



# NIPPON MOTOR CORPORATION PVT. LTD.

Selected 2011-13



**Director** : Mr. M. A. M. BABU MOOPAN

**Established** : 1999

**Product:** Toyota Passenger Cars

**History:** The Company's first 3S facility of dealership at Nettoor, Cochin was inaugurated by Shri K. Karunkarn, M.P. former Chief Minister of Kerala, on 27th Jan., 2000 in the presence of Mr. Sachio Yamazaki, The Managing Director of Toyota Kirloskar Motor Ltd., Bangalore along with other dignitaries.

The prestigious showroom of international standard with an approximate covered floor space of 85000 sq ft., including service center, office and showroom area is ideally located at Nettoor on the NH-47 Bypass, about 6 kms. south of Vyttila on the way to Alleppey.

In Addition to the above in order to meet the requirements of the customers of the northern and southern part of Kerala the Company has started its 2nd 3S facility dealership at Trichur in April 2002, the 3rd 3S facility at Trivandrum in Oct. 2002, and the 4th 3S dealership started its operation at Kottayam from 1st Jan. 2008. The 5th milestone, the 2nd multilevel 3S dealership facility at Kochi, was inaugurated at Nippon Towers, Kalamassery, on 9th July 2011. These twelve stores, with 400000 sq ft built up area, is the largest automobile dealership in India. The 3S facility offers sales, services parts, accident repairs,

sale of Toyota Certified pre-owned cars- "U-Trust", and accessories all under one roof. Apart from the above body & paint facility centre at Kochuveli, Trivandrum was opened on 2011 itself.



All the facilities listed above are intended to cater every needs of a customer who walks into the showroom either for a Test Drive or for servicing of the vehicle. The customer has always been attended to by experienced and trained staff of Nippon Toyota to their entire satisfaction.

The dealership which started functioning with initial staff strength of 25 has within a short span of ten years, grown to a multi location dealership with staff strength of over 900 and a turnover of over Rs.800 Crores.



### Achievements:

- Best of the Best Dealer Award, was given in 1998, during the World Cup Football in France.
- “Numero Uno” in customer satisfaction among GM Dealers in India –2006
- Best of the Best dealership in India – 2006-2007.

The feather in the cap is that for the last eight consecutive years Mr. Babu Moopan have been awarded with the “Grand Master Award” which is highest honour that General Motors presents to its retailer in Asia Pacific Region.

In the year 1999, Mr. Babu Moopan was also appointed as the Dealer Principal for Toyota in Kerala. He is the CMD of Nippon Motor Corporation Pvt. Ltd.

Nippon Toyota has been ranked as one of the best in the country and the following awards from Toyota forms testimony to this fact.

- Best of the Best –2001
- Winner of All India Kaizen Marathon in 2003 and 2004.
- Best dealer in customer service for four years in a row – 2001,2002,2003 and 2004
- Winner of 7 awards for various customer services in 2006-07 in Sydney, Australia.
- Winner of 12 awards for various customer services in 2007-08 at Hong Kong.
- Winner of 10 awards for various customer services in 2008-09 at Bangkok.
- Winner of 14 awards for various sales, C.R., and customer services in 2009-10, including the “Platinum Award” from the Chairman.
- Winner of Best of the Best Dealer Award in 2010-2011 at New Delhi.

**Market:** Trichur, Ernakulam, Kottayam, Idukki, Alleppey, Pathanamthitta, Kollam and Trivandrum districts of Kerala.

**Brand Values:** It is our goal to deliver the highest customer experience at all touch points and to create a cycle of customer for life.

**Recent developments:** Autocar & Bloomberg TV has presented us with “Best Dealer Award”, at the Taj Lands End Hotel, on 13th January 2012.

**Promotion:** The Company concentrates its efforts to increase sales and achieve a sustainable competitive advantage through customer satisfaction. The various strategies followed by the company include

- State of the art showrooms, Road shows, Courteous and well trained sales staff, Test Drive, Customer meets, Special Schemes, Advertisements, Joint marketing



efforts with insurance companies and retail finance companies, Sponsoring of events, Displays at malls, grounds and apartments, SMS & Tele Out, Preview of new models, Direct Mailers.

**Future plans:** We are reaching out to the customer door step by increasing the depth of our presence with an additional 3S (Sales, service, spares) facility at Trivandrum and a new 3S facility at Kollam.

**Facilities for staff members:** Adequate.

**Mantras to become a successful entrepreneur:** It is the ability to envisage the dynamic external environment and make course correction or chart out a new path to stay top of mind of your target customers. ES=CS “Employee satisfaction leads to Customer satisfaction.”

**Corporate Social Responsibility:** We have taken the lead steps towards being a good corporate citizen by adhering to the high environmental standards (ISO 14001 certified). We believe the business is as healthy, as the health of the community around it. We have lead the initiative for Green Awareness, Road safety in schools and among our customers.

**Salient features:** During our initial years of business, we were focusing on achieving customer satisfaction through process enhancement. Over the years, we have realized that employee satisfaction would naturally lead to customer satisfaction. Customer satisfaction is a by-product of employee satisfaction.

