

Renault hits the high note with A R Rahman

Musical genius creates the theme track for Renault's new brand campaign titled "Re Re Re Raftaar"

~ Rendition is *attuned* with the Renault brand promise: '*Passion for Life*' ~

New Delhi, August 13, 2015: Renault India, one of the country's fastest growing automobile manufacturers, announced its association with India's Best Music Composer - A R Rahman, who has created the track for Renault India's new brand campaign. The foot tapping creation will have an immediate connect with the listeners, and will perfectly complement the magic that Ranbir Kapoor, who Renault recently announced as its brand ambassador, will bring to the TVC that will go on air shortly.

The composition, titled "Re Re Re Raftaar" is a lively and mellifluous mix that celebrates life in India. This association marks the formation of a trinity of iconic brands in the form of Renault, Ranbir Kapoor and now A R Rahman, who are all synonymous with passion and innovation and individually enjoy a universal appeal.

Speaking on the association, Mr. Sumit Sawhney, Country CEO and Managing Director, Renault India Operations said, "The fourth year celebrations continue at Renault India! After announcing India's best actor Ranbir Kapoor as our brand ambassador, it is only fitting to have India's best music composer create the theme track for our new brand campaign. Both Ranbir and Rahman perfectly embody our brand promise, Passion for Life, and they represent the DNA of brand Renault, which stands for being vibrant, forward looking and connected to people."

On the composition A R Rahman shared, "For me, passion is music and I have attempted to create a melody that is catchy and appealing. The creation is contemporary and stands apart, in sync with Renault's legacy of being an iconic and inspirational brand."

Renault's 117 year legacy is based on innovation, which has been a hallmark of Renault throughout its car-making history. For Renault, innovation means introducing features and services that are people centric, addressing real customer needs. The partnership with India's



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iconic actor, Ranbir Kapoor and now with the musical maestro, A R Rahman, is timed with Renault's next phase of growth in India. Renault is looking to significantly increase its presence pan India, and is taking major steps on product, network and building the brand.

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ABOUT RENAULT

Renault India Pvt. Ltd. is a fully owned subsidiary of Renault S.A.S., France and currently offers six models in the Indian market – the premium sedan Fluence, the luxury SUV Koleos, the premium compact car, Pulse, the SUV, Duster, the sedan, Scala and the newly launched MPV, Lodgy.

Renault cars are manufactured in the manufacturing facility located in Oragadam, Chennai, with a capacity of 480,000 units per annum. Currently, Renault India also has a widespread presence of more than 164 sales and service facilities across the country with benchmark sales and service quality.

Renault's robust product line up and services have also seen strong recognition among customers and industry experts alike, winning more than 40 titles, including 31 accolades for Duster as well as awards for Pulse and Scala, making Renault one of the most awarded automotive brands in a single year in the country.

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