



**BAJAJ**





You can resist an invading army;  
you cannot resist an idea whose time has come.

~Victor Hugo

Qute is a four-wheeled vehicle, introduced in India by the world's largest 3-wheeler maker, but it is not a car! It is a Quadricycle, a new vehicle category, recently introduced in India, catering to intra-city people transport. To be sold primarily as a commercial vehicle, Qute is a smart, stable, safe, economical & environmentally friendly last-mile, urban mobility solution. Qute is indeed an idea whose time has come!

Globally, Qute is sold in more than 20 countries, with strong presence in Africa and Central America. Qute was recently launched in Sri Lanka.

### So what makes Qute special?



**Light in weight:** Qute weighs under 450kgs, that is 37% lighter than the smallest car in the market.



**Small turning radius:** With a circle turning radius of just 3.5m, Qute can handle the twists and turns of Indian urban roads with ease.



**Greenest 4-wheeler:** Qute being 37% lighter than the smallest car, it emits only 66 gm of CO<sub>2</sub> per km, that is 37% lower carbon emission than that of the smallest car.



**Qute is safe:** The 4<sup>th</sup> wheel adds stability to the vehicle which makes it safer. Qute has a hard top, an enclosed body structure with doors and seat-belts for all 4 occupants. Maximum speed of Qute is restricted to 70kmph and being light in weight it limits the damage caused on impact ( $\text{Momentum} = \text{mass} * \text{velocity}$ ). This makes Qute safe, both for occupants and other commuters.



**It's an energy efficient vehicle:** Qute comes with 216.6cc Rear Engine in Petrol, CNG & LPG variants. It is powered by a new, patented, water-cooled 3 spark, 4 valve, 5 gear engine giving it a fuel efficiency of 36 km per litre.

With these features Qute will appeal to auto-rickshaw owners as well as urban commuters.

Will Qute appeal only to auto-rickshaw owners?  
We certainly think Qute has more to offer in the people  
mobility space.

**This is where you come in – position Qute appropriately.**





By creating categories,  
we build long term businesses.

~Rajiv Bajaj

## Part 1:

- Identify top 3 intra-city Target Groups for Qute. Tell us why.
- Identify 5 cities in India where you think Qute can be launched. Tell us why.
- Submit your solution in not more than 3 slides (excluding introductory slide\*, word limit – 75 per slide).
- Shortlisted teams will get to present their solution for Part 2 at your campus to our Leaders.

\*Your introductory slide should contain Institution Name, Team Name & Participant/s names.  
Naming convention: Institution Name\_Team Name\_Team Leaders's Name

If you can't explain it simply,  
you don't understand it well enough.



~Albert Einstein

## Part 2:

For the Targets Groups & Cities that you have identified present  
Market Analysis including

- a) Market Size & Share
- b) Competitive landscape
- c) Growth Potential

Go to Market Strategy including:

- a) Value Proposition
- b) Positioning
- c) Channel
- d) Promotion

To know more about Qute, visit  
<https://www.bajajauto.com/bajajqute/index.html>



Products are built in factory;  
brands are created in minds.

~Jack Trout

## Rules

- Register in team of two or go solo.
- The ideas, content & material emerging from the competition would be solely owned by Bajaj Auto Ltd.
- DO NOT post any content on any digital media platform or in print without prior approval from us.
- DO NOT denigrate any brands including those of our competitors'.

## What are we looking for?

Crisp & Concise Content  
Critical Thinking & Analysis  
Compelling Brand Positioning

## Rewards

- Campus winner(s) receive PPO/PPI and a total cash prize of ₹1,00,000/-
- Campus runner(s)-up receive PPO/PPI and a total cash prize of ₹ 50,000/-
- Other teams are also eligible to be awarded PPIs & Rewards based on the quality of entries.

## Timelines

Register by August 12, 2018, 11:59:59 PM  
Submit Part 1 entries by August 19, 2018, 11:59:59 PM  
Campus Round – Will be communicated by your Placement Committee

**A smart move to meet urban needs**



For registration scan the QR Code:  
or visit [bit.ly/2KdXIbE](http://bit.ly/2KdXIbE)



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