WIRE AND CABLE INDUSTRY IN INDIA: A STUDY ON MARKETING STRATEGIES OF BRANDED WIRE AND CABLE COMPANIES

RAHUL DASHARATH MAHAJAN*; DR. KALPANAP. NANDANWAR**

*PH.D RESEARCH SCHOLARS, NORTH MAHARASHTRA UNIVERSITY, JALGAON, MAHARASHTRA-425001

**COORDINATOR, DEPARTMENT OF COMMERCE, M J COLLEGE JALGAON, NORTH MAHARASHTRA UNIVERSITY

ABSTRACT:

The Indian wire and cable industry is predominantly volume driven. The wire and cable market in India comprises nearly 40% of the electrical industry. The purpose of the study is to understand various marketing strategies adopted by branded wire and cable companies. This study is based on secondary source of data. The researcher has studied published work. In the current era of competitive market branded wire and companies adopted various marketing strategies such as market penetration, new product development, promotion strategy. The wire and cable industry is being shifted from unorganized sector to organized sector. Quality and technical parameters with reputed brands play a dynamic role in determining demand of various products. The marketing strategies should have to be adopted continuously after studying various parameters such as customer expectations and perceptions into accounts.

KEYWORDS: Brand, marketing strategies, wire and cable market.

REFERENCES

1. IBIS world: industry report- industry analysis chapter
2. Market research report.biz cable & wire- market research report
3. Wire and cable india: top cable companies in india
5. Deepak chhabaria, executive chairman, finolex cables ltd interview article in electrical monitor August 24, 2013
6. R. Ramakrishnan, vice chairman, joint MD and group CEO, polycab group interview article November 2012.
7. Article on brand update: havells venture into small appliances in marketing practices.
8. 52 types of marketing strategies by BJ buens and scott Jeffrey.
9. Life assurance industry in india: a study on marketing strategies of indian insurance companies. Dr. P chilormohmeedinindian journal of applied research volume:2 issue 2 nov 2012 issn 224955X.