MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(Deemed to be University)
Affiliated to JNTUA, Ananthapuramu & Approved by AICTE, New Delhi
NAAC Accredited with A+ Grade, NIRF India Rankings 2024 - Band: 201-300 (Engg.)
NBA Accredited - B.Tech. (CIVIL, CSE, ECE, EEE, MECH, CST), MBA & MCA

A Report on
"Smart Selling: Leveraging Digital Tools to win the Modern Automobile Customer"
Organized by School of Management
on 21.02.2026

Report Submitted by: Dr. K. Venkateswarlu, Assistant Professor, School of Management.
Resource Person Details: Dr. S. S. Krishna Kumar, Lead – Retail Transformation, TVS Motor Company, Hosur.
Timings: 11:00 AM to 1:00 PM at Seminar Hall B.
Mode of Conduct: Offline
Report Received on 23.02.2026.

Industry Talks play a significant role in management education by bridging the gap between academic learning and real-world business practices. Such sessions expose MBA students to contemporary industry trends, managerial challenges, and emerging technologies, thereby enhancing their employability and professional competence. Interaction with industry experts helps students understand practical applications of theoretical concepts, develop industry-oriented skills, and gain insights into corporate expectations. In this context, the School of Management, Madanapalle Institute of Technology & Science (MITS), regularly organizes industry-oriented programes to provide experiential learning opportunities to students.
In line with this objective, the School of Management organized an Industry Talk on "Smart Selling: Leveraging Digital Tools to Win the Modern Automobile Customer" on 21 February 2026 from 11:00 AM to 1:00 PM at Seminar Hall B. The programme was aimed at familiarizing MBA students with digital transformation in automobile retailing and the role of analytics in modern marketing and sales strategies.

The session was delivered by **Dr. S. S. Krishna Kumar, Lead – Retail Transformation, TVS Motor Company, Hosur**, who shared his extensive industry experience and practical insights into digital retail strategies and customer analytics. The session started with Ms. Poojitha, I MBA, inviting the dignitaries, faculty members, and students to the programme and welcoming the gathering.

Objective of the event
The objective of the Industry Talk was to expose MBA students to digital selling practices and the use of digital tools in the automobile industry. The programme aimed to improve students' understanding of customer behavior, data-driven marketing, and CRM applications, and to bridge the gap between classroom learning and industry practices.

Highlights of the Session
During the session, Dr. Krishna Kumar delivered an interactive and experience-driven lecture on the evolving dynamics of automobile retailing in the digital era. He explained how leading automobile companies leverage digital intelligence and customer analytics to understand changing customer preferences, enhance decision-making, and optimize marketing and production strategies. He emphasized that digital transformation has significantly altered the customer journey, making digital platforms a critical touchpoint in automobile purchasing decisions.

- Shift from traditional showroom enquiries to **digital-first customer interactions through websites and social media platforms**.
- Customers increasingly **compare multiple brands online before making purchase decisions**, highlighting the importance of digital presence.

- Importance of **customer data analytics, enquiry response time, regional demand patterns, and colour preferences** in marketing and production decisions.
- Role of **Net Promoter Score (NPS)** in measuring customer satisfaction and identifying brand promoters.
- Significance of **CRM systems and digital feedback loops** in enhancing customer engagement and managerial decision-making.
- Emphasis on **Artificial Intelligence, digital tools, and data analytics skills as essential competencies for future managers**.

Addressing the MBA students, the resource person stressed that technological adaptability and digital literacy are indispensable for modern corporate careers and entrepreneurship. He encouraged students to continuously upgrade their analytical and digital skills and actively engage in professional networking to enhance industry readiness and career prospects. He also highlighted the importance of structured communication and confidence in corporate environments.
The session witnessed enthusiastic participation from MBA students, who actively interacted with the speaker on automobile buying behavior, digital enquiry systems, and the role of social media in influencing customer decisions. The interactive discussions provided students with practical insights into real-world retail transformation strategies and helped them connect classroom theories with industry practices.


Overall, the Industry Talk successfully bridged the gap between academic theory and corporate practice and reinforced MITS's commitment to industry-integrated management education. The programme concluded with a Vote of Thanks delivered by Ms. Poojitha, expressing gratitude to the resource person, coordinators, faculty members, and participants for the successful conduct of the programme.


The event was coordinated by Dr. Bhanu Sree Reddy, Dean, School of Management, as Programme Coordinator, and Dr. K. Venkateswarlu as Co-Coordinator. All faculty members of the School of Management participated in the session and took part in the discussions, which helped in strengthening industry–academia interaction.

Outcome of the event

The Industry Talk helped MBA students gain practical knowledge about digital selling practices and the use of analytics in the automobile industry. Around 100 students actively participated in the session and gained a better understanding of customer behaviour, data-driven marketing, and CRM applications. The programme also increased awareness about the importance of digital tools and AI in modern management careers and strengthened industry–academia interaction.