

Media Information
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BMW Group India powers up Rajasthan presence.

The iconic MINI brand makes its entry in the state.

Retail.NEXT expansion with new showroom in Jodhpur.

Jaipur. BMW Group India has further strengthened its presence in Rajasthan by launching the MINI brand for luxury consumers in the state. The company has also added a new showroom in the blue city of Jodhpur. With this, BMW Group India now has presence in major cities of Rajasthan including Jaipur, Udaipur and Jodhpur.

Sanghi Classic is the exclusive dealer partner of BMW in Rajasthan since 2009 and now has also been appointed to represent MINI. This marks MINI's strategic entry into one of North India's most promising luxury automobile markets, ready to excite customers with a dynamic portfolio and energetic brand engagements.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "BMW Group India is on the path of success and we want to take our highly aspirational brands to valuable luxury clientele across the length and breadth of the nation. Rajasthan has always been a vibrant market with a deep appreciation for design, individuality and true luxury. It is a very strategic market for us and we are elated to announce a significant expansion here. First, MINI's debut in this state will cater to creative, unique and urban fans and tap a new segment. Secondly, addition of a new showroom in Jodhpur, housing both BMW and MINI, will underscore our commitment to offer a modern, immersive and highly personalized experiences to a wider audience in the state."

Mr. Puneet Sanghi, Dealer Principal, Sanghi Classic said, "We are proud to strengthen our long-standing partnership with BMW Group India. MINI represents creativity, individuality and a unique driving spirit that resonates strongly with the evolving luxury consumers in Rajasthan. Our Jaipur facility has been transformed into a Retail.NEXT facility and we have just opened the doors to our state-of-the-art Retail.NEXT facility in Jodhpur as well. With the growing demand for premium mobility, Sanghi Classic is deepening its roots across the state and is committed to delivering a world-class sales and service experience in the region."

MINI

MINI is a brand defined by its timeless blend of heritage and innovation, continually reinventing itself while staying true to its iconic roots. Since Sir Alec Issigonis sketched the first MINI over half a century ago, the car has grown into a global symbol of style,

individuality, and spirited driving. More than just a vehicle, MINI represents a lifestyle, one that celebrates personality, creativity, and a desire for something uniquely expressive. This unwavering commitment to originality ensures MINI remains an icon that never grows old.

The MINI family offers iconic products such as MINI Cooper S, MINI Convertible, MINI Countryman E and MINI JCW Countrymen All4.

MINI has 12 sales touchpoints in 9 cities - Bird Automotive (Delhi NCR), Infinity Cars (Mumbai), Krishna Automobiles (Chandigarh), KUN Exclusive (Chennai, Hyderabad & Bengaluru), Bavaria Motors (Pune), EVM Autokraft (Kochi), Gallops Autohaus (Ahmedabad), OSL Prestige (Kolkata) and Sanghi Classic (Jaipur & Jodhpur). MINI service is integrated with larger BMW Group India aftersales network and is available at 51 touchpoints across 36 cities.

Sanghi Classic

Established in 2009 in Jaipur, Sanghi Classic brought the global BMW retail and ownership experience to Rajasthan with a state-of-the-art showroom and integrated aftersales service facility. The dealership introduced BMW's international standards of luxury retailing, offering sales, service, spare parts, and lifestyle products under one roof.

Located strategically in Khas Bagh, **Jodhpur**, Sanghi Classic's new Retail.NEXT showroom offers customers an exclusive gateway to the world of BMW and MINI in the region. Spread across 1,900 sq. ft., the boutique retail space showcases two BMW cars and one MINI, along with a curated display of BMW and MINI lifestyle collections. The showroom is designed to deliver a premium and engaging brand experience, bringing the distinctive character of both brands closer to customers in Jodhpur.

The ultra-modern showroom in **Jaipur** is located at Sanghi Garden, Tonk Road. It is spread over 3,200 sq.ft. and elegantly displays 4 BMW and 1 MINI vehicle. The workshop is equipped with state-of-the-art equipment and has 8 Mechanical Bays for comprehensive service of vehicles.

Located in the Madri Industrial Area of **Udaipur**, the Sanghi Classic showroom offers customers a premium gateway to the BMW brand in the region. The 2,800 sq ft showroom displays 2 BMW cars and features BMW Lifestyle Collection, allowing customers to experience the brand's design, innovation and appeal in an exclusive retail environment.

Retail.NEXT

BMW Group's Retail.NEXT transformation redefines the automotive retail experience in the luxury automotive segment. It reinforces a seamless experience for everyone, regardless of their sales or service needs. It blends digital innovation with personalized service, offering a dynamic and engaging environment. The layout features open spaces with minimalist design elements, allowing for an intuitive flow through the showroom. High-tech digital interfaces are integrated throughout the facility, enabling prospects to explore vehicle features, customize their preferences, and receive tailored recommendations.

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Retail.NEXT puts visitors and vehicles at centerstage along the '**Central Customer Walkway**'. The '**one floor**' and '**one ceiling**' bring BMW, MINI, and BMW Motorrad, Sales and Service, New and BMW Premium Selection (BPS) - pre-owned cars all present on one consistent flooring with no separation between business areas. A dedicated **single entry** for sales and service ensures a clear entry point, making it easier to navigate the dealership seamlessly to address sales or service queries.

Latest range of **merchandise and accessories** are on display at the lifestyle and accessories zone. The Retail.NEXT dealership facility delivers extremely high-quality standards in all processes of Sales, Service and Business Systems to ensure that customers receive best-in-class pre and post sales ownership experience.

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