

'Renault will Roll Out a Car Made in India Next Year'

India is strategic to the Renault-Nissan alliance's global plan, said **Jerome Stoll**, executive vice-president and sales chief of Renault. In an exclusive interview with **ET's Ketan Thakkar**, Stoll said the company is aiming to increase its share of the Indian car market to 5% in the short term. Edited Excerpts:

What role will India play in the Renault-Nissan synergy drive?

Renault and Nissan have been together for the last 15 years and we have been constantly driving synergies by working together. We have reached a point from where the CEO thinks we are ready to take the next step. The recent convergence of manufacturing, R&D, sourcing and HR will help us save another €1 billion. India is at an advanced stage in this process. We already have over 17,000 people in the alliance working in the manufacturing, R&D and other functions. India is a good illustration to our other Renault-Nissan bases as to how we can do things together and succeed.

What is your assessment of the Indian market and what role will it play in your larger scheme?

India is strategic for us. Many observers believe it will be the third largest car market in the world in a short time. I think it is possible. Car penetration in the country is still very low, but it will grow well in the future.

We are investing in this market in manufacturing and R&D; we are launching new products. Next year, you will have a car designed by Indians and manufactured here. It is a unique product. The car has been developed in India for the Renault world, especially emerging markets. It will be produced in Brazil as well. That's why, for the first time, we showcased the concept at the Auto Expo in India and not in Geneva, Frankfurt or France-

With Duster you have proven how a product can change the fortune of a company, but the other cars in your portfolio are struggling. With your plan of having an entry-level car and an MPV, does it mean the inflection point is round the corner?

I expect the new small car to be a suc-



We want to be a strong player in India. We are currently representing 2.5% of the market. We can jump to 5% in the short term

JEROME STOLL

Executive Vice-President, Renault

cess in India and around the world. It will be an attractive car with good usability. It will help Renault move to the next stage of development in India. We want this car to be a high-volume product. Another segment is MPV; it has been in the DNA of Renault for a long time. It might be of interest to have such a product for India. Duster is not only the most sold Renault car in India, but also in the world. The rest of the models complement the line-up in order to offer customers the possibility to be involved with the brand. We want to have a line-up of products, which allow the customer to live the Renault brand.

Is the fall in Duster sales worrying? What will your strategy be till new products come in?

There is always fluctuation in a market like India—there are ramp ups and declines, and one cannot always grow. Sometimes you have to face the reality, which is a slowdown. It is time of consolidation for us and, for me, customer satisfaction is very important right now.