

Double delight for Renault at 'India's Most Admired Brands & Leaders 2016-17' awards

~ Renault KWID wins the most admired brand award and Mr. Sumit Sawhney, Country CEO and Managing Director, Renault India Operations is conferred with the Most Admired Leader award ~

Mumbai, February 27, 2017: Renault India, one of the fastest growing automotive brands in India came out trumps at 'India's Most Admired Brands & Leaders 2016-17' awards, an initiative by White Page International, one of the world's leading consulting firms. This award platform honours leaders who have led from the front to elevate their brands to a position of strength. While KWID won the most admired brand, Mr. Sumit Sawhney, Country CEO and Managing Director, Renault India Operations was conferred with the most admired leader.

Renault has made great strides in the Indian automobile industry and is being recognized as one of the youngest and fastest growing automotive brands in India. KWID is one of the most spectacular vehicle launches in India, defying the conventional hatchback segment norms by setting new paradigms of design, styling and affordability. Manufactured at 98% localization which is an industry, the vehicle stands as a testament to Hon'ble PM's 'Make in India' ideology. The SUV inspired styling of the compact hatchback being laden with many first-of-its kind features like the MediaNAV system, digital touchscreen, Bluetooth and digital speedometer was widely appreciated by customers across the country.

Built on the Attractive, Innovative and Affordable brand pillars, KWID has lived up to the discerning Indian customers' expectations with tremendous level of desirability and enthusiasm. Renault has sold more than 1,30,000 KWIDs so far and its success has placed the Indian operations at the 8th position in Renault's global market in terms of sales volume in the year 2016.

Mr. Sawhney has been instrumental in establishing the Renault brand in India and setting the company on a high growth trajectory. Under his leadership and vision, Renault has become the number 1 European brand in the country and stand amongst the top 7 automotive brands in India within a short span of 5 years.

The hallmark of Renault's India journey is the rapid expansion both geographically as well as with swift product introductions. Renault has heavily invested towards getting the basics right and creating a strong foundation in India. 2016 was the biggest year for Renault in India and the success achieved are the results of a single-minded focus of establishing a strong base to ensure strategic measures on product, network expansion and ensuring customer delight. Continuing its journey, Renault plans to bring several new innovations in products and services for the Indian market to best suit the rapidly changing customer preferences, led by products with the right design, right features, right technology, right value, launching it at the right time with the right strategy.

India's Most Admired Brands & Leaders 2016-17 was held at The Brand & Leadership Conclave in Mumbai at Trident. Luminaries of marketing, advertising, corporate leaders from different industries and backgrounds, CEO's, Asian entrepreneurs, VIP's and other dignitaries from across the country marked their esteemed presence in this summit.

Press Release



ABOUT RENAULT

Renault India Pvt. Ltd. is a fully owned subsidiary of Renault S.A.S. France. Renault India 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 270 sales and 230 service facilities across the country with benchmark sales and service quality.

Renault India's product line up and services have seen strong recognition among customers and industry experts alike, winning more than 60 titles, including 31 accolades for DUSTER as well as awards for PULSE and SCALA, making Renault India one of the most awarded automotive brands in a single year in India. The Renault KWID has already bagged 31 awards, which include 10 'Car of the Year' Awards.

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