



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.



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.

TARGET

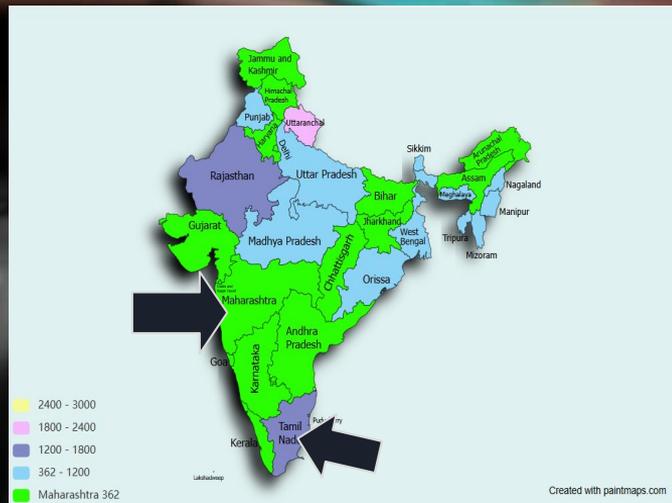
LOCATION

TAMIL NADU:

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

Primarily driven by electric two-wheelers.

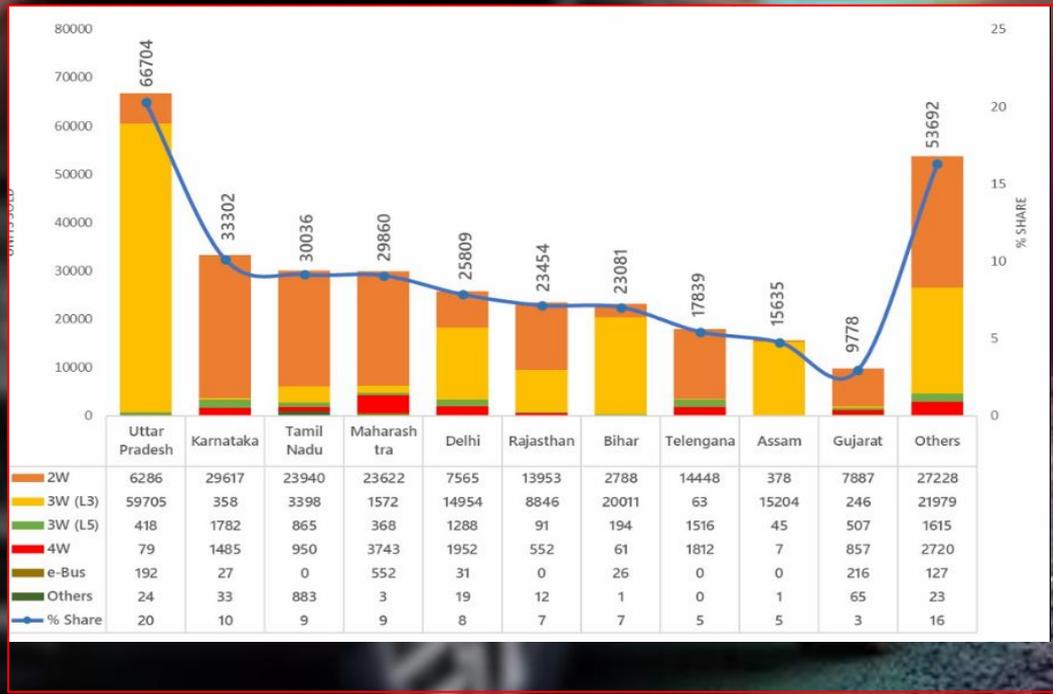
Investments from key manufacturers like Ola and Ather.





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.





BUDGET ALLOCATION

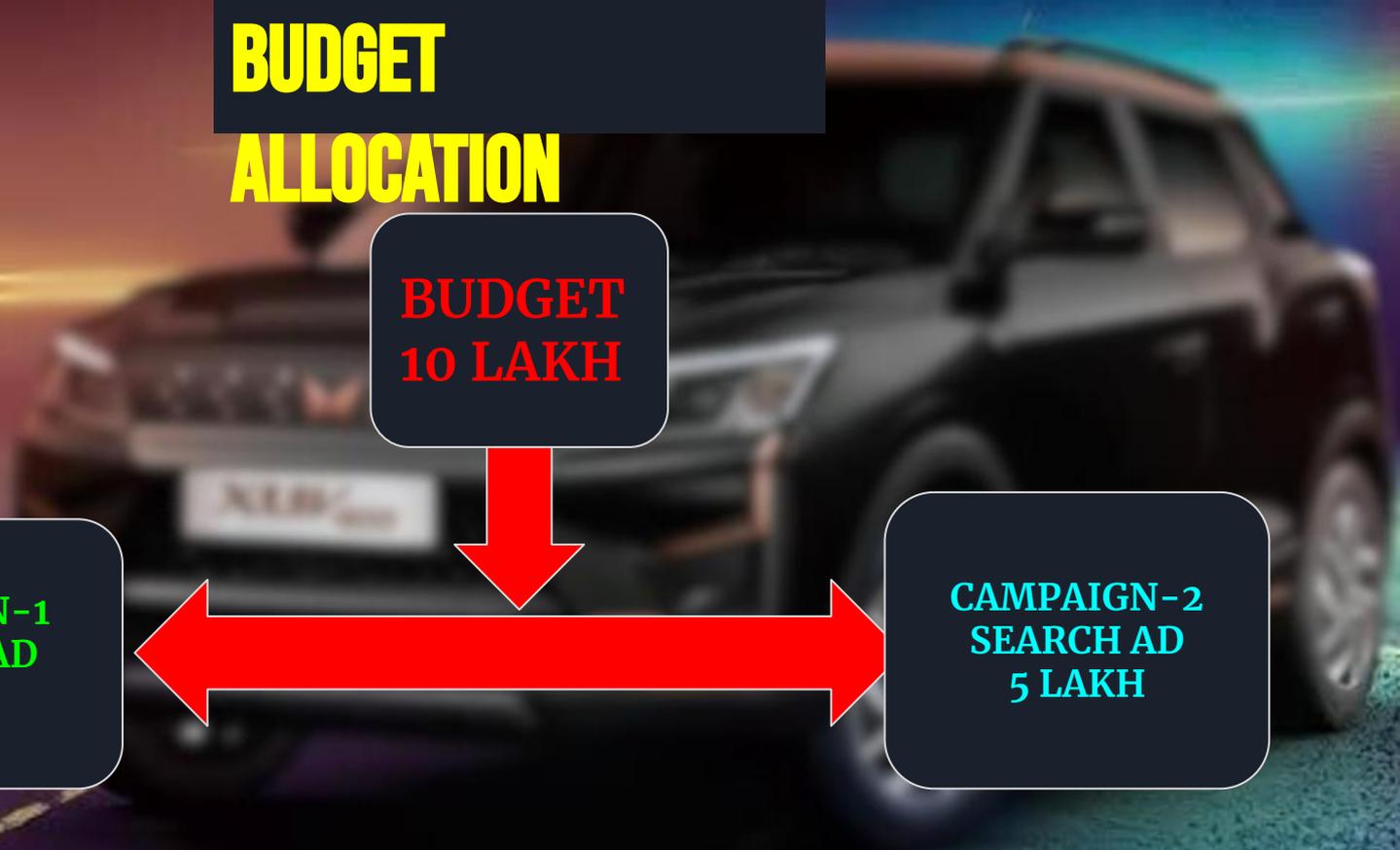
**BUDGET
10 LAKH**



**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



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

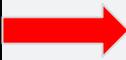
Sales Drive sales online, in app, by phone or in store	Leads Get leads and other conversions by encouraging customers to take action	Website traffic Get the right people to visit your website	App promotion Get more installs, engagement and pre-registration for your app
Awareness and consideration Reach 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.	

Display Campaign Type



Display Reach customers across three million sites and apps with engaging creative	Video Reach viewers on YouTube and get conversions	Demand Gen Drive demand and conversions on YouTube, Discover and Gmail with image and video ads
--	--	---

Campaign name



This is the web page people will go to after clicking your ad

<https://auto.mahindra.com/suv/xuv400/X400.html>

Campaign name

mahindra xuv 400 Display AD



Target Location



Campaign settings

Locations

Select locations for this campaign

All countries and territories
 India
 Enter another location

Locations (1)
Maharashtra, India state

Enter a location to include or exclude [Advanced search](#)

[Location options](#)

Start and End Date



Start and end dates

Start date
18 Jan 2025

End date
 None
 19 Mar 2025

Your ads will continue to run unless you specify an end date.

[More settings](#)

[Next](#)



Budget and bidding



Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 8,224.00

The most that you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days, you might spend more or less than your daily budget. [Learn more](#)

Bidding

[Back to previous bidding options](#)

Select your bid strategy [?](#)

Maximise clicks

Set a maximum cost per click bid limit

Maximum CPC bid limit [?](#)

₹ 25.00

With 'Maximise clicks', Google Ads automatically sets your bids to help get as many clicks as possible within your budget

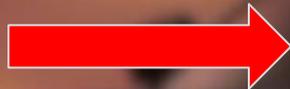
A maximum CPC bid limit caps each cost-per-click bid. This could limit the clicks on your ad.

The strategy that you select here will be applied to this campaign only.

[Learn more about Maximise clicks bidding](#)



Targeting



Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#).

Edit targeted segments Done

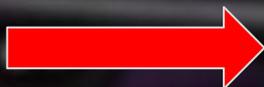
Search Browse 16 selected Clear all

Search xuv

- What they're actively researching or planning (18)
- In-market: other John Deere Utility Vehicles
- In-market: other Mahindra
- In-market: other ATVs

- Vehicles & Transportation > Car Enthusiasts
- Performance & Luxury Vehicle Enthusiasts
- In-market: other
- SUV Deals
- Mahindra
- Electric Cars

Demographic



Demographics

Suggest people based on age, gender, parental status or household income

Targeted demographics

- Age
18 - 24 + 4 more
- Household income
Unknown + 4 more



keyword



Keyword settings



Keywords

Suggest terms related to your products or services to target relevant websites ⓘ

Edit targeted keywords Done

xuv 700 price
car india price
suv car price in india
ev cars in india price
electric car price in india
best electric suv
suv electric car
mahindra suv price
car price
all electric car
xuv 700 price on road
mahindra ev price
auto car price
best electric cars
mahindra xuv price
mahindra cars price
mahindra price
electric vehicle india

18

Get keyword ideas

🔗 <https://auto.mahindra.com/suv/xuv400/X400.f>

🔍 Enter your product or service

Keywords	relevance
+ vehicle price	43

Add all ideas

Keyword setting ⓘ

Audience: Show ads to people likely to be interested in these keywords and also on web pages, apps and videos related to these keywords

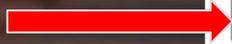
Content: Only show ads on web pages, apps and videos related to these keywords



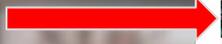
AD Creation



Business name



Images



Logos



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

Ad strength Excellent

Images ✓ Video ✓ Headlines ✓ Descriptions ✓

Final URL <https://auto.mahindra.com/suv/xuv400/X400.html>

Business name Mahindra XUV 400 16 / 25

Images Add up to 15 images [Learn more](#)

 [Edit](#)

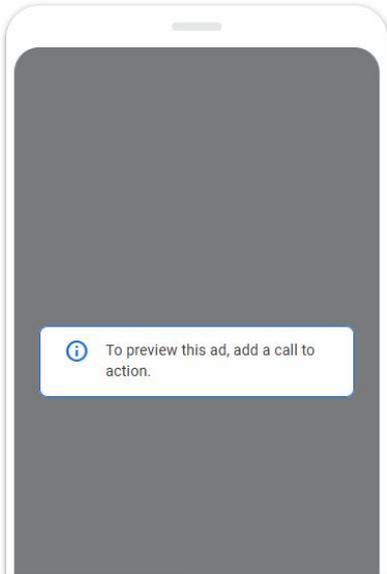
Logos Add up to 5 logos

 [Edit](#)

Videos Optional (portrait and landscape around 30 seconds work best)

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

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



To preview this ad, add a call to action.



Headlines



Long Headlines



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

Ad strength Excellent

Images

Headlines

Video

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



Headlines



Video



Descriptions

Descriptions [?]

Add up to 5 descriptions

Suggested descriptions

[More ideas](#)

ⁱ 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 & comr

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
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Publish campaign



Keywords Selected From



Keyword Planner >

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

Keyword ideas Forecast Saved keywords Negative keywords

Search: mahindra xuv 400, mahindra xuv 400 electric vehicle, electric vehicle, mahindra electric vehicle, mahindra electric suv, xuv 400 electric, mahindra xuv 400

Location: India Language: English Search engine: Google Date range: 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

<input checked="" type="checkbox"/>	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
<input checked="" type="checkbox"/>	mahindra xuv 400	10K - 100K	0%	-90%	Low	-	₹20.45	₹83.77	
<input checked="" type="checkbox"/>	mahindra xuv 400 ele...	1K - 10K	0%	0%	Low	-	₹0.28	₹38.98	
<input checked="" type="checkbox"/>	electric vehicle	100K - 1M	0%	0%	Low	-	₹5.02	₹136.67	
<input checked="" type="checkbox"/>	mahindra electric vehi...	10K - 100K	+900%	+900%	Low	-	₹0.22	₹124.81	
<input checked="" type="checkbox"/>	mahindra electric suv	1K - 10K	+9,900%	+900%	Low	-	₹21.59	₹41.02	
<input checked="" type="checkbox"/>	xuv 400 electric	1K - 10K	0%	-90%	Low	-	₹0.22	₹45.89	
<input checked="" type="checkbox"/>	mahindra xuv 400 ele...	100 - 1K	0%	0%	Low	-	₹0.23	₹38.98	
<input checked="" type="checkbox"/>	xuv 400	10K - 100K	0%	0%	Low	-	₹0.27	₹76.84	
<input checked="" type="checkbox"/>	mahindra vehicles	1K - 10K	0%	0%	Low	-	₹10.49	₹75.11	
<input checked="" type="checkbox"/>	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

<p>Sales Drive sales online, in app, by phone or in store</p>	<p>Leads Get leads and other conversions by encouraging customers to take action</p>	<p>Website traffic Get the right people to visit your website</p>	<p>App promotion Get more installs, engagement and pre-registration for your app</p>
<p>Awareness and consideration Reach a broad audience and build interest in your products or brand</p>	<p>Local shop visits and promotions Drive visits to local shops, including restaurants and dealerships</p>	<p>Create a campaign without a goal's guidance Choose a campaign type first, without a recommendation based on your objective.</p>	

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
	Website	1 action



Campaign type ,
Goal & name



Select a campaign type

Search
Get in front of high-intent customers at the right time on Google Search

Performance Max
Reach audiences across all of Google with a single campaign. [See how it works](#)

Demand Gen
Drive demand and conversions on YouTube, Discover and Gmail with image and video ads

Display
Reach customers across three million sites and apps with engaging creative [creative](#)

Shopping
Showcase your products to shoppers as they explore what to buy

Video
Reach viewers on YouTube and get conversions

Select the ways you'd like to reach your goal ⓘ

- Website visits
- Phone calls
- Shop visits
- Lead form submissions
Add lead form on the next step

Campaign name

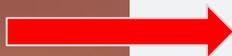
Mahindra XUV Search AD

Cancel

Continue



Bidding Conversions



Bidding

Bidding

What do you want to focus on? ⓘ

Conversions ▾

Set a target cost per action (optional)

Alternative bid strategies like portfolios are available in settings after you create your campaign

Customer acquisition

Bid for new customers only

This option limits your ads to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimise for acquiring new customers. [Learn more about customer acquisition](#)

Next



Networks



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	[Ⓜ]

[Advanced search](#)
For example, a country, city, region or postcode

Location options ∨

Languages ^

Select the languages that your customers speak. [Ⓜ]

Audience segments ∨ Select audience segments to add to your campaign.



Audience Segments



Audience segments

Select audience segments to add to your campaign. You can create new Your data segments by clicking on + New segment in the Search tab. ⓘ

Search	Browse	13 selected	Clear all
<input type="text" value="Try 'performance & luxury vehicle enthusiasts'"/>		Education	<input type="checkbox"/>
		<u>Current University Students</u>	<input type="checkbox"/>
Y Show: Recent and ideas		Education > Highest Level of Educational Attainment	<input type="checkbox"/>
<input checked="" type="checkbox"/> Select all (13)		<u>Bachelor's Degree</u>	<input type="checkbox"/>
<input checked="" type="checkbox"/> <u>Hybrid & Alternative Vehicles (New)</u> ⓘ -		Affinity	
<input checked="" type="checkbox"/> <u>Diesel Vehicles (New)</u> ⓘ -		Vehicles & Transportation > Car Enthusiasts	<input type="checkbox"/>
<input checked="" type="checkbox"/> <u>Diesel Vehicles</u> ⓘ -		<u>Performance & Luxury Vehicle Enthusiasts</u>	<input type="checkbox"/>
<input checked="" type="checkbox"/> <u>Car Enthusiasts</u> ⓘ -		<u>Vehicles & Transportation</u>	<input type="checkbox"/>
<input checked="" type="checkbox"/> <u>Compact Cars (New)</u> ⓘ -		Vehicles & Transportation	<input type="checkbox"/>
<input checked="" type="checkbox"/> <u>Compact Cars (New)</u> ⓘ -		<u>Car Enthusiasts</u>	<input type="checkbox"/>
<input type="button" value="+ New segment"/>			

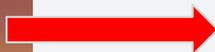
Targeting setting for this campaign ⓘ

Targeting
Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

Observation (recommended)
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments



Start and End date



Start and end dates

Start date

18 Jan 2025

End date

None

19 Mar 2025

Your ads will continue to run unless you specify an end date.

[More settings](#)

Next



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





[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](#)

TT 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

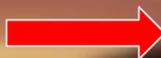
The All New Mahindra xuv400 - battery vehicle

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](#)

Tt 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

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.	Cost/Conv.	Weekly.cost
126	₹125.17	₹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



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
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[Publish campaign](#)



THANK YOU

