

'We're ramping up volumes in the next phase of growth'



SUMIT SAWHNEY

CEO & MD, Renault India

What is the idea behind roping in a new brand ambassador?

We are now getting into the next phase of growth and we have an ambitious plan for India. Renault is a very young brand in India, though globally it is and over 117-year-old brand. We need to communicate Renault's message — passion for life — that the brand reflects. Ranbir being the fourth generation member of the first family of Indian cinema, the Kapoor family, embodies the brand's traditions that flows into customer connect approach. Ranbir portrays an unusual mix of class, talent, popularity and intelligence, and this matches with Renault's legacy.

What is the next phase of growth?

Renault has laid its foundation strongly in India. Currently, Renault's market share is 1.9 per cent. In the next two years, we want to achieve five per cent market share in the Indian passenger car market. This translates to

French auto major Renault has roped in actor Ranbir Kapoor as brand ambassador to enhance its brand value. The company says by 2016, it is planning to sell about 150,000 units a year, which translates to five per cent of the market share. In a chat with T E Narasimhan, Chief Executive Officer and Managing Director of Renault India **SUMIT SAWHNEY** spoke about the company's future strategies. Edited excerpts:

volume of 140,000 to 150,000 units compared to 50,000 units. We will be ramping up our volumes in the next phase.

Does Renault have enough products and networks to achieve this target? Which are the products that will drive the growth?

Renault growth was mainly driven by the Duster, in May the Kwid was showcased, which would soon make its way in the country. Mini car Kwid will drive the volume largely. Other models Renault presently offers are Pulse, Scala, Duster, Koleos and Lodgy MPV. There are sub-segments being created for ourselves. The company will also increase its network to 280 to

increase its penetration in the country. For us, manufacturing is not an issue; we have enough capacity at the Oragadam facility, near Chennai.

Major original equipment manufacturers are increasing localisation to be price competitive. What is Renault's plan?

Kwid is highly localised with about 98 per cent. For other models, the localisation level is around 70 per cent, which will be increased to 80 per cent.

What is Renault's export strategy?

Export is rather insignificant currently, since the domestic market is the key for the company. At the same time, we are exploring all opportunities in terms of exports, especially to the right-hand drive markets. We are exploring which are the markets that we can export to. We would like to leverage India for all export opportunities. As a first step, we are getting into the neighbouring markets of Sri Lanka, Nepal and Bhutan followed by other right-hand drive markets.

