

A Study of Domestic Penetration and Export Potential of Premium Cars from India



A Memorandum of Understanding (MoU) was signed between ISB and BMW Group India. ISB had approached BMW to give a research grant for studying how India can become an international hub for the manufacturing of high-end cars in India. Our research project investigated domestic penetration and the export potential of premium cars from India. As part of this research, the following activities have been carried out:

- A survey was conducted among 161 prospective customers (ISB Alumni) for studying consumer behavior
- A survey was conducted among 35 distributors of premium cars in six cities of India – Delhi, Mumbai, Chennai, Bangalore, Chandigarh, and Ludhiana to study consumer behavior
- Secondary Research: We made a comparison of the policies and taxation for domestic sales, manufacturing, and exports of luxury cars in India with countries including Brazil, China, Mexico, and Thailand

- International benchmarking of auto manufacturing and best practices in promoting passenger car sales and exports
- Quantitative and Qualitative analysis of production, domestic sales, premium car sales and export data among India, China, Thailand, Brazil and Mexico
- Analysis of primary consumer and distributor surveys

We submitted the report to the client in August 2019. The client appreciated our findings and insights.