

Renault targets Maruti with ₹2.57-lakh Kwid

HT Correspondent

letters@hindustantimes.com

NEW DELHI: With an aim of garnering 5% share in the domestic car market in 2 years, French car maker Renault on Thursday launched its entry-level compact car Kwid with an introductory price of ₹2.57 lakh (ex-showroom Delhi), which can go up to ₹3.53 lakh for the top-end version.

Developed at a cost of ₹3,000 crore, Kwid is powered by a three cylinder 800cc petrol engine. It competes with the Maruti Alto, the country's best-selling nameplate for a decade and Hyundai Eon. It is offered in four variants.

The base variant is bereft of features such as air condi-



■ Renault India CEO and MD Sumit Sawhney during the launch of Kwid in New Delhi on Thursday

VIPIN KUMAR/HT

tioner, music system, power windows and power steering. Rear seats don't get power windows in any model, and ABS is missing in all variants. Only driver-side airbag is available, and that too as an

option in the top-end model.

Kwid also has 98% localisation, which will lower the maintenance cost of the car by 19% compared to market leader Maruti, Renault India CEO and MD Sumit

Sawhney said.

Renault sells 6 models in India, including compact SUV Duster and seven-seater MUV Lodgy. Its market share is currently just under 2%.

With the Kwid, Renault has entered one of the biggest segments in India. Entry-level small cars account for 25% of the industry volumes. On an average, around 23,000 units of the Alto are sold every month, while the tally for the Eon is around 6,000 units.

While Maruti Alto800 is priced between ₹2.52 lakh and ₹3.72 lakh, Hyundai Eon is priced between ₹3.10 lakh and ₹4.27 lakh. Tata Nano is priced between ₹1.99 lakh and ₹2.53 lakh (all prices ex-showroom Delhi).