

# A Study of the Effects of Covid-19 Pandemic on Share Investment of Tata Motors w.r.t. NSE from 1st April 2020 to 31st March 2021

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**Abstract:** *Tata motors Limited is India's largest automobile company. It is the largest commercial vehicle manufacturer in India and 2nd largest passenger car and bus manufacturer. This project is an attempt to analyze the effects of Covid-19 pandemic on share investment in Tata motors on NSE from 1st April 2020 to 31st March 2021. This research aims to find the pre and post pandemic situation or changes in market of TATA Motors. It is necessary to know about the changes in share prices of tata motors and the effect of covid-19 on the price and investments on tata motors. As the activities on a stock market tend to be specialized and not understood by common people, this chapter will give some basic definitions and review stock market history, participants, operations and importance, so as to serve as a basis for understanding how stock market can help promote investment and trade in a monetary zone. Besides, review of other studies will be done in this chapter to give various dimensions of stock market in an economy.*

**Keywords:** Automobile, Tata Motors, Covid-19, Share Market.

## I. INTRODUCTION

National Stock Exchange of India Limited (NSE) is the leading government owned stock exchange of India, located in Mumbai, Maharashtra. It is under the ownership of Some leading financial institutions, Banks and Insurance companies. NSE was established in 1992 as the first dematerialized electronic exchange in the country. NSE was the first exchange in the country to provide a modern, fully automated screen-based electronic trading system that offered easy trading facilities to investors spread across the length and breadth of the country. VikramLimaye is Managing Director & Chief Executive Officer of NSE.

National Stock Exchange has a total market capitalization of more than US\$3 trillion, making it the world's 9th-largest stock exchange as of May 2021. NSE's flagship index, the NIFTY 50, a 50 stock index is used extensively by investors in India and around the world as a barometer of the Indian capital market. The NIFTY 50 index was launched in 1996 by NSE. However Vaidyanathan (2016) estimates that only about 4% of the Indian economy / GDP is actually derived from the stock exchanges in India.

Unlike countries like the United States where nearly 70% of the country's GDP is derived from large companies in the corporate sector, the corporate sector in India accounts for only 12-14% of the national GDP (as of October 2016). Of these only 7,800 companies are listed of which only 4000 trade on the stock exchanges at BSE and NSE. Hence the stocks trading at the BSE and NSE account for only around 4% of the Indian economy which derives most of its income-related activity from the so-called unorganized sector and household spending

## II. LITERATURE VIEW

As the activities on a stock market tend to be specialized and not understood by common people, this chapter will give some basic definitions and review stock market history, participants, operations and importance, so as to serve as a basis for understanding how stock market can help promote investment and trade in a monetary zone. Besides, review of other studies will be done in this chapter to give various dimensions of stock market in an economy.

## III. OBJECTIVES

- To understand the terms and conditions, risk factors of share market individually.

- To analyse the growth in share market of TATA Motors during pandemic.
- To analyse the various factors of share market, concepts and pandemic.
- To know how many peoples are invest in share market before lockdown- duringlockdown- after lockdown.

### 3.1 Hypothesis

**H0 (Null Hypothesis):** There is no fluctuation of market of TATA MOTORS during pandemic and steady growth in 2021.

**H1 (Alternate Hypothesis):** There is fluctuation of market of TATA MOTORS during pandemic and steady growth in 2021

## IV. RESEARCH METHODOLOGY

Research methodology is an important tool in any research work. It acts as guideline and road in completion of research. It is scientific search for data and information on as particular topic research is search for knowledge.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done systematically. In that various steps, those are generally adopted by a researcher in studying his problem along with the logic behind them. It is important for research to know not only the research method but also know methodology.

Research Type

The research type is Descriptive Type.

Research Technique

The researcher is using quantitative & qualitative technique for the research.

Research Method

The Method used in research is the Conventional Method.

## V. DATA COLLECTION SOURCES:

Primary Data

Secondary Data

Primary Data:

Primary data is collected from by using survey method. Questionnaire is a tool of survey.

Sampling Methodology

Population : 150

Sampling Technique : Random

Sample size : 32

Secondary Data:

Secondary data are those which have already been collected by someone else and have already been passed through a statistical process. In this project report, both types of data have been used. Mainly, secondary data is used such as annual reports, Various Reports etc. Past literature will be reviewed and referred to for the purpose of secondary data collection.

Annual Reports

Internet

Company journal

Graphs

**Justification:** It is important to collect and study the secondary data since this data will help to understand the past findings and studies already carried for the same topic.

## VI. DATA ANALYSIS & INTERPRETATION

As we analyzing that of every month, there were fluctuation in market by some points, as it sometimes up and down. The data analysis from April 2020 to March 2021 mentioned in the project.

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In April 2020, there were ups in the market by 30%, in another there were downs by 0.5% in May 2020. There were 2 months continuously tata motors at top by 10 % and 3% in June and July 2020 respectively



In August there was slightly change in share price that was around INR 104 to INR 105 and. Another point there was down by 8% in Sept

As we all know that there was no steady flow in market.. That there were continuous change in share market. When we see October and November, there were decreasing or increasing in prices of shares that was around INR 133 to INR 178.

entered into the 2021, prices slowdown to 2 to 3% in December and start grown from INR 182 to INR 262 per share in Jan 2021.



February 2021 is the time changing for investors for selling the shares as the prices of shares again increases up to 20% and fallen by 10% in March 2021.

## VII. FINDING & RECOMMENDATION

After studying the Tata motors shares and its performance for the FY 1<sup>st</sup> April 2020 to 31<sup>st</sup> March 2021 at NSE we have come across and tremendous and outstanding performance of an individual shares as of Tata motors. In the following we will be propagating the performance, initiatives, causes, new collaborations, ventures, public response, etc. during covid 19 pandemic.

1. Tata Motors adopts a 3-pronged CSR approach to combat Covid-19.
2. Tata Motors extends warranty for its customers worldwide, along with introducing a host of other initiatives.
3. Tata Motors provides holistic support to truck drivers and fleet operators for seamless supplies Provides food and medical support to truck drivers; 24x7 service and financial assistance to transporters and fleet owners.
4. Enjoy a 6-month EMI holiday on your new Tata Car.
5. Tata Motors, India's leading automobile manufacturer donated 10 ICU beds in the fight against COVID-19 pandemic.
6. Tata Motors introduces India's largest tipper truck, the Signa 4825.TK the country's first 16-wheeler, 47.5-tonne tipper truck; built specifically for the surface transport applications.
7. Tata Motors launches the XM (S) variant of the Tata Nexon Offers the most affordable Electric Sunroof vehicle in India, at INR 8.36 Lakhs onwards.
8. Tata Motors launches Harrier XT+ Offers the Best-in Segment Panoramic Sunroof at an introductory price of Rs 16.99 lakhs.
9. Tata Motors announces the third year of association with the Dream11 IPL, as its premium hatchback, ALTROZ becomes the Official Partner for the tournament.
10. Tata Motors delivers 51 Winger Ambulances to Zilla Parishad of Pune.
11. Tata Motors Passenger Vehicles Business to provide exclusive Festive financing offers to its customers.
12. Tata Motors Achieves the Milestone of Producing 4 million Passenger Vehicles Expresses its gratitude towards customers with the 'We Love You 4 million' campaign
13. Tata Motors fuels engineering ambitions of India's underprivileged students –
14. Tata Motors rolls out the 1,50,000th Nexon
15. Tata Motors launches the XM+ variant of the Altroz Brings touchscreen infotainment at an accessible price to its customers.

16. Tata Motors supports Vijayawada Municipal Corporation's mission for clean-fuel vehicles, delivers 25 Ace CNG models.
17. Tata Motors brings more cheer to the season; launches 'India ki Doodri Diwali' campaign.
18. Tata Motors delivers state-of-the-art e-buses to BEST; helps environmentally-friendly mass mobility solution for the city of Mumbai Marks the largest order from a metro city for Gross Cost Contract under FAME II initiative.
19. Tata Motors leads the way for a greener India; launches 'Go Green' initiative Plants a sapling on purchase and service of any of its commercial vehicle.
20. Tata Motors to increase commercial vehicle prices from January 2021.
21. Tata Motors partners with Karnataka Bank to extend retail finance support to its customers.
22. Tata Motors continues its commitment to serve the nation; offers a wide range of refrigerated trucks for end-to-end COVID-19 vaccine transportation.
23. Tata Motors registered domestic sales of 57,742 units in January 2021, a growth of 28% over last year.
24. Tata Nexon EV continues to be the preferred car across the Eastern region Leading the EV market with 98% market share in the Eastern India.
25. Tata Motors commences bookings for its flagship SUV - The all-new Safari at INR 30,000.
26. Tata Motors launches its iconic flagship SUV – the all-new Safari
27. Tata Motors registered domestic sales of 58,473 units in February 2021, a growth of 54% over last year.
28. Tata Motors launches the Signa 3118.T, India's first 3-axle 6x2 truck with 31-tonne gross vehicle weight Engineered to be the game-changer in the Indian trucking industry, offering the highest profit potential to its owners.
29. Tata Motors introduces the Magic Express Ambulance; forays into compact ambulance segment.
30. The all-new Tata SAFARI is the Official Partner for VIVO IPL 2021 Tata Motors continues its association with the tournament for the fourth consecutive year
31. Tata Motors and State Bank of India join forces to offer innovative financial solutions to commercial vehicle customers.
32. Tata Motors registered domestic sales of 182,824 units in March 2021 Grows by 21% over Q3 FY21 and by 94% over Q4 FY20