**Abstract**

Human beings are very complex in their psychological makeup and hence manager cannot influence employee’s inner status directly. Physical working conditions and reward system is therefore designed such that it encourages and motivates employees to perform and attain organizational goals. This study is undertaken in Coimbatore to understand the satisfaction level of employees of automobile industry. Analysis of responses is done so that the company can identify the grey areas and take timely corrective actions to promote activities in which the satisfaction level is low.