

Mr Jagdish Khattar
Managing Director
Maruti Udyog Limited

Mr Jagdish Khattar is the Managing Director of Maruti Udyog Ltd.

When Mr Jagdish Khattar took the reins of Maruti Udyog six years ago, the company was feeling the heat of competition from global car majors. He put in place a comprehensive strategy for customer retention, leading Maruti into new service businesses including car finance, car insurance and sale and purchase of pre owned cars. These services leveraged Maruti's large customer base and extensive network, and helped reverse the decline in marketshare by increasing customer pull for Maruti cars. These have also created new revenue streams for dealerships, and enabled them to be more aggressive in the new car market.

A civil servant of 28 years, most of them as head of public sector companies, Mr Khattar's experience in turning around units helped him resolve a difficult industrial relations problem in Maruti.

In recent years, Maruti has reduced cost and improved quality across the value chain, assisting Mr Khattar in his vision of Putting India on Four Wheels.

Mr Khattar oversaw the revamp of the company's Service network, which made Maruti the only car company ever to be rated first in Customer Satisfaction for six years in a row in the J D Power Customer Satisfaction Survey.

During Maruti's Public Issue, he led road shows across the globe and secured participation from several 'Platinum' Institutions in what was widely acknowledged as one of the most successful public issues in the history of Indian capital markets.

Mr Khattar was Ernst and Young's "Manager Entrepreneur of the Year" (2003). The Institute of Driving Training and Research, which Maruti manages for Delhi government, and the Children's Park at India Gate, are among Mr Khattar's favourite initiatives. Reflecting his concern about unsafe roads in India, three of the first 18 Maruti Driving Schools have been launched.

A graduate of St Stephens College and a qualified lawyer, Mr Khattar likes to walk and read. He is married and has two sons.

Maruti Udyog Limited

Maruti Udyog Limited, a subsidiary of Suzuki Motor Corporation of Japan, has been the leader of the Indian car market for about two decades. Its manufacturing plant, located some 25 km south of New Delhi in Gurgaon, has an installed capacity of 3,50,000 units per annum, with a capability to produce over half a million vehicles.

The company has a portfolio of 11 brands, including Maruti 800, Omni, premium small car Zen, international brands Alto, WagonR and Swift, off-roader Gypsy, mid size Esteem, luxury car Baleno, the MPV, Versa and Luxury SUV Grand Vitara XL7.

At the end of 2004-05, Maruti had a market share of about 54.5 per cent of the Indian passenger car market. The company sold record 5,36,301 vehicles in 2004-05, including 48,899 vehicles exported mainly to Europe and South Asia. Maruti's cumulative exports are about 4 lakh units.

In recent years, Maruti has made major strides towards its goal of becoming Suzuki Motor Corporation's R and D hub for Asia. It has introduced upgraded versions of all its existing products completely designed and styled in-house.

Maruti's contribution as the engine of growth of the Indian auto industry, indeed its impact on the lifestyle and psyche of an entire generation of Indian middle class, is widely acknowledged. Its emotional connect with the customer continues.

Customers have rated the company number one in customer satisfaction yet again in the J D Power Survey 2005. Maruti is the only market leader in the world to be ranked number one in customer satisfaction, and the only company to top customer satisfaction rankings for six years in a row. The company has also been ranked number one in J D Power Sales Satisfaction Survey two years in a row.

The company's quality systems and practices have been rated as a "benchmark for the automotive industry world-wide" by A V Belgium, global auditors for International Organisation for Standardisation.

MUL is currently setting up a network of Driving Training Schools across India, in collaboration with its dealers. These state-of-the-art institutes, offering practical, theory and simulator training along international lines, are aimed at making roads safer. The company also manages the Children's Park near India Gate in New Delhi.

Maruti's channel partners own and manage 335 sales outlets across 203 Indian cities. The service network covers over 1054 towns and cities, bolstered by 1983 authorised service outlets. The company's service businesses include sale and purchase of pre owned cars (TrueValue), Maruti Insurance and Maruti Finance. These initiatives, besides providing total mobility solutions to customers in a convenient and transparent manner, have helped improve economic viability of the company's dealerships.

Maruti had a successful fiscal in 2004-05. Maruti's Total Income (net of excise) during the year was Rs. 113,538.7 million, a growth of 19.7 per cent over the previous year. The company's Net Profit during this period was Rs. 8536.3 million, up 57.4 per cent over 2003-04.

The company is listed on Bombay Stock Exchange and National Stock Exchange.

