

## ABSTRACT

Indian automobile sector is one of the most prominent sectors across the globe. Today due to increased competition & change in customer needs, companies are very much conscious about framing a different strategy. Companies today realized that Innovative branding & marketing strategies are vital to grab the market. The Indian automobile market presently crammed with tremendous competition. To cope up with this competition and heavy risk, companies need to design exceptional and influential marketing strategy. For this, companies have to set clear vision while framing its marketing strategy. To capture the Indian market company has focused on Innovative Marketing, Advertising and Brand positioning strategies.