

INTERNSHIP REPORT ON

HERO MOTOCORP LTD

Submitted By

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Submitted To

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELAGAUM**



In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. Catherine Nirmala

Professor

P G Department of Business Administration

Alva's Institute of Engineering and Technology, Mijar, Moodbidri



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI 2021-22



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

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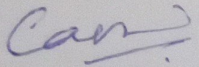
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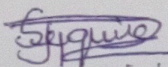
CERTIFICATE

This is to certify that **HARISHA** bearing USN **4AL20BA019** is a bonafide student of Master of Business Administration program of the Institute (2020-21) affiliated to Visvesvaraya Technological University, Belagavi.

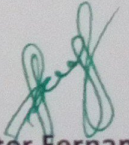
The Internship report on **Hero MotoCorp Ltd** is prepared by him under the guidance of Dr. Catherine Nirmala, Professor, PG Dept. of Business Administration in fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.


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EXECUTIVE SUMMARY

The dominant function of Hero MotoCorp Limited is to produce motorcycles which is best and efficiently suitable for the Indian market. It stands as the best motorcycle in India which sells around 60,000 motorcycles in a month which was a good record considering the competitors in the same market in total including the scooters in the segment of automobile industry. It serves as the best and one among the top competitors of motorcycles in India. It has made the benchmark for selling efficient and most affordable motorcycles in the market and is named as the India's largest two-wheeler manufacturer on the back of high volume of motorcycles, is now aiming for a dominant position in the scooters segment also. Hero MotoCorp has entered into an interesting segment of scooters also and will be unveiling many more productions which can make the company stand out and make the organization more relevant and adopting to the Indian economic market which helps them to attain high level of profits at the same time focus on the consumer needs and be successful as the company.

Their successful strategy of collaboration also has made after a quarter-century of collaboration with Honda Motors of Japan, Hero MotoCorp, Ltd., a motorcycle and scooter manufacturer based in New Delhi, India, went on to dominate its domestic market and become the world's largest maker of two-wheel vehicles.

A qualitative study based on interviews with 32 executives at the firm reveals the crucial role of strategic management of technology and mutual trust in building a productive and rewarding partnership. Focusing on the elements of long-term success, it highlights the importance of indigenization, vendor development, and continuous refinement of technological capabilities while still in the collaborative phase.

The lessons learned from the manufacturer's experience can guide other organizational leaders in designing effective technology management strategies before, during, and after a joint venture. The focus on bringing about the change in the organization with respect to the technology has been the motive and has made it to the mark of production, manufacturing and better sales force to achieve their goals and to build a better demand and reach more customers in the market.

The company is prominently collaborating to make sure their growth in the two-wheeler segment and the scooter segment in been reached to higher demand and to make their products and services available to the customers.