



Presentation on Covid and Post Covid Analysis of TVS Motors

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INTRODUCTION

- TVS was founded in 1978 by T. V. Sundaram Iyengar
- TVS Motor Company (commonly known as TVS) is an Indian multinational motorcycle manufacturer headquartered in Chennai. It is the third largest motorcycle company in India in terms of revenue.
- TVS Motor Company is the flagship company of the TVS Group, being the largest company of the group in terms of valuation and turnover.

FOUNDER AND PROMOTER

- VS Motor Company was founded by T.V. Sundaram Iyengar in 1911.
- The company is headquartered in Chennai, India, and has been in the forefront of the two-wheeler industry for over a century.
- The current promoter of TVS Motor Company is Venu Srinivasan, who is also the chairman and managing director of the company

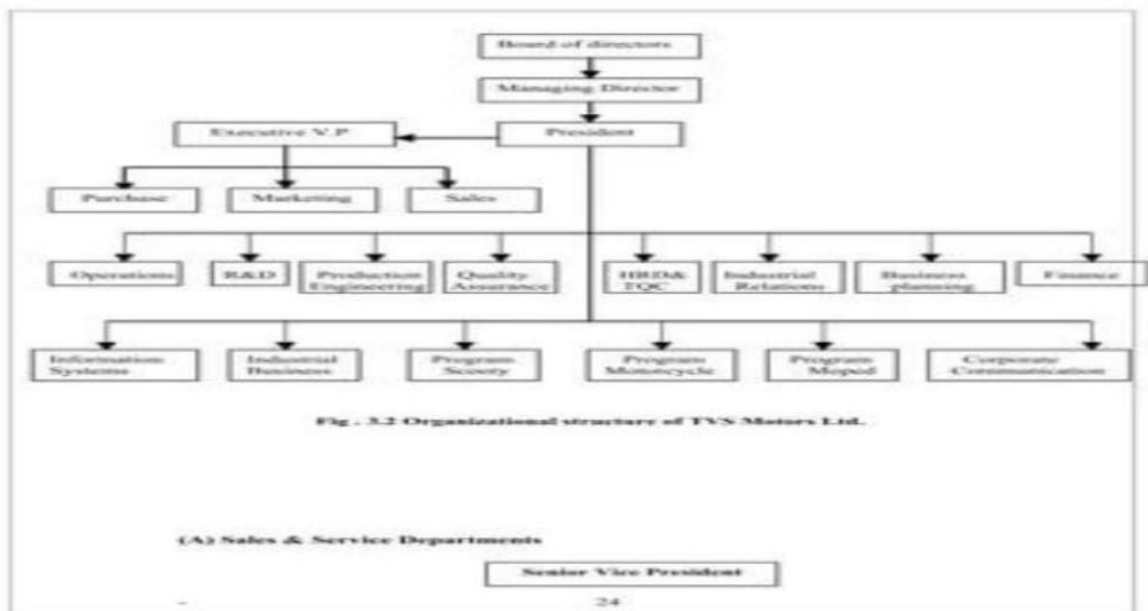
VISION AND MISSION

- TVS Motor will be one among the top two two-wheeler manufacturers in India and one among the top five two-wheeler manufacturers in Asia.
- We are committed to being a highly profitable, socially responsible, and leading manufacturer of high value for money, environmentally friendly, lifetime personal transportation products under the TVS brand, for customers predominantly in Asian markets and to provide fulfillment and prosperity for employees, dealers, and suppliers.

QUALITY POLICY OF COMPANY

TVS is committed to achieving total customer satisfaction through excellence in TQC. We will continuously strive to provide the customer the best value for money by supplying quality product at the right time and at the right price. We shall provide superior after sales service to maintain and reinforce customer satisfaction. This objective will be achieved by continuous improvement through total employee involvement.

MANAGEMENT STRUCTURE



Production Forecasting during Covid-19

- The production of TVs and motors has been impacted by the Covid-19 pandemic. In the initial stages of the pandemic, many factories were shut down due to lockdowns and health concerns, leading to a decrease in the production of these products. Additionally, the decrease in consumer spending and demand also contributed to the decrease in production.
- However, as the pandemic has progressed, many companies have resumed production, implementing safety measures to prevent the spread of the virus. As countries continue to lift restrictions, the production of TVs and motors is expected to increase.
- It is important to note that the situation remains fluid and the production of these products could still be impacted by a resurgence of the virus or other unforeseen events. The global economy and consumer spending are also major factors that could affect the production of TVs and motors.

Production Forecasting of TVS Motors for Post Covid

- The production of TVs and motors is expected to return to pre-pandemic levels in the post-Covid era. The demand for these products has increased as people have been spending more time at home due to lockdowns and social distancing measures. This has led to an increase in the sales of TVs, home entertainment systems, and home appliances.
- Moreover, the implementation of safety measures in factories and the increased use of technology in the manufacturing process are expected to improve efficiency and reduce the impact of future disruptions. This will also result in an increase in the production of TVs and motors.
- However, it is important to note that the post-Covid era is still uncertain, and the production of these products could still be affected by a resurgence of the virus or other unforeseen events. It is also possible that the pandemic may have a long-term impact on the global economy, leading to changes in consumer spending and demand.

MANUFACTURING CHALLENGES DURING COVID

- Supply chain disruptions
- Labor Shortage
- Decreased Demand
- Financial Impact
- Healthy and safety concerns
- Changes in consumer behavior
- Logistics challenges

How the Company handled its employees during covid 19

- Work from home
- Health and safety protocols
- Financial support
- Mental health support
- Community support

Government policies and support

- Relief measures for the automotive sector
- Moratorium on loan repayments
- Support for production and supply chain disruptions
- Relief measures for the wider economy

Thank You