

RENAULT TO CONTINUE TO BUILD ON ITS CUSTOMER FOCUSED JOURNEY IN INDIA

Bhimsen Gulabani, Head - Customer Care to lead major actions on this front

New Delhi, February 12, 2020: Renault, the number one European brand in India, has a clear objective to grow its presence in India and Renault India continues to be an important part of Groupe Renault's global expansion plans. With a developing product portfolio, Renault has more than 6 lakh customers in India.

Renault has also expanded its network reach to more than 370 sales and 450 service touchpoints. These include 257 service workshops and 215 Workshop-On-Wheels locations.

Along with an expanding network as well as an increasing product range, Renault will continue its laser-sharp focus on complete customer delight as a part of its customer strategy.

This customer strategy has been yielding extremely positive results on customer experience for Renault India. This transformation has been led by Bhimsen Gulabani, Head - Customer Care, who continues to drive innovative actions for the organization on this front.

A business leader and strategist having more than 25 years of industry experience in Indian and Global markets, Bhimsen has extensive exposure across various domains in sales & marketing, network development, customer service including after-sales operations, planning & strategy, customer quality and CRM.

Renault has already introduced several customer focused breakthrough initiatives which include faster after-sales operations, network productivity and efficiency improvement, an efficient call centre, digitised operations amongst others. To cite one example – the MY Renault India customer application, which now serves as a benchmark for Groupe Renault, has redefined digital experience for customers in the automotive domain.

As part of its aggressive mid-term plans in India, Renault will continue to introduce and design key projects that will be aimed to further strengthen its focussed approach on ensuring customer delight.

ABOUT RENAULT

Renault India Pvt. Ltd. is a fully owned subsidiary of Renault S.A.S. France. Renault India cars are manufactured in the manufacturing facility located in Oragadam, Chennai, with a capacity of 480,000 units per annum. Renault India also has a widespread presence of more than 370 sales and 450 service touchpoints, that include 257 service workshops and 215 Workshop On Wheels locations across the country, with benchmark sales and service quality.

Renault India's product line up and services have seen strong recognition among customers and industry experts alike, winning more than 60 titles, making Renault India one of the most awarded automotive brands in a single year in India. The Renault KWID has already bagged 32 awards, including 10 'Car of the Year' Awards.

For Further information, please contact:

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