



Press and Corporate Affairs

Media Information

14 July 2016

BMW India appoints EVM Autokraft as its dealer for Kerala.

Kochi. BMW India has announced the appointment of EVM Autokraft, its second dealer for Kerala.

EVM Autokraft is operational at 23/649 A 1, Angel Plaza, Kalamassery, Kochi, where customers and prospects can experience the most aspirational BMW product range. The dealership is headed by Mr. Sabu Johny, Managing Director, EVM Autokraft.

Mr. Frank Schloeder, (Act.) President, BMW Group India said “BMW is an admired premium auto manufacturer and continues to set new benchmarks in creating unparalleled customer delight. We are very excited to further strengthen our presence in Kerala region with the addition of our second dealership EVM Autokraft, to offer fascinating BMW products and services. The facility reiterates our firm commitment to serve our customers with the highest level of enthusiasm and passion.”

Mr. Sabu Johny, Managing Director, EVM Autokraft said, “We are proud to partner with BMW India in setting up this world class dealership in Kochi. The foundation of our association is based on bringing extremely high standards in sales and service of premium automobiles to India. EVM Autokraft will be instrumental in offering renowned BMW experience to customers and tapping the growing luxury car market potential of the city.”

The design of the showroom is based upon Urban Street Display concept which is a signature BMW layout with two sales lounges close to the display area. The showroom will display five cars indoors including a special display area for featuring high-end cars. The state-of-the-art workshop comprises of eleven service bays (including mechanical, body and paint). The lifestyle section will showcase premium BMW accessories for sale to customers and BMW fans.

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BMW India is the pioneer in bringing luxurious dealerships to India. BMW India has set a decisive course by setting up BMW dealerships of international standards across the country. Apart from EVM Autokraft, Kerala region is also supported by Platino Classic dealership. Currently, BMW India has 41 sales outlets in the Indian market.

BMW Group in India

With its three brands, BMW, MINI and Rolls-Royce, the BMW Group has its sight set firmly on the premium sector of the Indian automobile market. Along with automobiles and motorcycles, the BMW Group's activities in India comprise of financial services for its premium clientele.

Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group. Till date, BMW Group has invested over 4.9 billion Indian Rupees (€ 69 million) in BMW India. The wide range of BMW activities in India include a manufacturing plant in Chennai, a parts warehouse in Mumbai, a training centre in Gurgaon NCR and development of a dealer organisation across major metropolitan centres of the country.

The BMW Plant Chennai started operations on 29 March 2007. The BMW Plant Chennai locally produces the BMW 1 Series, the BMW 3 Series, the BMW 3 Series Gran Turismo, the BMW 5 Series, the BMW 7 Series, the BMW X1, the BMW X3 and the BMW X5.

BMW dealerships display the BMW 6 Series Gran Coupe, the BMW X6, the BMW Z4, the BMW M3 Sedan, the BMW M4 Coupe, the BMW M5 Sedan, the BMW M6 Gran Coupe, the BMW X5 M and the BMW X6 M which are available in the country as Completely Built-up Units.

BMW India offers 'BMW Premium Selection' with the finest range of pre-owned BMW vehicles that are carefully selected and comprehensively examined for quality. BMW Premium Selection vehicles can be ordered through exclusive BMW Premium Selection dealerships at 12 locations in the Indian market.

BMW i stands for visionary electric cars and mobility services, inspiring design and a new understanding of premium that is strongly defined by sustainability. BMW i8, plug-in hybrid sports car, is available at four BMW i dealerships as a Completely Built-up Unit (CBU).

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MINI has successfully established itself as a premium small car brand in India. Presently, the MINI model range in India includes the MINI 3-door, MINI 5-door, MINI Convertible and MINI Countryman. MINI has established four exclusive outlets in India.

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.

BMW Financial Services India is a 100% subsidiary of the BMW Group and is headquartered in Gurgaon (National Capital Region). Till date, BMW Group has invested 6.4 billion Indian Rupees (€ 98 million) in BMW Financial Services India.

BMW Financial Services India operates with three business lines: Retail Finance, Commercial Finance and Insurance Solutions (as corporate agents). The services offered through BMW Financial Services India are significantly valuable to the premium clientele who require exclusive and flexible financial solutions. Service excellence is the primary focus of operations across all business lines.

BMW Financial Services India offers solutions for retail automobile financing for BMW customers and multi make customers, financing for fleet owners and commercial financing for BMW dealerships and multi-make dealerships. Commercial finance solutions offered to BMW India dealerships further strengthen operations in the country and reinforce the BMW brand. BMW Financial Services India also offers BMW Lease for individuals and corporate customers. BMW Financial Services India offers insurance solutions (as corporate agents) to its customers through its cooperation partner in India.

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