



Media Information
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MINI India Bolsters its Dealer Network. Appoints Titanium Autos as its Dealer Partner in Jharkhand.

Titanium Autos now represents BMW, MINI and BMW Motorrad in Jharkhand.

Ranchi. MINI India makes a grand entry in Jharkhand with the appointment of Titanium Autos as its new authorised dealer partner. This marks a significant milestone in MINI India's network expansion strategy across emerging premium markets in India. Starting 2026, MINI has expanded its footprint at a fast pace with market entry in 5 new cities - Guwahati, Jaipur, Jodhpur, Surat and now Ranchi. MINI will continue to strengthen its strategic presence in high-potential growth markets and deepen its premium retail footprint beyond metro cities.

The Titanium Autos Retail.NEXT dealership in Ranchi brings the BMW Group's cutting-edge, immersive retail concept alive. The facility integrates striking modern architecture, contemporary design language, and advanced digital interfaces to create a highly engaging, customer-centric environment. Representing BMW Group's three iconic brands under one roof, the new facility redefines luxury automotive retail in Jharkhand.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "MINI's entry into Jharkhand marks an important step in expanding the brand's presence in emerging premium markets across India. Jharkhand is witnessing a growing appetite for distinctive, design-led and engaging luxury mobility, making it a strategic market for MINI. We are pleased to appoint Titanium Autos as our dealer partner for Jharkhand. With their strong understanding of the local market and proven track record, Titanium Autos is well positioned to introduce the iconic MINI brand to customers in the state and deliver an exceptional ownership experience."

Mr. Utkarsh Singhania, Dealer Principal, Titanium Autos said, "We are delighted to be appointed as the dealer partner for MINI in Jharkhand. This appointment reflects our shared commitment with BMW Group India to bring the unique character, individuality and premium ownership experience of MINI to a new audience in the state. Jharkhand represents a promising market with evolving customer aspirations, and we look forward to building a strong MINI presence through exceptional sales and service standards."

Titanium Autos Retail.NEXT, Ranchi - A Future Ready Facility.

Situated at NH - 33, Chakla, Ormanjhi, Opp. Birsa Munda Zoological Park, Ranchi, the showroom displays **eight BMWs, a MINI and seven BMW Motorrad** vehicles. The workshop

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is equipped with state-of-the-art equipment and features **three mechanical bays** and **four body and paint bays** offering comprehensive service support.

This dealership underscores BMW Group India's commitment to delivering a comprehensive luxury automotive experience, combining sales, service, and lifestyle offerings at a single location. Titanium Autos also represents BMW Group India with Retail.NEXT sales and service facilities in Guwahati and Patna.

Retail.NEXT Experience.

The unique **living room atmosphere** and the cozy placement of seating close to the cars create a relaxed environment for consultations. **BMW Geniuses** are equipped with innovative digital sales tools to provide comprehensive information on product features and services.

The **Sales Consultancy Lounges** offer dedicated areas for conversations that require a higher degree of privacy, including discussions on financing and leasing. The **Multifunctional Handover Bay** supports handovers for new and pre-owned cars and is also an ideal starting point for test drives. Its relaxed lounge setting is designed to make every delivery a memorable experience.

The latest range of **BMW, MINI and BMW Motorrad merchandise and accessories** is showcased in the lifestyle and accessories zone. The Retail.NEXT dealership delivers extremely high standards across Sales, Service and Business Systems, ensuring customers receive a best-in-class pre- and post-sales ownership experience. Battery Electric Vehicle (BEV) users can also charge their electric vehicles (EVs) at the dealership.

Additionally, the Retail.NEXT showroom orchestrates elements such as lighting, sound, temperature, product staging and décor to create a cohesive experience.

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