

Media Information  
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## **Relax. We Care.**

### **BMW Group India inaugurates its second aftersales facility in Kolkata.**

OSL Prestige sets-up a state-of-the-art aftersales facility.

**#BMW #SheerDrivingPleasure #RelaxWeCare**

**Kolkata.** BMW Group India announced the opening of the second aftersales facility by OSL Prestige in Kolkata. The state-of-the-art facility also integrates BMW Premium Selection (BMW certified used cars) section and is located at JL No 11, PS-Maheshtala, Anil Nagar, Budge Budge Trunk Road, Kolkata, West Bengal -700141.

The dealership is headed by Mr. Charchit Mishra, Dealer Principal, OSL Prestige and exclusively represents BMW Group India with sales and service facilities in Kolkata and Cuttack.

Mr. Vikram Pawah, President and CEO, BMW Group India said, "At BMW Group India, our quest is to redefine luxury for our customers, we are not just elevating their experience; we are transforming it. The launch of a new aftersales and BMW Premium Selection facility by our trusted partner OSL Prestige in Kolkata is a testament to our unwavering commitment to customer satisfaction and excellence. Kolkata, with its vibrant market for luxury vehicles, is a key region for us, and this state-of-the-art integrated facility will ensure that our customers receive the highest standards of service and care. We are certain that OSL Prestige will play an instrumental role in delivering a seamless and rewarding BMW ownership experience."

Mr. Charchit Mishra, Dealer Principal, OSL Prestige, stated, "We are proud to collaborate with BMW India to establish yet another world-class aftersales and BMW Premium Selection facility in Kolkata. By combining exceptional products with an unparalleled dealership experience, OSL Prestige is committed to delivering the distinguished BMW ownership and aftersales services. The new facility delivers extremely high-quality standards in all processes of Service, Spare-parts and Business Systems. We are excited to further tap into the growing luxury car market in the region and serve our esteemed clientele with even greater dedication."

The facility is spread over **39,000 sq.ft.**, the ultra-modern aftersales facility features completely **airconditioned Reception at the Car (RATC)**. The workshop has **13 service bays** (including mechanical, electrical and diagnostic). The BMW certified used car, (BPS) section has a **4-car**

**display area.** Additionally, latest range of merchandise and accessories are on display at the lifestyle and accessories zone. The **customer interaction lounge** offers a relaxed ambience to discuss various aspects of owning a BMW vehicle with sales consultants. Further, customers can avail attractive finance and insurance options for the products of their choice.

### **BMW Group India**

With BMW, MINI and Motorrad, the BMW Group has its sight set firmly on the premium sector of the Indian automobile market. Along with cars and motorcycles, BMW Group's activities in India comprise of financial services for its premium clientele. BMW India and BMW India Financial Services are 100% subsidiaries of the BMW Group and are headquartered in Gurgaon (National Capital Region).

**BMW India** started operations in 2007. The wide range of its activities include a manufacturing plant in Chennai, a parts warehouse in Pune, a training centre in Gurgaon NCR and development of a dealer organisation across major metropolitan centres of the country. **BMW Group Plant Chennai** locally produces 11 car models.

**MINI** has successfully established itself as a premium small car brand in India since its launch in January 2012.

**BMW Motorrad** officially started its operations as a part of the Indian subsidiary of BMW Group in April 2017.

### **BMW Group India Dealer Network**

BMW Group set a decisive course for the Indian car market by pioneering the introduction of luxurious dealerships. BMW Group was the first to establish dealerships of international standards with very high benchmarks in service quality and customer care. With BMW, MINI and BMW Motorrad, BMW Group India currently has over 80 touchpoints across the country.

**BMW India Financial Services**, a Non-Banking Finance Company (NBFC), started operations in 2010. It operates with three business lines: Retail Finance, Commercial Finance and Insurance Solutions (as corporate agents). The services offered through BMW India Financial Services are significantly valuable to the premium clientele who require exclusive and flexible financial solutions.



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