



Press and Corporate Affairs

Media Information

02 June 2011

BMW India announces the opening of Krishna Automobiles in Ludhiana.

Ludhiana. BMW India announced the opening of its new dealership facility of Krishna Automobiles in Ludhiana. Krishna Automobiles brings to Ludhiana BMW standards of sales and service and the same international experience as any BMW dealership worldwide.

The new showroom and workshop of Krishna Automobiles are located at Dhandari Kalan, G.T. Road. The new dealership is headed by Mr. Sachit Passi, Managing Director, Krishna Automobiles.

Dr. Andreas Schaaf, President, BMW India said, "BMW India is the market leader in the Indian luxury car segment. A decisive factor in maintaining this leadership is the development of world-class BMW dealerships at all important business centers across the country. Punjab contributes strongly to the market offensive of BMW in India and we are confident that Ludhiana will significantly propel this growth. Krishna Automobiles is a very experienced partner for BMW India. Krishna Automobiles is reaching out to our esteemed clientele in the region and together we will bring the unique BMW product experience and the best-in-class BMW services to Ludhiana."

Spread over 38000 sq ft, the new dealership has an ultra-modern showroom integrated with an after-sales service facility featuring service bays and a spare parts inventory. The design of the showroom is based upon Reception at the Car (RATC) and Urban Street Display concept which is a signature BMW layout with a consultation lounge, sales and after sales desk close to the display area. The showroom can display up to 7 cars and the workshop is equipped with 26 service bays that can service up to 100 cars per day.

Mr. Sachit Passi, Managing Director, Krishna Automobiles said, "Krishna Automobiles has enjoyed successful and long-standing partnership with BMW India. With the launch of our new facility in Ludhiana, we are proud to take our relationship to the next level and extend

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our reach to more of our valued customers and prospects in Punjab. We share BMW India's business outlook and look forward to our continued success together."

The dealership will employ around 30 people. As with every other BMW dealership, Krishna Automobiles has provided its staff intense training in management of sales, service, spare parts and business systems to ensure customers receive best-in-class pre and post sales ownership experience. A team of service engineers have also been trained at BMW's training centers in Singapore, Malaysia and Germany.

BMW India

Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group.

BMW Group's investment in India will be increased to 1.8 billion Indian Rupees by the end of 2012. Till September 2010, BMW Group has invested 1.1 billion Indian Rupees.

The wide range of BMW activities in India include the establishment of a production plant in Chennai (Tamil Nadu) and development of a dealer organisation across major metropolitan centres of the country.

On 29 March 2007, BMW India officially opened its production plant in Chennai. The BMW Plant Chennai produces the BMW 3 Series, BMW 5 Series and the BMW X1 in petrol and diesel variants. From second quarter of 2011, BMW Plant Chennai will also produce the new BMW X3 in petrol and diesel variants.

The BMW Plant Chennai has the capacity to produce 10000 units per year on a single shift basis.

BMW India employed 400 people by end of 2010. Up to 1200 jobs will be created in the dealer and service network by end of 2012.

BMW India is the pioneer in bringing luxurious dealerships to India. BMW India has set a decisive course in India by setting up BMW dealerships of international standards across all

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metropolitan centres of the country. BMW India has set very high standards in service quality and customer care in India.

By end of 2012, BMW India will aggressively expand its dealer network by increasing the number of outlets to 40 across major metropolitan centres and emerging markets in India (from the present 23 outlets).

Currently, BMW India is present at 23 locations in the Indian market; BMW Studio (New Delhi), Deutschen Motoren (New Delhi), Deutschen Motoren (West Delhi), Bird Automotive (Gurgaon), Bird Automotive (Ambience Mall, Gurgaon), Navnit Motors (Mumbai), Infinity Cars (South Mumbai), Infinity Cars (Indore), Krishna Automobiles (Chandigarh), Krishna Automobiles (Ludhiana), Navnit Motors (Bangalore), Navnit Motors City Showroom (Bangalore), Kun Exclusive (Hyderabad), Kun Exclusive (Chennai), Bavaria Motors (Pune), OSL Prestige (Kolkata), OSL Prestige (Bhubaneswar), Parsoli Motors (Ahmedabad), Parsoli Motors (Surat), Platino Classic (Kochi), Kun Exclusive (Coimbatore), Sanghi Classic (Jaipur) and Munich Motors (Raipur).

BMW dealerships presently display the BMW 3 Series, BMW 5 Series and the BMW X1 that are produced at the BMW Plant Chennai. BMW dealerships also display the BMW 6 Series, BMW 7 Series, BMW X3, the BMW X5, the BMW X6, BMW Z4, and the BMW Gran Turismo which are available in the country as CBU's (completely built-up units). The BMW M3 Coupé, BMW M3 Convertible, BMW M5, BMW M6 Coupé, BMW M6 Convertible, BMW X6 M, BMW 6 Series Individual and BMW 7 Series Individual can also be ordered at BMW India dealerships.

BMW Financial Services India

BMW Financial Services India is a 100% subsidiary of the BMW Group and is headquartered in Gurgaon (National Capital Region). BMW Financial Services operates as a Non-Banking Finance Company (NBFC) in India. BMW Financial Services operates with its three business lines: Retail Finance, Commercial Finance and Insurance Solutions (through cooperation partners). The services offered through BMW Financial Services are significantly valuable to the premium clientele in India who require exclusive and flexible financial solutions.

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International Purchase Office

The International Purchasing Office (IPO) established at BMW India's Headquarters in Gurgaon identifies and assesses potential suppliers for BMW, MINI, and BMW Motorcycles taking into account BMW Group's requirements for quality, technology and logistics. The IPO strongly focuses on increasing the sourcing of production material (components) as well as IT and engineering services from India to the BMW Group International Production Network.

The BMW Group

With its three brands - BMW, MINI and Rolls-Royce, the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. On 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group's success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Index for the last six years.

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