



## Renault India Celebrates Republic Day with Special Initiatives

- Launches **Republic Day Celebration Service Camp** from **January 27<sup>th</sup> – 29<sup>th</sup>** across all Renault service facilities in India
- Celebrating the spirit of patriotism, **the Indian ‘Tricolour’ logo** – Saffron, White and Green has been integrated in all the TV commercials

**New Delhi, January 26, 2023:** Commemorating the 74<sup>th</sup> year of the foundation of the Indian Constitution, Renault, the leading European brand in India, today announced the commencement of a nationwide **Republic Day Celebration Camp** for its customers. As part of the national celebration, a three day long ‘Service Camp’ would be conducted from Jan 27<sup>th</sup> to Jan 29<sup>th</sup> at all Renault service facilities across India.

Aimed at providing trouble free experience and optimal performance of Renault cars, the **Renault Republic Day Camp** will offer Renault owners a free car check-up as per the guidelines stipulated by Renault India enabling a detailed examination of all key functions of the car, with trained and well-qualified service technicians dedicated to providing the care and expert attention needed for the cars. Such periodical checks ensure necessary actions for enhanced performance of the car and provide customers a rewarding ownership experience with the brand.

In addition to a wide range of services including free car top wash and comprehensive car checkup, the **Renault Republic Day Camp** will offer exclusive benefits to the customers like discount on Parts & Accessories and Road-Side Assistance. The customers can avail a host of exciting offers including **10%** discount on select Parts & Accessories, **20%** discount on Labour Charges & Value-Added Services and **10%** discount on Road-Side Assistance (RSA). Interesting customer engagement activities like painting, drawing & quiz competitions for kids along with activities like free health checkup camps, customer education programs will also be organized at the specific workshops, making it a delightful experience for customers to cherish for long.

Celebrating the spirit of patriotism, Renault has also integrated the **Indian ‘Tricolour’ logo** – Saffron, White and Green in all its TV commercials. This ‘Tricolour’ logo as part of the TV commercials reinforces Renault’s commitment to the ‘Make of India, made for India’ vision. The TV commercials with the Tri-colour logo will be aired on 26th January on all major national and regional channels throughout the country. It will also be featured on all Renault India's social media platforms.

Renault has undertaken **many first-of-its-kind after-sales and customer centric initiatives** to offer a seamless brand ownership experience to its customers. These include – Renault SECURE, Renault ASSURED, Renault ASSIST, Renault EASY CARE, Workshop on Wheels (WoW), MY Renault App and regular customer service camps. In a decade of its presence in India, Renault has made significant progress which includes a state-of-the-art manufacturing facility, a world-class technology centre, logistics and design centre in India. This strong foundation backed by its unique



product strategy and pioneering customer satisfaction initiatives have been instrumental for Renault's successful journey in India.

### **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 close to 500 sales and 530 service touchpoints, which include 250+ Workshop on Wheels locations across the country, with benchmark sales and service quality.

### **For Further information, please contact:**

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