

Renault steps up brand push drive

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CHENNAI: Renault India has indicated that it's actively working to do the commercial launch of its much-awaited sub-Rs.4 lakh car Kwid around festive season this year. Also, the French car brand has embarked on an aggressive brand push in the country in tune with its network expansion and proposed new launches.

"We are in the process of finalising launch plans for Kwid and we are confident of doing the market launch in the festive season," Sumit Sawhney, Country CEO and Managing Director, Renault India told *The Hindu*.

"We have already built credibility for brand through a strong sales and service network across the country. In line with our future growth plans, the company is ramping up the number of sales and service outlets to over

275 by the end of 2016 from 160 plus now," he added.

Meanwhile, Renault is laying bigger thrust on brand campaigns. It has just roped in bollywood actor Ranbir Kapoor as brand ambassador for Renault in India. "Though we have already created some success to create a desire for our brand through Duster, we have to communicate to people more about what Renault stands for in the PV market in the country. The versatile and vibrant personality Ranbir will be a right fit for us in this exercise," he said.

It has also been conducting Renault Gang of Dusters programme and Renault Carnival service camps. "Last year, we did over 80 service camps across the country and interacted with about 25,000 families. We will continue these activities," he added..

Its plans to boost market share to 5 per cent by next year from 2 per cent now.