and MG ZS EV

TARGET AUDIENCE-DEMOGRAPHIC

AGE :

25–55 years (key car-buying demographic) it includes young to old age group

INCOME :

Top 20-30% household income bracket (indicative of premium car affordability).

BEHAVIOUR :

Users actively searching for or recently browsing EVs, SUVs, or premium car models.

INTERESTS :

Electric vehicles (EVs). SUVs and premium cars. Automotive technology and innovation. Sustainability and eco-friendly living.

TARGET LOCATION

MAHARASHTRA :

Second with 212,352 EVs sold (12% of total sales).

Focused on electric two-wheelers and cars.

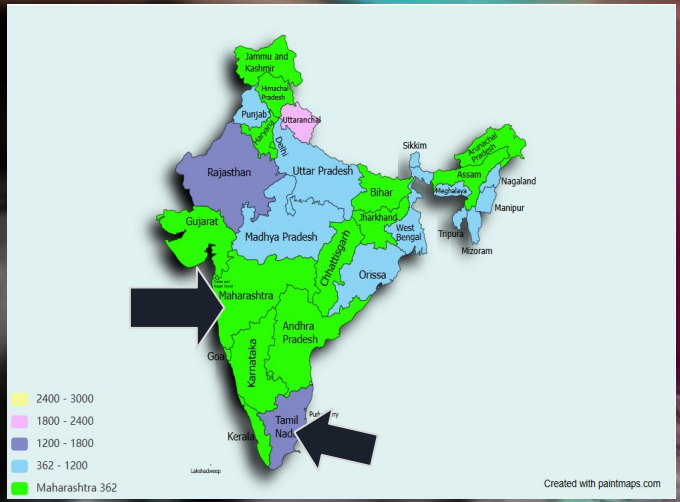
Strong infrastructure with 3,083 public charging stations.

TAMIL NADU :

Fourth with 101,204 EVs sold (6% of total sales).

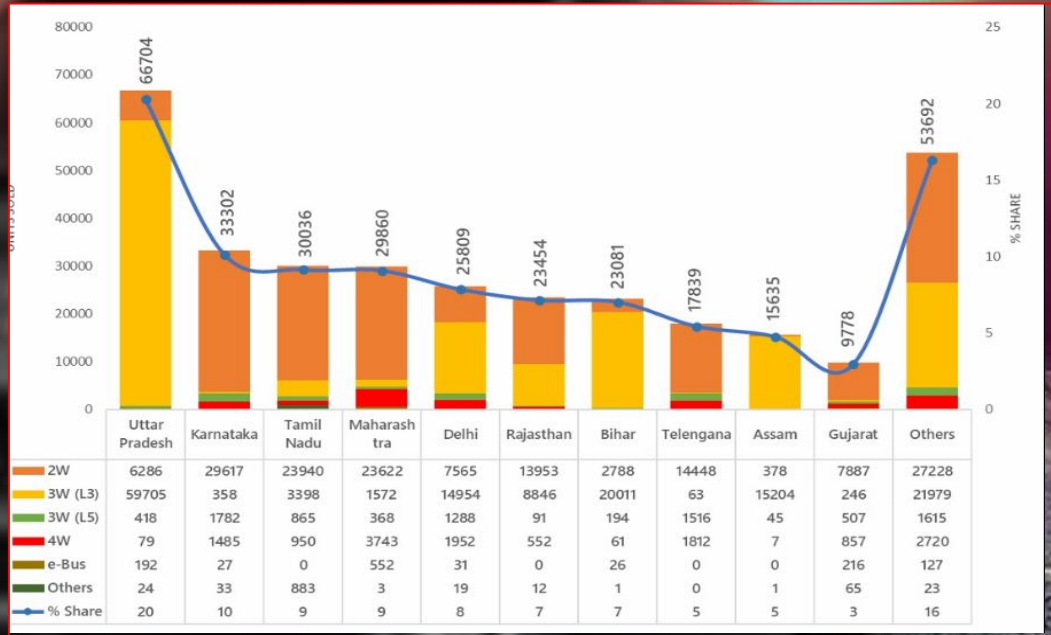
Primarily driven by electric two-wheelers.

Investments from key manufacturers like Ola and Ather.

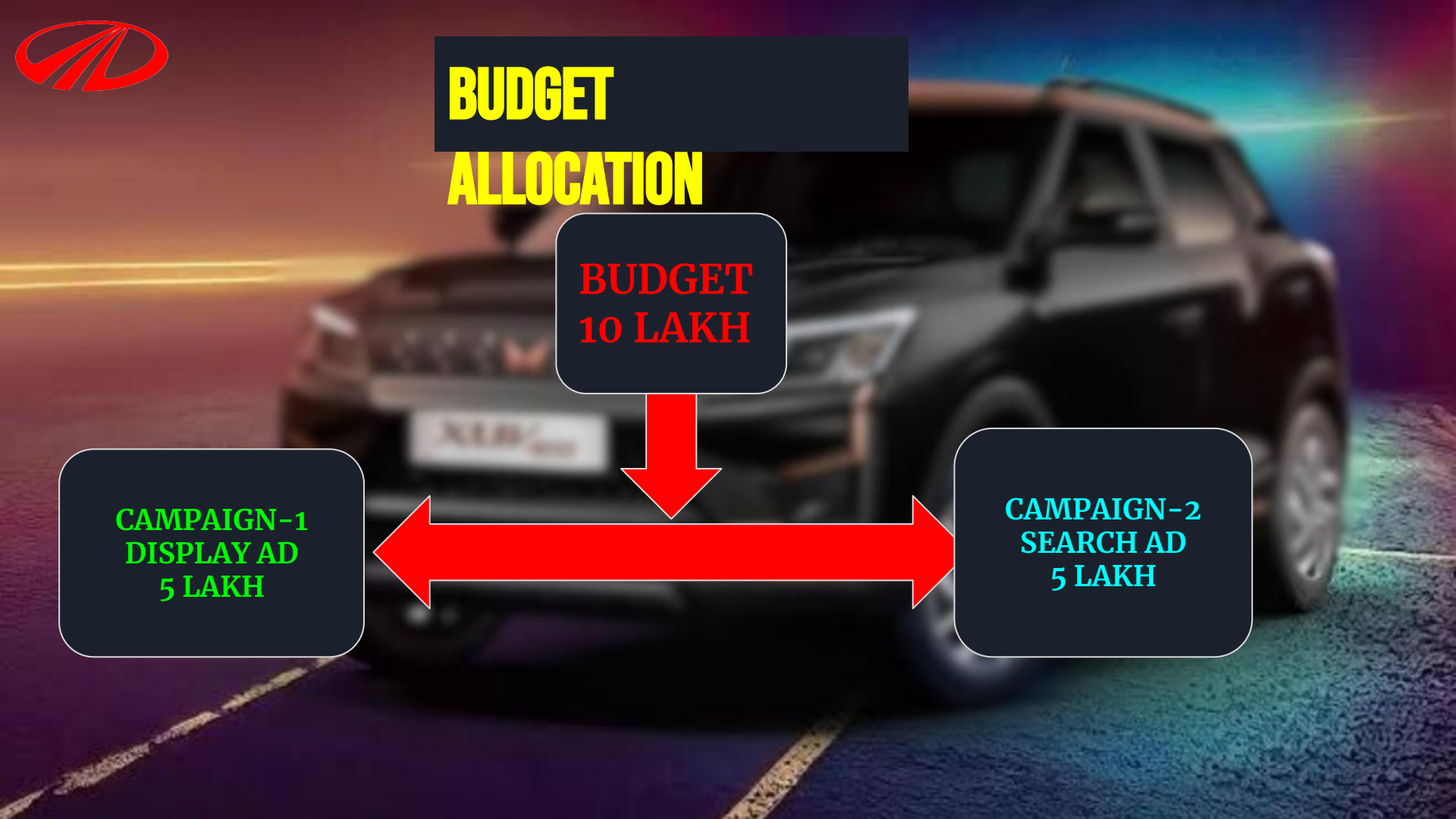


ELECTRIC VEHICLE STATE WISE SALES

India's electric vehicle (EV) market is rapidly growing, with Uttar Pradesh, Maharashtra, and Karnataka leading the way in sales. In FY2024, total EV sales reached 1.53 million units, with electric two-wheelers dominating (56% of sales), followed by three-wheelers (38%) and four-wheelers (5%). Key drivers include subsidies under the FAME II scheme, expanding charging infrastructure, and investments in manufacturing. States like Tamil Nadu and Rajasthan are also contributing significantly, focusing on localized production and infrastructure. This growth underscores India's commitment to sustainable mobility and a greener future.



	Uttar Pradesh	Karnataka	Tamil Nadu	Maharashtra	Delhi	Rajasthan	Bihar	Telengana	Assam	Gujarat	Others
2W	6286	29617	23940	23622	7565	13953	2788	14448	378	7887	27228
3W (L3)	59705	358	3398	1572	14954	8846	20011	63	15204	246	21979
3W (L5)	418	1782	865	368	1288	91	194	1516	45	507	1615
4W	79	1485	950	3743	1952	552	61	1812	7	857	2720
e-Bus	192	27	0	552	31	0	26	0	0	216	127
Others	24	33	883	3	19	12	1	0	1	65	23
% Share	20	10	9	9	8	7	7	5	5	3	16

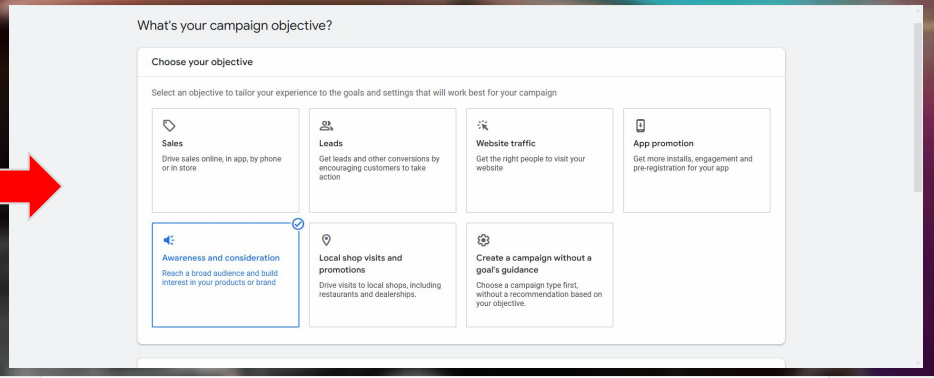

BUDGET
ALLOCATION
BUDGET
10 LAKH
CAMPAIGN-1
DISPLAY AD
5 LAKH
CAMPAIGN-2
SEARCH AD
5 LAKH

CAMPAIGN -1 DISPLAY AD

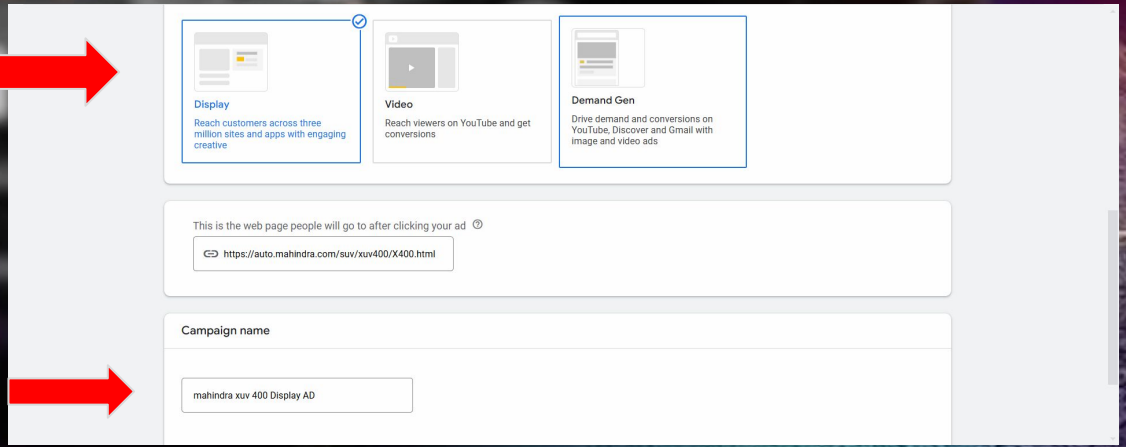
BUDGET- 5,00000
DURATION - 60 DAYS
OBJECTIVE- MAXIMIZING CLICKS

500000/60.8= 8224 RS DAILY BUDGET

Awareness & Consideration

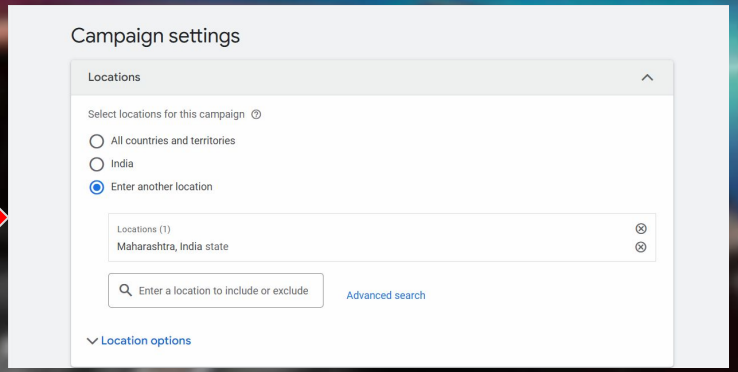


Display Campaign Type

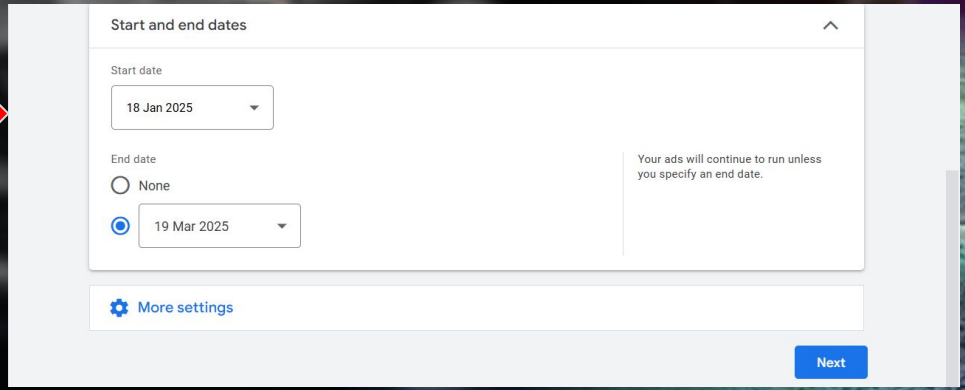


Campaign name

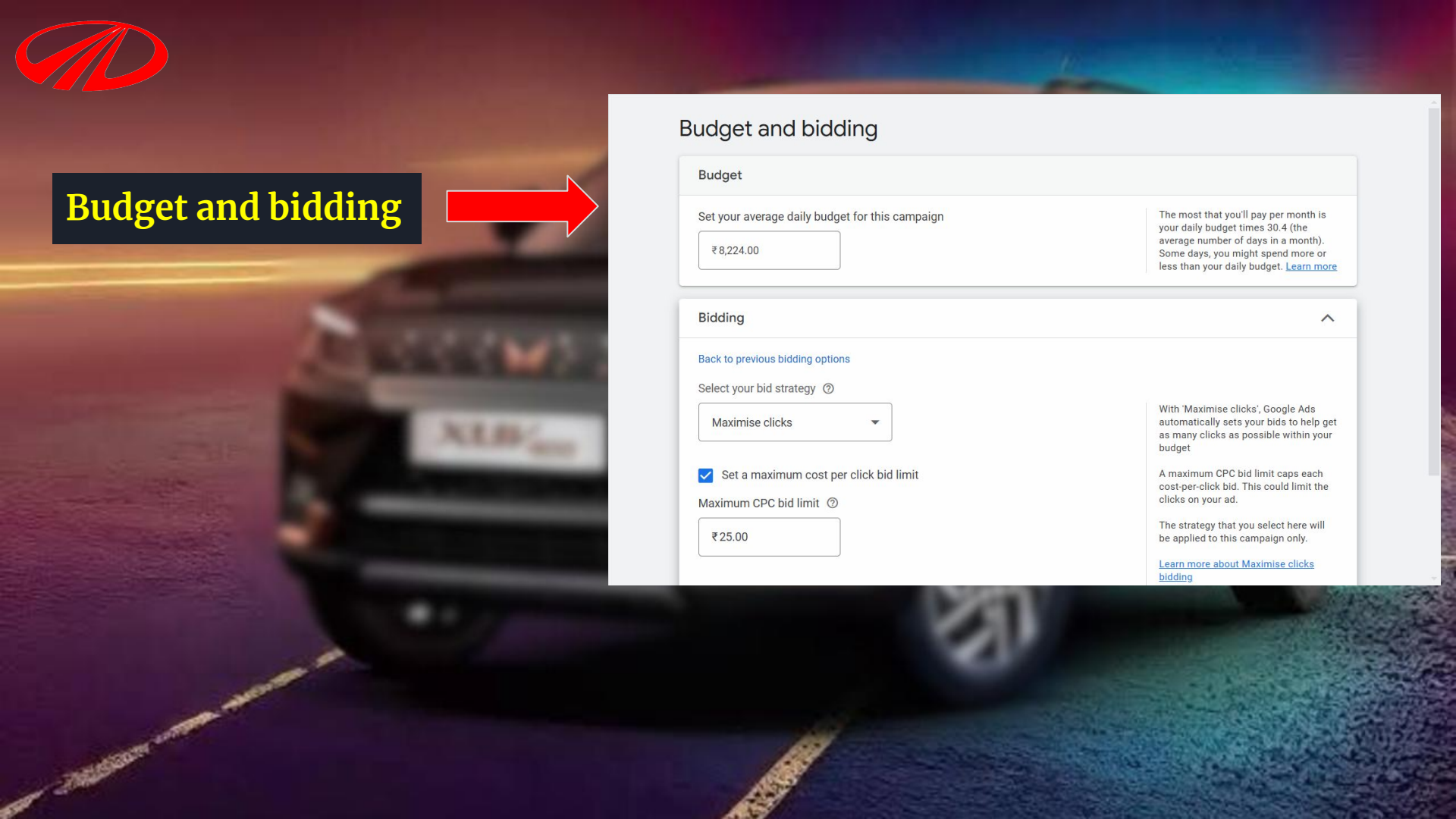
Target Location



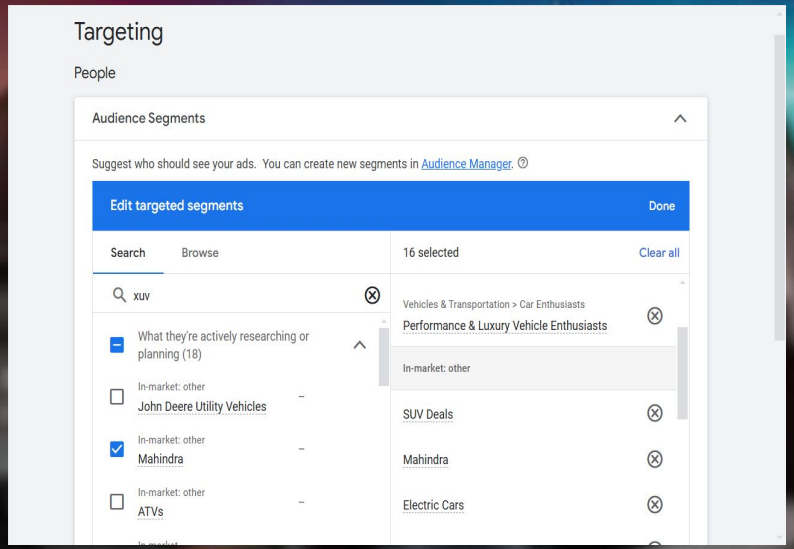
Start and End Date



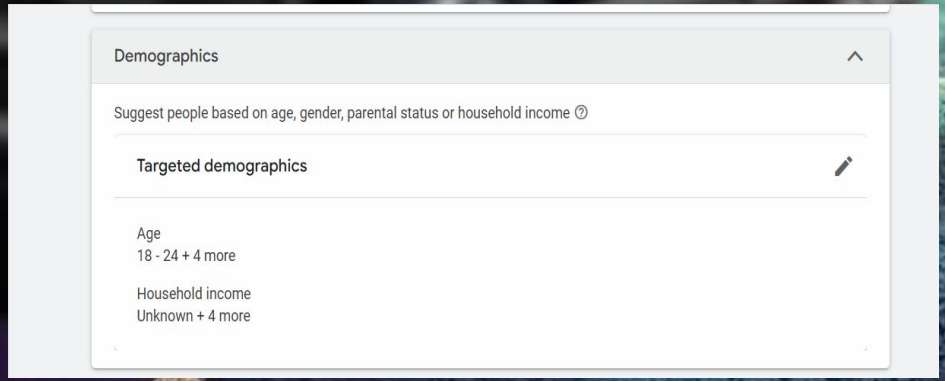
Budget and bidding



Targeting

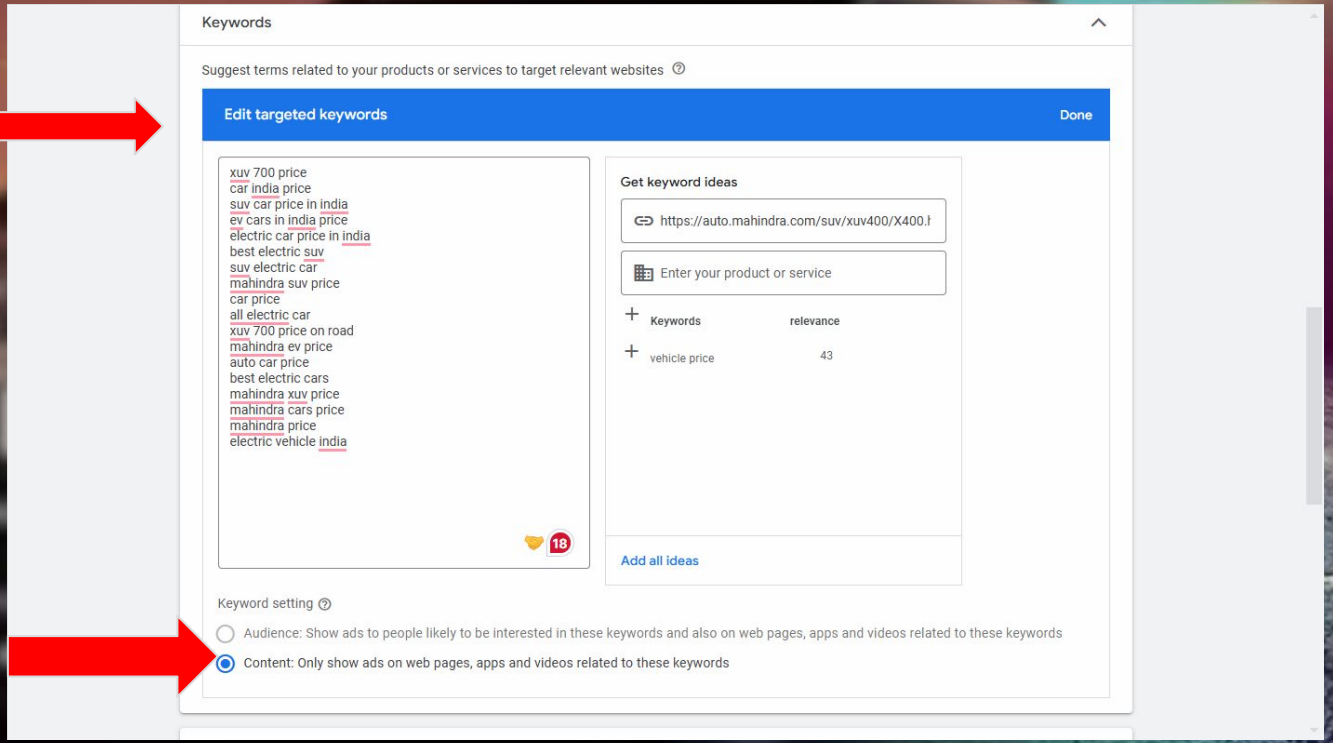


Demographic



keyword

Keyword settings

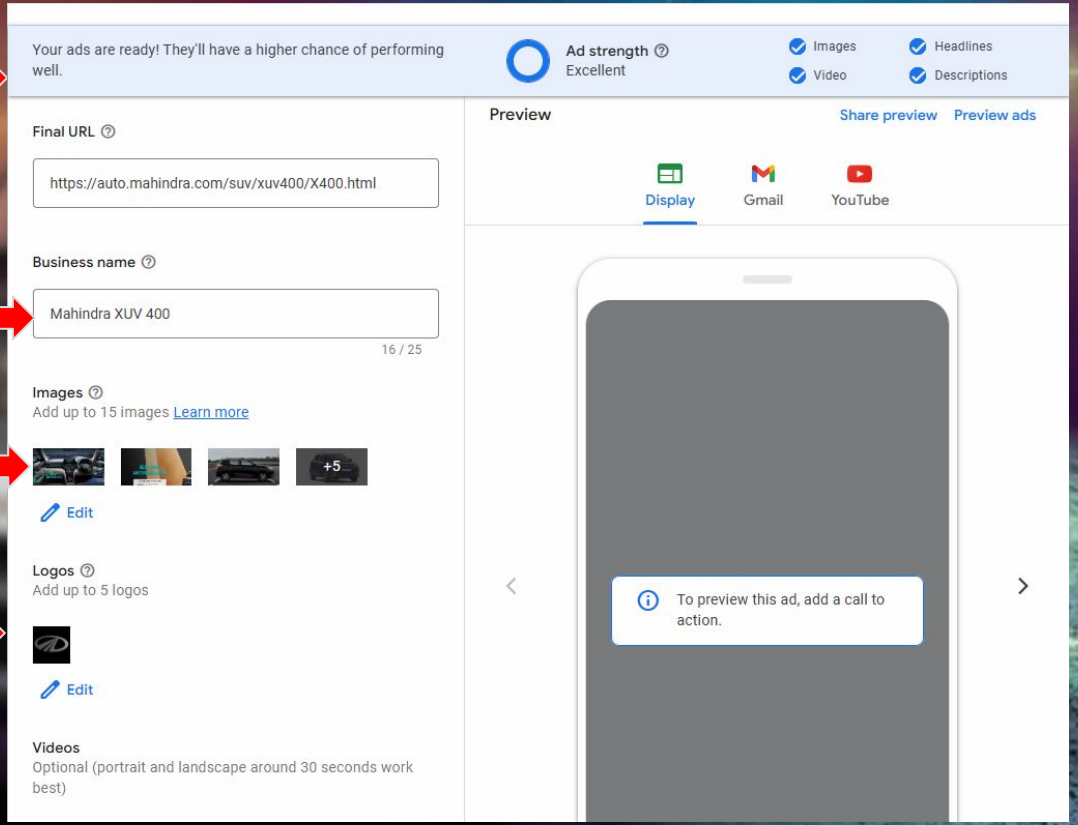


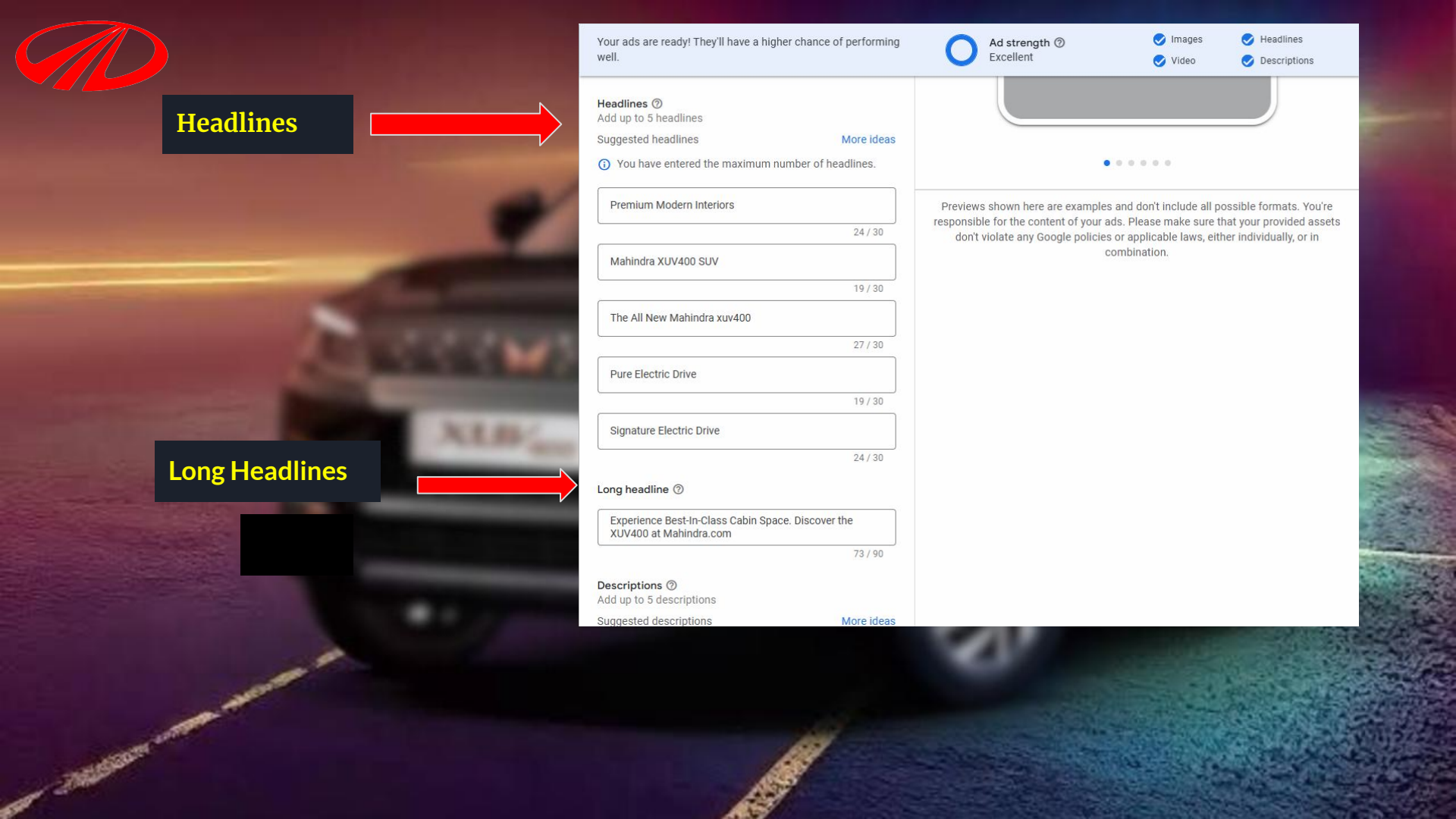
AD Creation

Business name

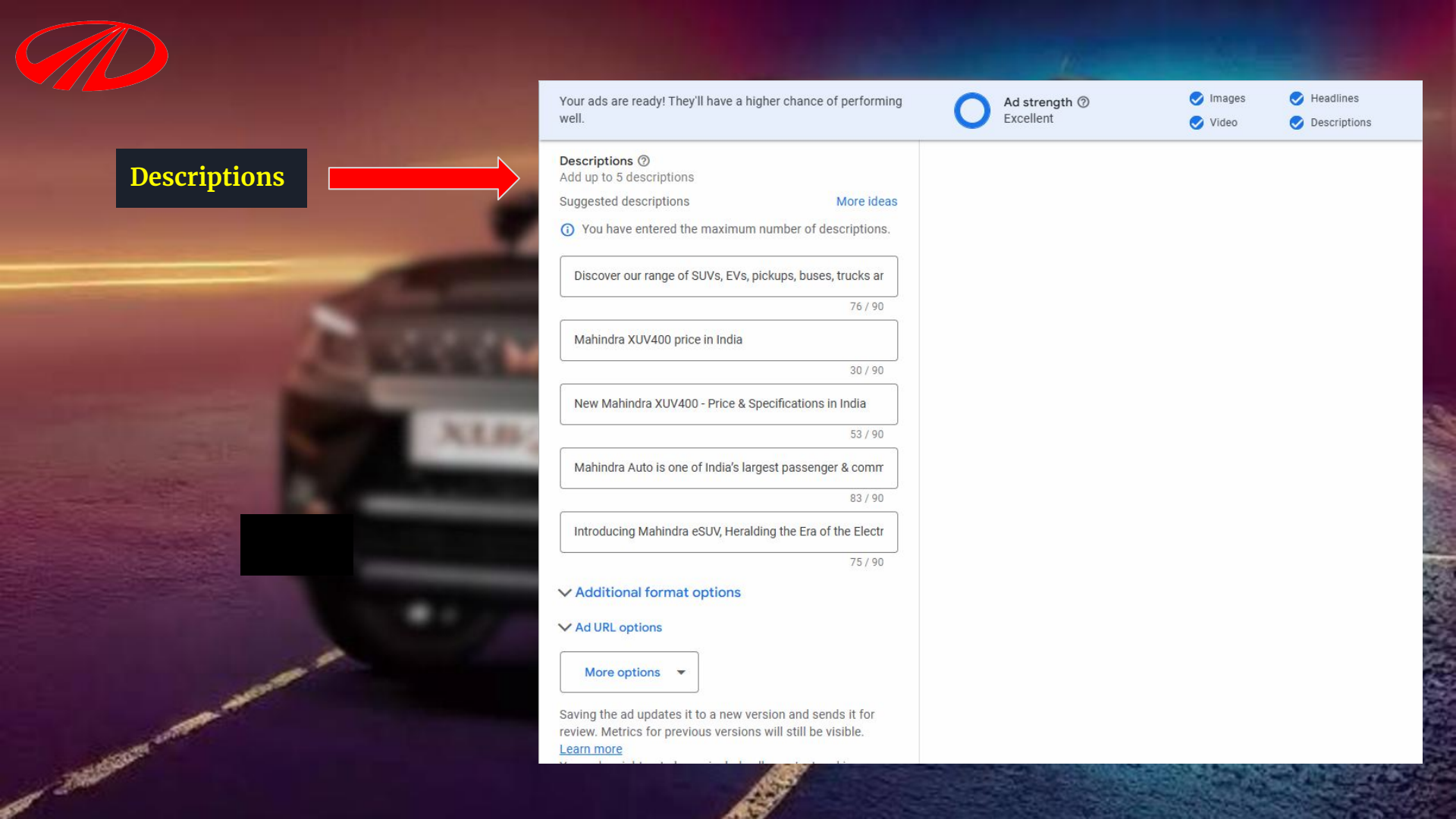
Images

Logos




Headlines
Long Headlines
Your ads are ready! They'll have a higher chance of performing well.
Ad strength
Excellent
Images
Video
Headlines
Descriptions
Headlines
Add up to 5 headlines
Suggested headlines
More ideas
You have entered the maximum number of headlines.
Premium Modern Interiors
24 / 30
Mahindra XUV400 SUV
19 / 30
The All New Mahindra xuv400
27 / 30
Pure Electric Drive
19 / 30
Signature Electric Drive
24 / 30
Long headline
Experience Best-In-Class Cabin Space. Discover the XUV400 at Mahindra.com
73 / 90
Descriptions
Add up to 5 descriptions
Suggested descriptions
More ideas
Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Descriptions



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

Ad strength
Excellent

Images
Video
Headlines
Descriptions

Descriptions
Add up to 5 descriptions

Suggested descriptions More ideas

You have entered the maximum number of descriptions.

Discover our range of SUVs, EVs, pickups, buses, trucks ar
76 / 90

Mahindra XUV400 price in India
30 / 90

New Mahindra XUV400 - Price & Specifications in India
53 / 90

Mahindra Auto is one of India's largest passenger & comm
83 / 90

Introducing Mahindra eSUV, Heralding the Era of the Electr
75 / 90

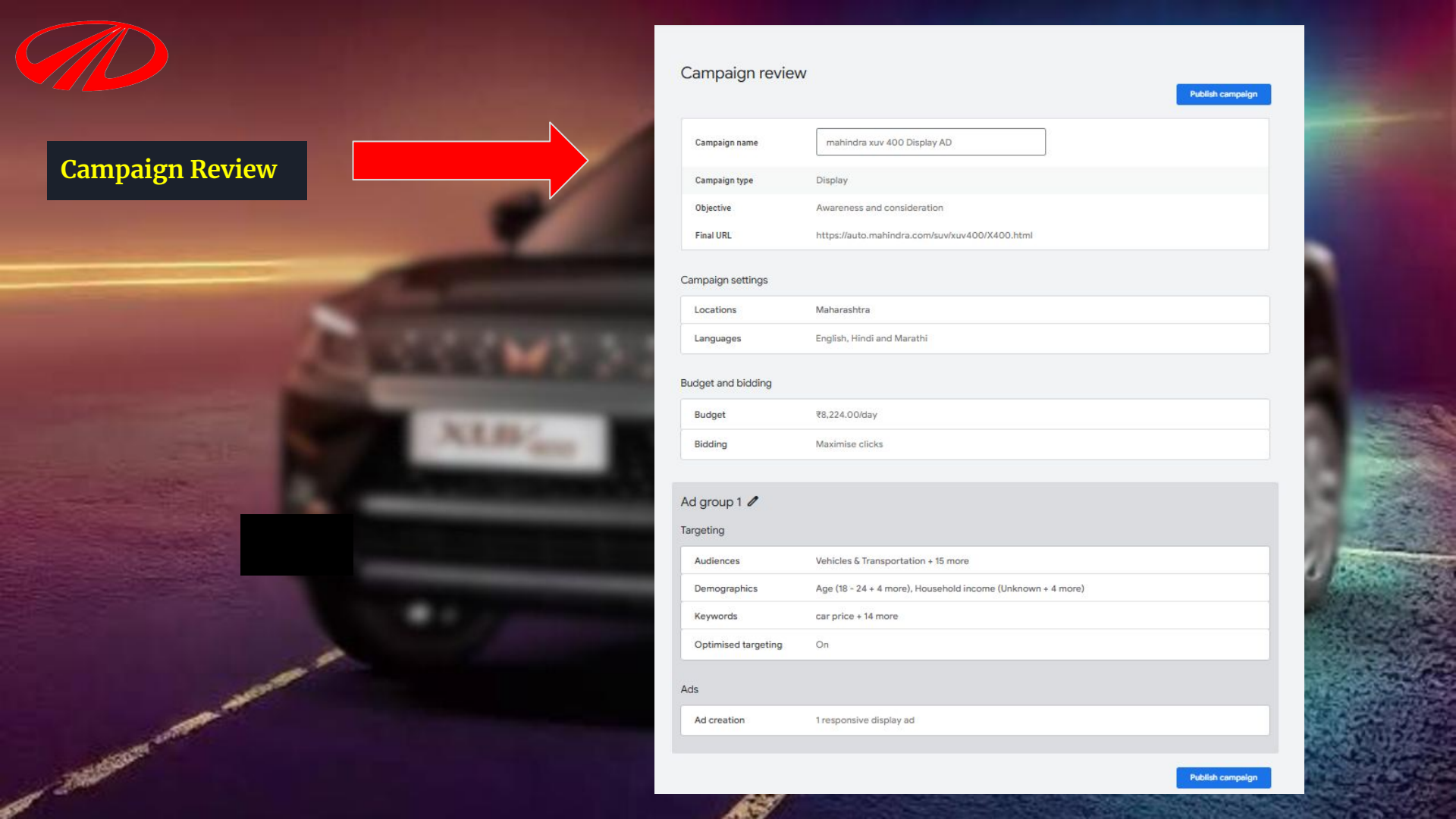
Additional format options

Ad URL options

More options

Saving the ad updates it to a new version and sends it for review. Metrics for previous versions will still be visible.
Learn more

Campaign Review



Campaign review

Publish campaign

Campaign name	mahindra xuv 400 Display AD
Campaign type	Display
Objective	Awareness and consideration
Final URL	https://auto.mahindra.com/suv/xuv400/X400.html

Campaign settings

Locations	Maharashtra
Languages	English, Hindi and Marathi

Budget and bidding

Budget	₹8,224.00/day
Bidding	Maximise clicks

Ad group 1

Targeting

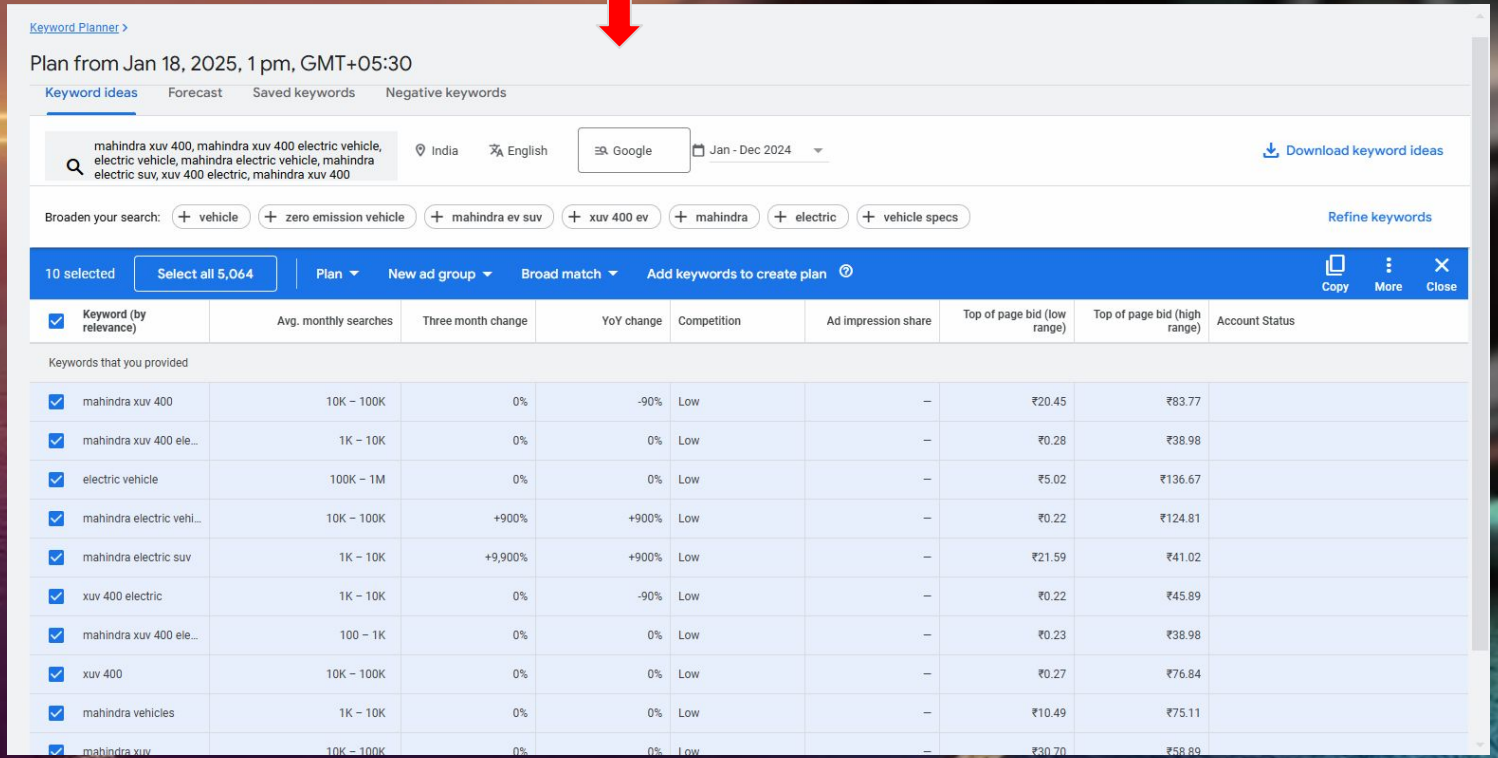
Audiences	Vehicles & Transportation + 15 more
Demographics	Age (18 - 24 + 4 more), Household income (Unknown + 4 more)
Keywords	car price + 14 more
Optimised targeting	On

Ads

Ad creation	1 responsive display ad

Publish campaign

Keywords Selected From



Keyword Planner >

Plan from Jan 18, 2025, 1 pm, GMT+05:30

Keyword ideas | Forecast | Saved keywords | Negative keywords

mahindra xuv 400, mahindra xuv 400 electric vehicle, electric vehicle, mahindra electric vehicle, mahindra electric suv, xuv 400 electric, mahindra xuv 400 | India | English | Google | Jan - Dec 2024 | Download keyword ideas

Broaden your search: + vehicle | + zero emission vehicle | + mahindra ev suv | + xuv 400 ev | + mahindra | + electric | + vehicle specs | Refine keywords

10 selected | Select all 5,064 | Plan | New ad group | Broad match | Add keywords to create plan | Copy | More | Close

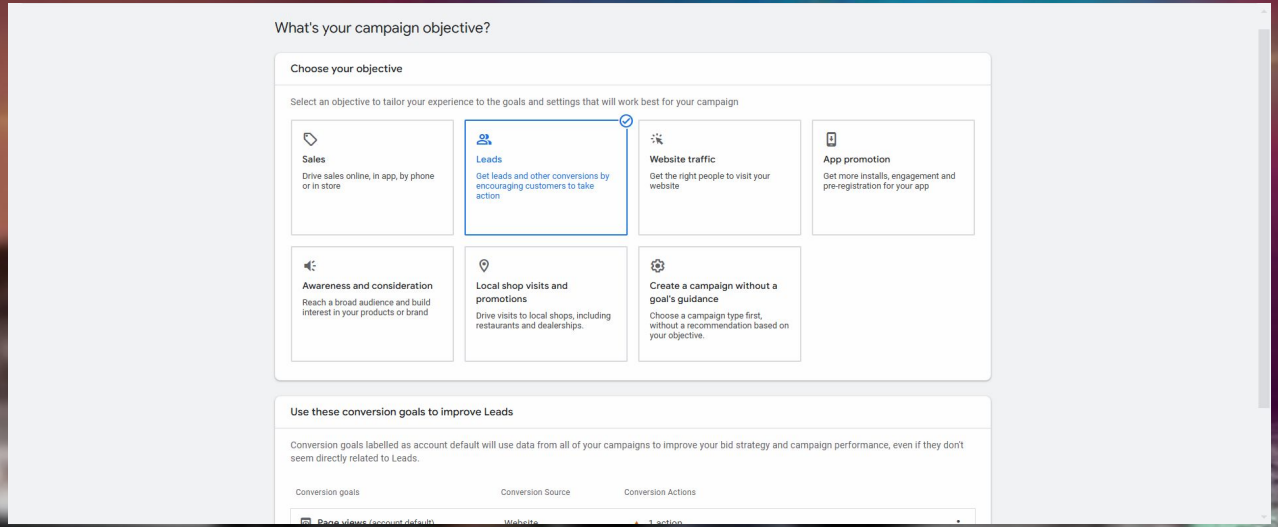
Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keywords that you provided								
mahindra xuv 400	10K – 100K	0%	-90%	Low	–	₹20.45	₹83.77	
mahindra xuv 400 ele...	1K – 10K	0%	0%	Low	–	₹0.28	₹38.98	
electric vehicle	100K – 1M	0%	0%	Low	–	₹5.02	₹136.67	
mahindra electric vehi...	10K – 100K	+900%	+900%	Low	–	₹0.22	₹124.81	
mahindra electric suv	1K – 10K	+9,900%	+900%	Low	–	₹21.59	₹41.02	
xuv 400 electric	1K – 10K	0%	-90%	Low	–	₹0.22	₹45.89	
mahindra xuv 400 ele...	100 – 1K	0%	0%	Low	–	₹0.23	₹38.98	
xuv 400	10K – 100K	0%	0%	Low	–	₹0.27	₹76.84	
mahindra vehicles	1K – 10K	0%	0%	Low	–	₹10.49	₹75.11	
mahindra xuv	10K – 100K	0%	0%	Low	–	₹30.70	₹58.89	

CAMPAIGN -2 SEARCH AD

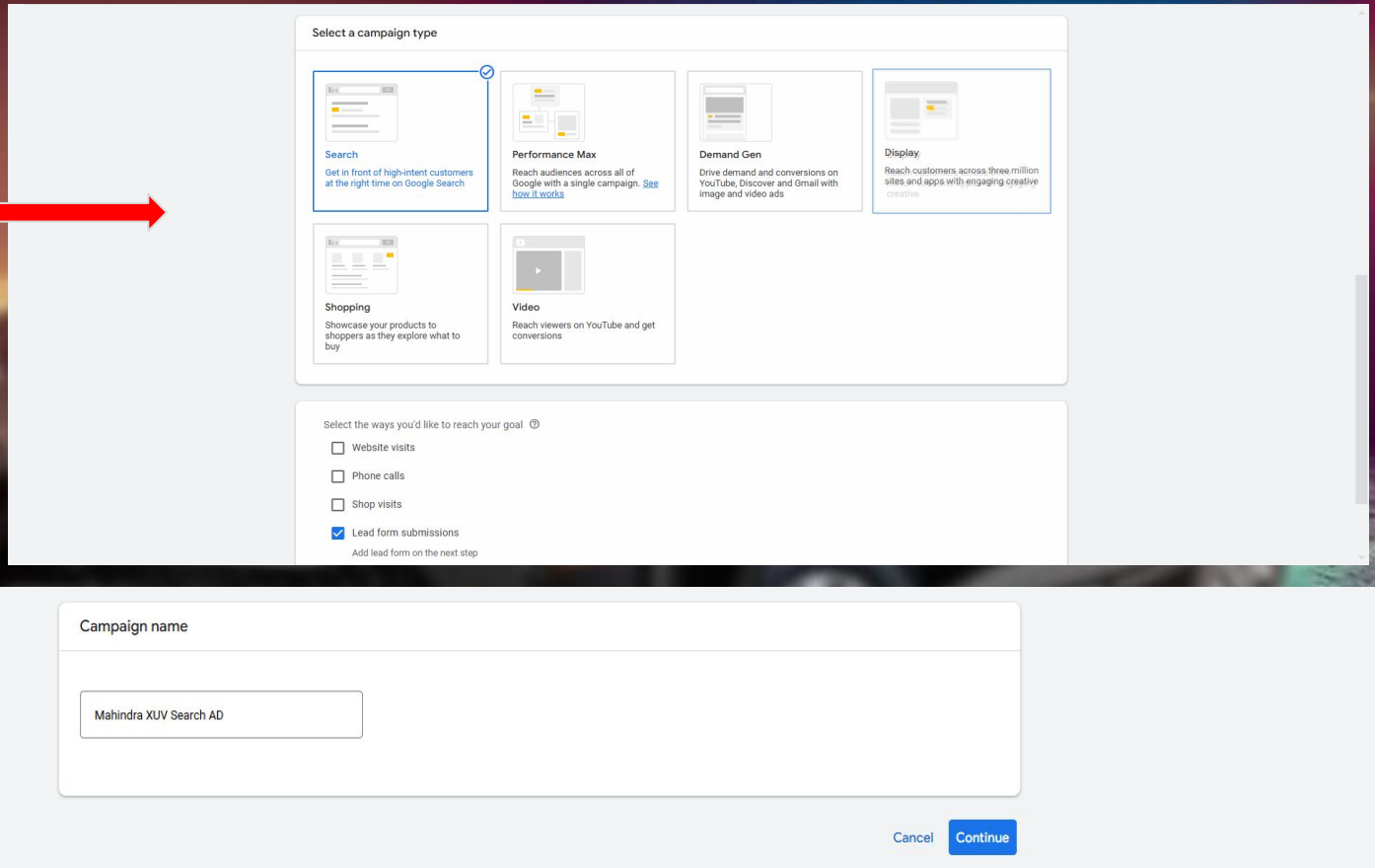
BUDGET- 5,00000
DURATION - 60 DAYS
OBJECTIVE- MAXIMIZING CLICKS

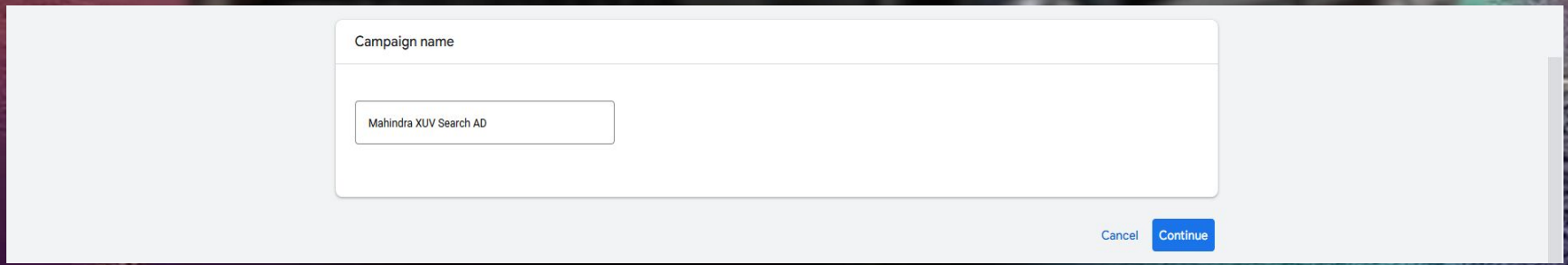
500000/60.8= 8224 RS DAILY BUDGET

LEADS

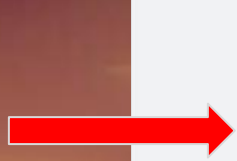

What's your campaign objective?
Choose your objective
Select an objective to tailor your experience to the goals and settings that will work best for your campaign
Sales
Drive sales online, in app, by phone or in store
Leads
Get leads and other conversions by encouraging customers to take action
Website traffic
Get the right people to visit your website
App promotion
Get more installs, engagement and pre-registration for your app
Awareness and consideration
Reach a broad audience and build interest in your products or brand
Local shop visits and promotions
Drive visits to local shops, including restaurants and dealerships.
Create a campaign without a goal's guidance
Choose a campaign type first, without a recommendation based on your objective.
Use these conversion goals to improve Leads
Conversion goals labelled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Leads.
Conversion goals
Conversion Source
Conversion Actions

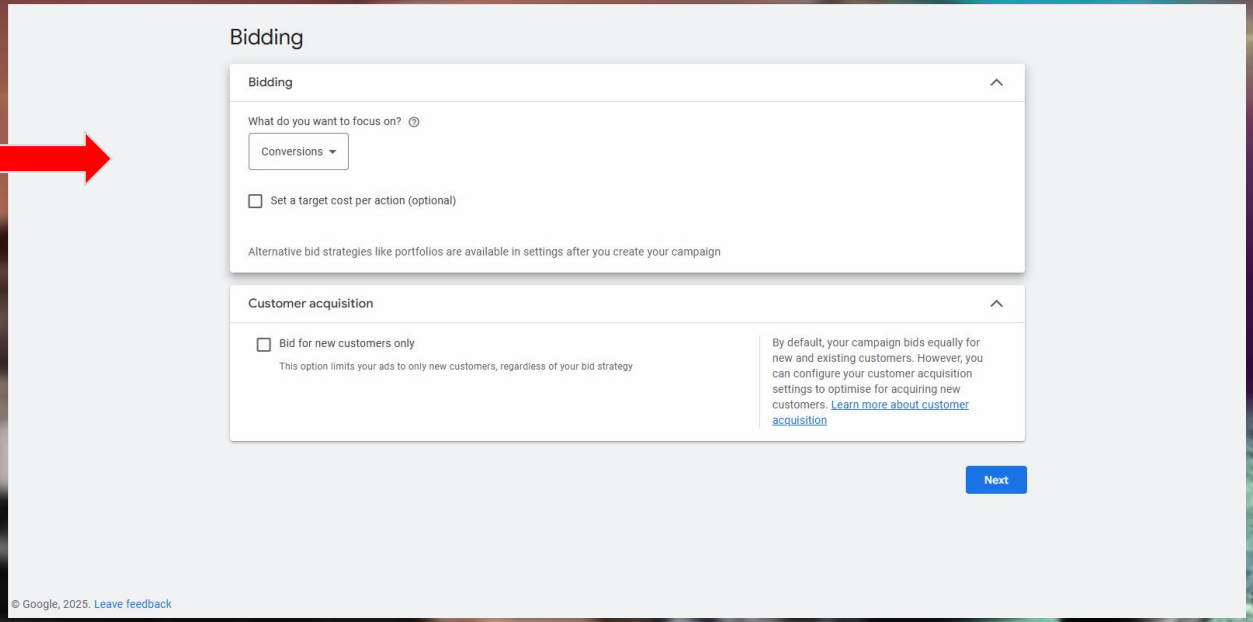
Campaign type , Goal & name



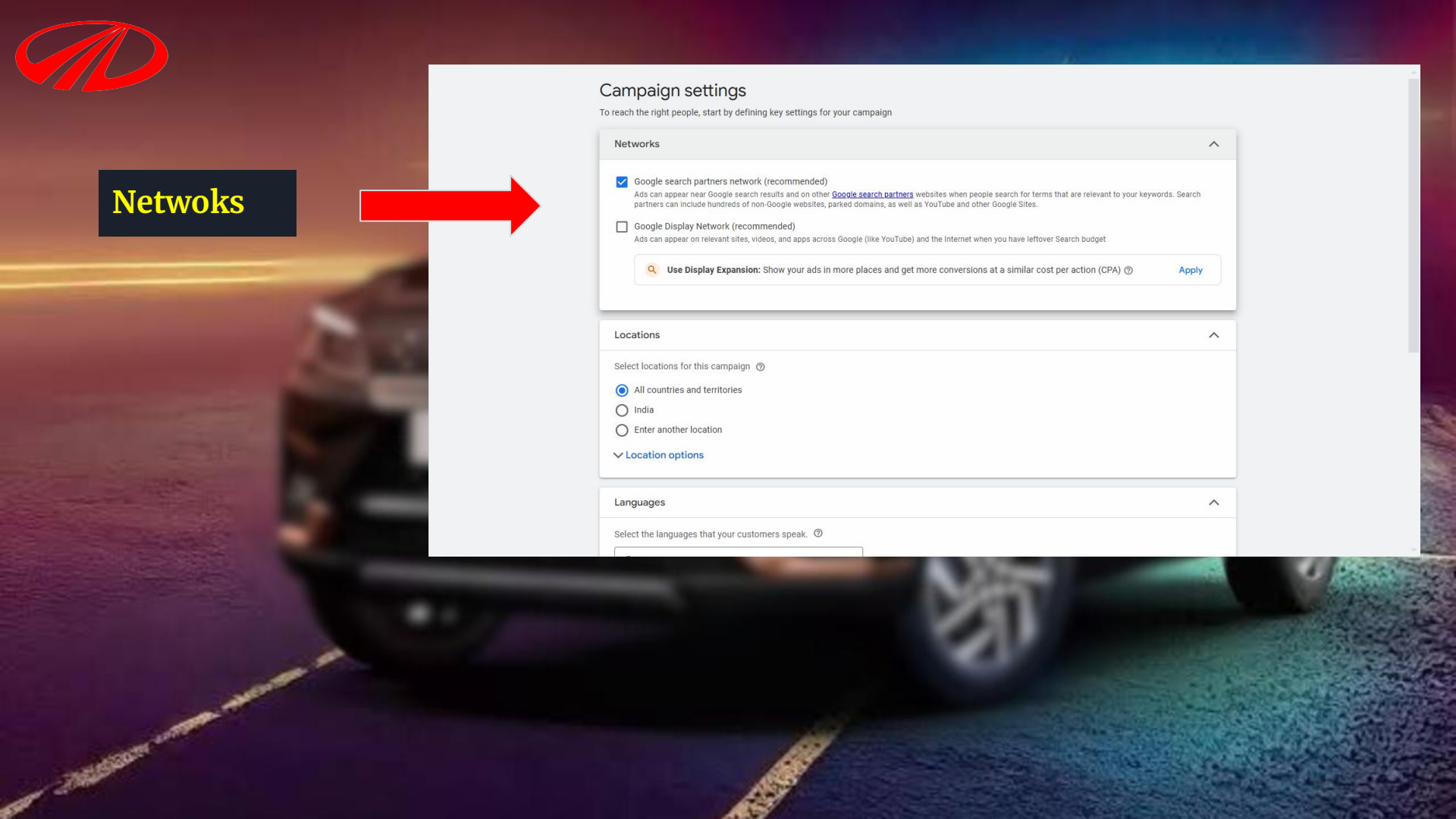


Bidding Conversions

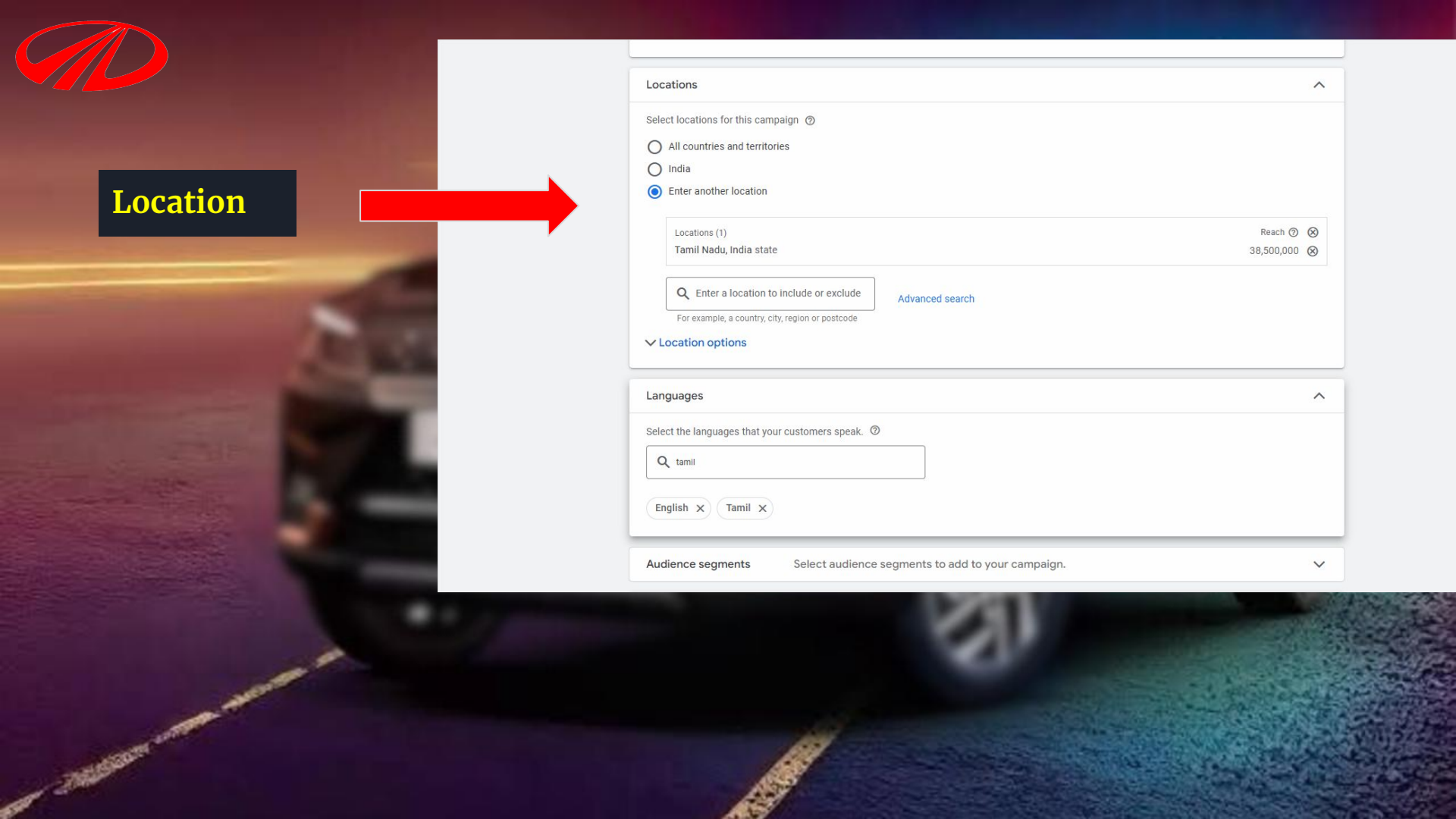




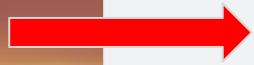
Netwoks

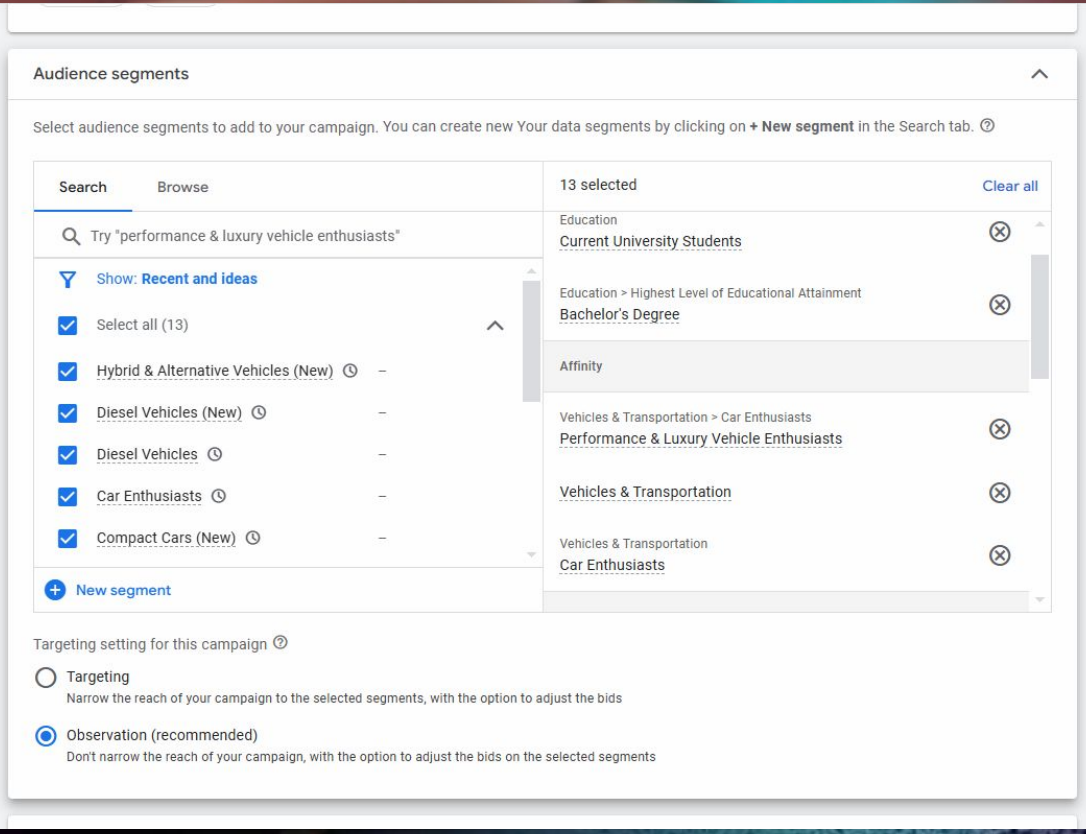

Campaign settings
To reach the right people, start by defining key settings for your campaign
Networks
Google search partners network (recommended)
Ads can appear near Google search results and on other Google search partners websites when people search for terms that are relevant to your keywords. Search partners can include hundreds of non-Google websites, parked domains, as well as YouTube and other Google Sites.
Google Display Network (recommended)
Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget
Use Display Expansion: Show your ads in more places and get more conversions at a similar cost per action (CPA)
Apply
Locations
Select locations for this campaign
All countries and territories
India
Enter another location
Location options
Languages
Select the languages that your customers speak.

Location

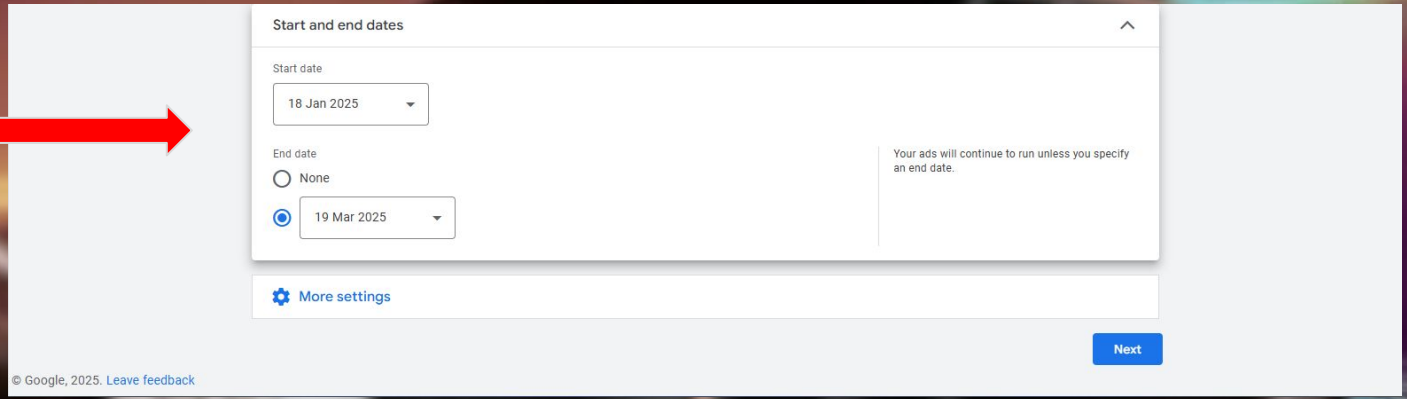

Locations
Select locations for this campaign
All countries and territories
India
Enter another location
Locations (1)
Reach
Tamil Nadu, India state
38,500,000
Enter a location to include or exclude
Advanced search
For example, a country, city, region or postcode
Location options
Languages
Select the languages that your customers speak.
tamil
English
Tamil
Audience segments
Select audience segments to add to your campaign.

Audience Segments

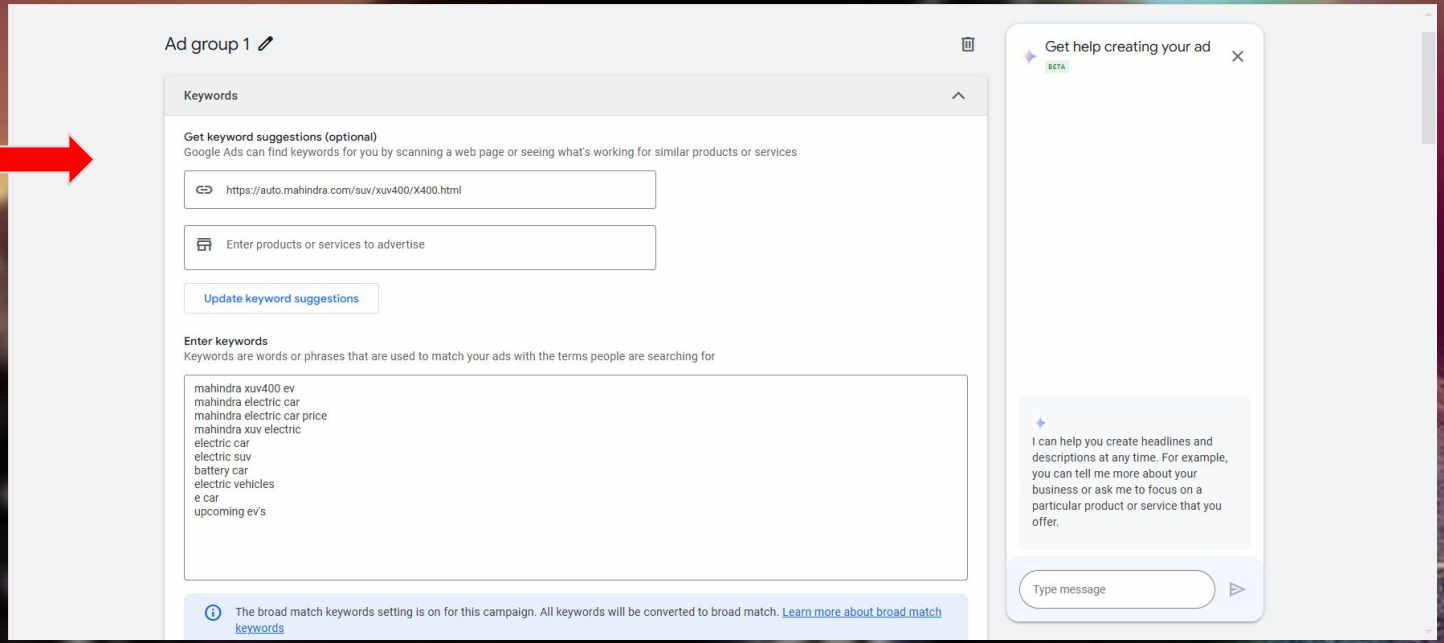




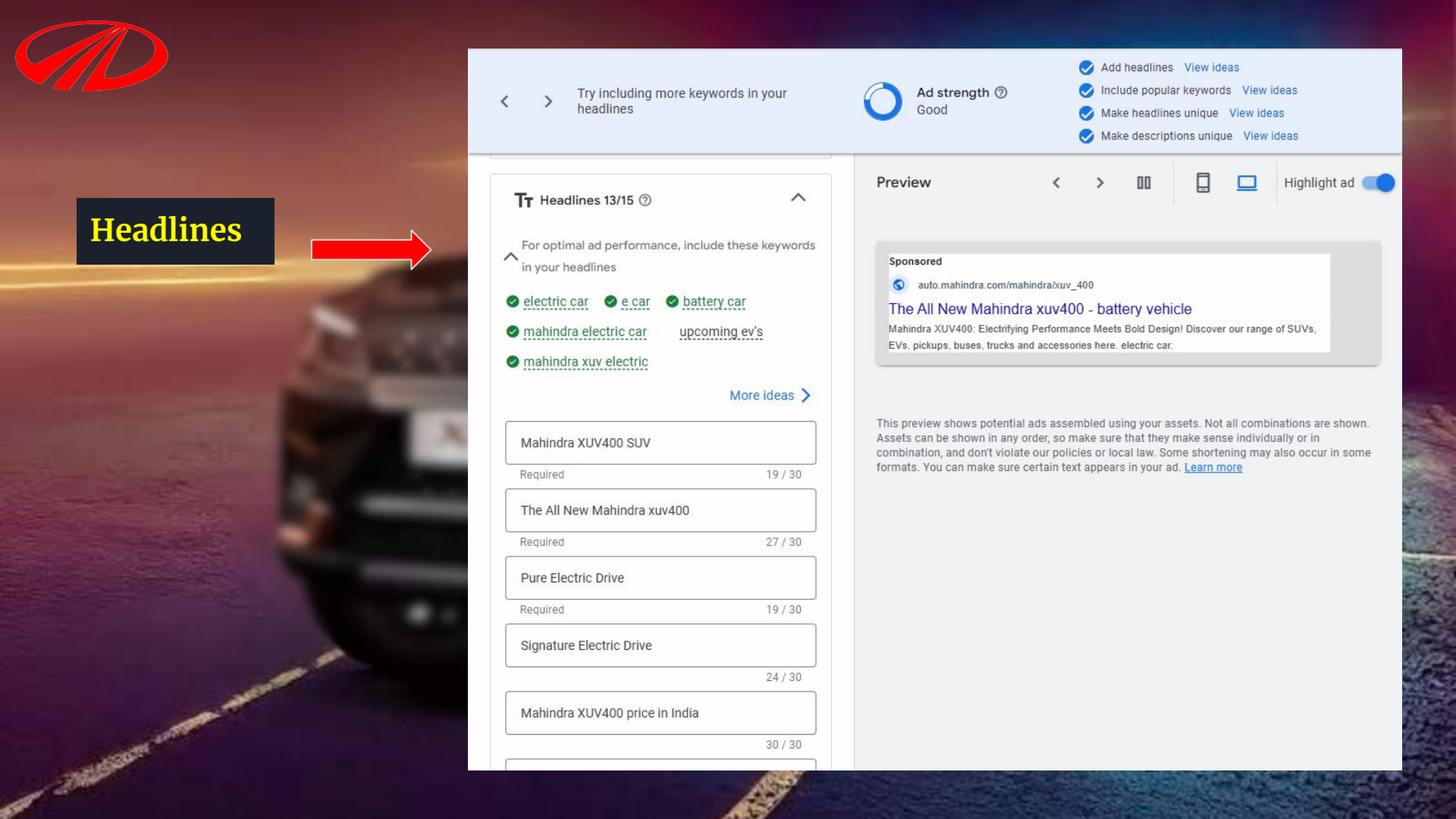
Start and End date



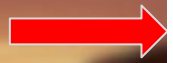
Keywords


Ad group 1
Keywords
Get keyword suggestions (optional)
Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services
https://auto.mahindra.com/suv/xuv400/X400.html
Enter products or services to advertise
Update keyword suggestions
Enter keywords
Keywords are words or phrases that are used to match your ads with the terms people are searching for
mahindra xuv400 ev
mahindra electric car
mahindra electric car price
mahindra xuv electric
electric car
electric suv
battery car
electric vehicles
e car
upcoming ev's
The broad match keywords setting is on for this campaign. All keywords will be converted to broad match. Learn more about broad match keywords
Get help creating your ad
BETA
I can help you create headlines and descriptions at any time. For example, you can tell me more about your business or ask me to focus on a particular product or service that you offer.
Type message

Headlines


Try including more keywords in your headlines
Ad strength
Good
Add headlines View ideas
Include popular keywords View ideas
Make headlines unique View ideas
Make descriptions unique View ideas
Headlines 13/15
For optimal ad performance, include these keywords in your headlines
electric car
e car
battery car
mahindra electric car
upcoming ev's
mahindra xuv electric
More ideas
Mahindra XUV400 SUV
Required
19 / 30
The All New Mahindra xuv400
Required
27 / 30
Pure Electric Drive
Required
19 / 30
Signature Electric Drive
24 / 30
Mahindra XUV400 price in India
30 / 30
Preview
Highlight ad
Sponsored
auto.mahindra.com/mahindra/xuv_400
The All New Mahindra xuv400 - battery vehicle
Mahindra XUV400: Electrifying Performance Meets Bold Design! Discover our range of SUVs, EVs, pickups, buses, trucks and accessories here. electric car.
This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more

Descriptions



Try including more keywords in your headlines

Ad strength
Good

- Add headlines View ideas
- Include popular keywords View ideas
- Make headlines unique View ideas
- Make descriptions unique View ideas

Descriptions 3/4 View ideas

Mahindra Auto is one of India's largest passenger & commercial vehicle manufactures
Required 83 / 90

Discover our range of SUVs, EVs, pickups, buses, trucks and accessories here
Required 76 / 90

Mahindra XUV400: Electrifying Performance Meets Bold Design!
60 / 90

+ Description

Business name and logos
If you don't add a name or logo, Google will use your URL to add them for you

Get access

Sitelinks
Add links to your ads to take people to specific pages on your website.

Mahindra XUV400

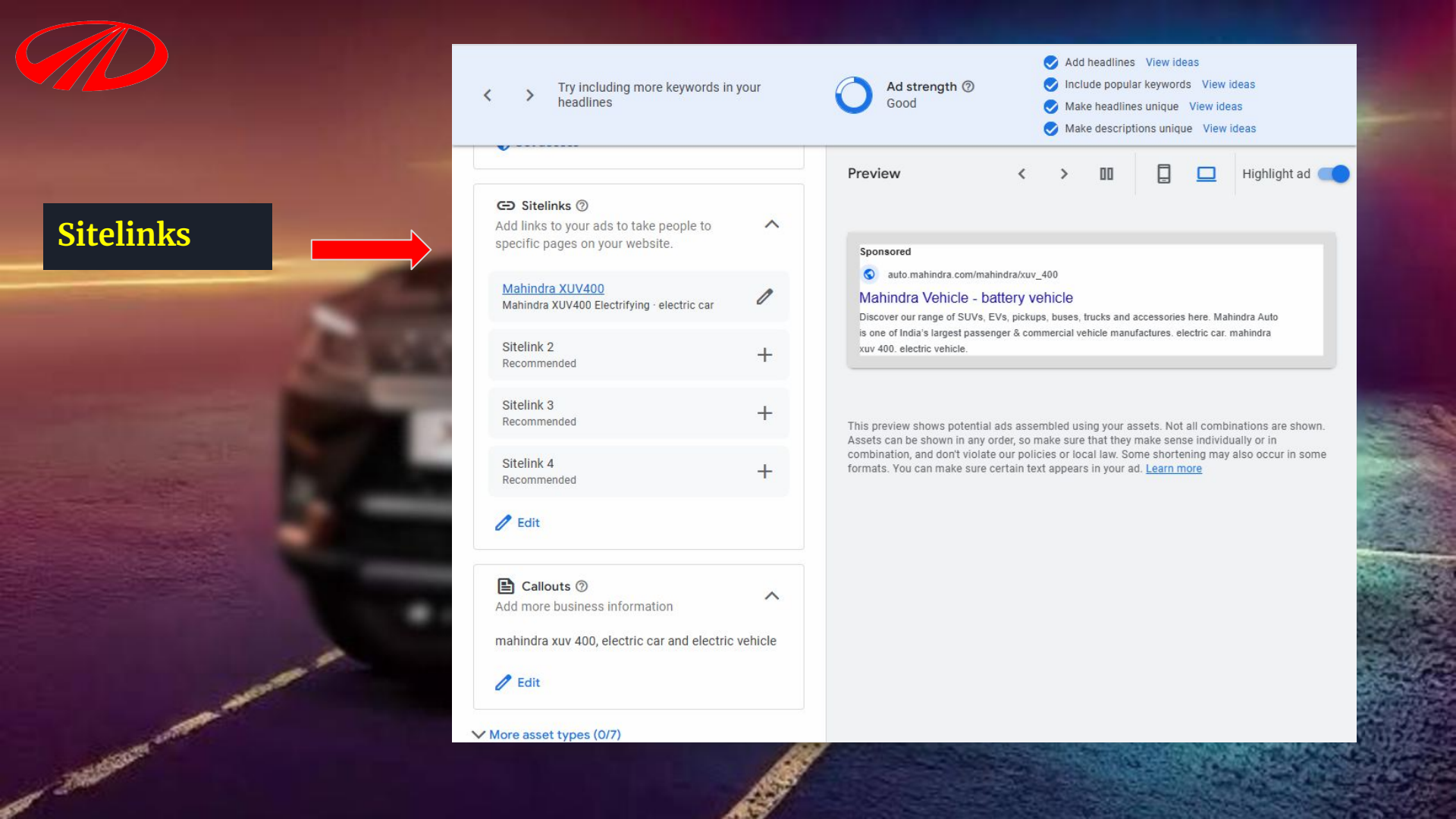
Preview

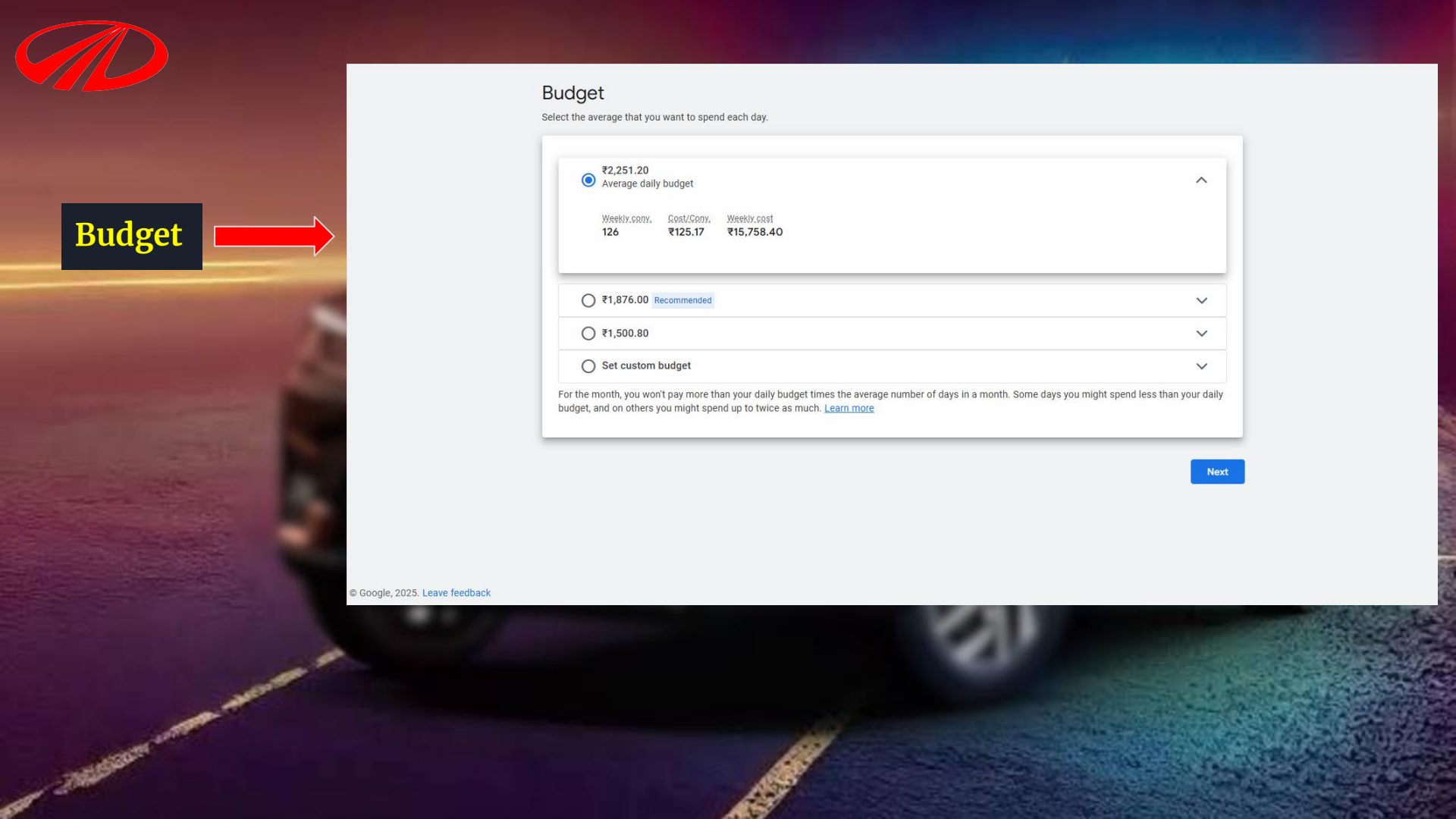
Highlight ad

Sponsored
auto.mahindra.com/mahindra/xuv_400
The All New Mahindra xuv400 - battery vehicle
Mahindra XUV400: Electrifying Performance Meets Bold Design! Discover our range of SUVs, EVs, pickups, buses, trucks and accessories here. electric car.

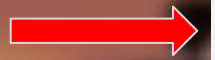
This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more

Sitelinks


Try including more keywords in your headlines
Ad strength
Good
Add headlines View ideas
Include popular keywords View ideas
Make headlines unique View ideas
Make descriptions unique View ideas
Sitelinks
Add links to your ads to take people to specific pages on your website.
Mahindra XUV400
Mahindra XUV400 Electrifying · electric car
Sitelink 2
Recommended
Sitelink 3
Recommended
Sitelink 4
Recommended
Edit
Callouts
Add more business information
mahindra xuv 400, electric car and electric vehicle
Edit
More asset types (0/7)
Preview
Highlight ad
Sponsored
auto.mahindra.com/mahindra/xuv_400
Mahindra Vehicle - battery vehicle
Discover our range of SUVs, EVs, pickups, buses, trucks and accessories here. Mahindra Auto is one of India's largest passenger & commercial vehicle manufactures. electric car. mahindra xuv 400. electric vehicle.
This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more


Budget
Budget
Select the average that you want to spend each day.
₹2,251.20
Average daily budget
Weekly conv.
126
Cost/Conv.
₹125.17
Weekly cost
₹15,758.40
₹1,876.00 Recommended
₹1,500.80
Set custom budget
For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. Learn more
Next
© Google, 2025. Leave feedback

Campaign Overview



Overview

Campaign name	Mahindra XUV Search AD
Campaign type	Search
Objective	Leads
Goal	Page views

Bidding

Bidding	Maximise conversions
Customer acquisition	Bid equally for new and existing customers

Campaign settings

Networks	Google Search Network, Search partners
Locations	Tamil Nadu
Languages	English and Tamil
Audiences	Current University Students + 12 more
Broad match keyword	On: Use broad match keywords for your entire campaign
Start and end dates	18 January 2025 - 19 March 2025

Keywords and ads

Keywords	9 keywords
Ads	1 ad

Budget

Budget	₹2,251.20/day

Publish campaign

THANK YOU