

MAKING FUEL EFFICIENCY MEMORABLE

How Suzuki Access challenged category leaders with a culturally rooted brand idea.



THE CHALLENGE

Suzuki Access was struggling to break through in India's scooter segment.



Honda Activa and TVS Scooty were synonymous with the category.



High top-of-mind awareness and spontaneous recall for competitors.



Mileage was seen as a basic expectation, not a reason to switch.

THE STRATEGIC PIVOT

Instead of feature-heavy promotions, we decided to own Suzuki Access' unique advantage – **mileage**.



Learned from Suzuki's 4-wheeler campaign "Kitna Deti Hai".



Drew an insight from Indian culture – in many social settings, someone who "drinks less" is seen as responsible and appreciated.



Took a spin on this truth to personify the scooter's fuel efficiency.



Born was a simple, catchy and ownable idea – "KAM PEETA HAI".

THE IMPACT



Jumped from **4th** to **2nd** in sales in just three years.



15.6% market share achieved.



4.5 lakh+ units sold in FY 2021–22.



Top-of-mind and consideration significantly improved.



Recognised widely and featured by **Forbes India** as a success story.

KEY LEARNING



“Great marketing doesn't just talk about features – it finds a human truth and builds a memory structure around it.”

**Make the benefit relatable.
Make it unforgettable.
Make it worth talking about.**

IN THE SPOTLIGHT

Forbes INDIA

“In Full Throttle: How 'Kam Peeta Hai' propelled Suzuki Access 125 to Number 2 in the pecking order”

– **Forbes India**



A simple cultural insight. A powerful idea. A market position that speaks for itself.

KAM PEETA HAI. ACCESS DELIVERS.