



RENAULT INDIA BECOMES THE FIRST FOUR-WHEELER AUTOMOTIVE BRAND TO LAUNCH A FULL FLEDGED HINDI WEBSITE

- **First automotive brand to introduce both Website and WhatsApp based chatbot - Renault Virtual Assistant (RVA); RVA all set to be launched in three regional languages - Hindi, Marathi and Tamil by end of July'21**
- **Aims to further strengthen its Regional Reach**

Hindi Website Link - <https://hi.renault.co.in/>

New Delhi, July 08, 2021: In a bid to further strengthen its presence in India and cater to the growing customer base, Renault India has launched its full-fledged Hindi website today. With this, Renault India becomes the first four-wheeler automotive brand to launch a bi-lingual website (English & Hindi), taking another step towards enhancing its familiarity and consumer connect with the Brand. Offering customers language of choice as an interface, the website will enable customers who wish to access the website in Hindi, to efficiently avail information related to Renault's entire product range and services, enabling direct access to a large portion of potential customer base adopting Internet throughout the country.

The consumption and demand for content in regional languages has increased significantly over the last few years. India has over **624 million internet user base**, with more than **90% users** prefer consumption of content in Hindi and Regional language. Hindi and Regional content consumption on the internet has witnessed a staggering **50% growth** over the last year. The growing prominence of regional content and customers demand for accessing the internet in Hindi, has been a key driver for Renault to include regional outreach as an important part of its customer connect strategy.

Renault India has significantly enhanced its digital capabilities and portfolios with online booking options and other interventions, providing the best of the services to its customers in these challenging times. In addition to demo through the Renault virtual studio, website booking facility and MYRenault App, Renault India launched the Renault Virtual Assistant (RVA) last year, offering personalized customer experience round the clock to potential buyers and existing customers. As part of the customer connect strategy to further strengthen the regional reach, RVA, currently in English, will be available in three regional languages including Hindi, Marathi and Tamil by the end of July'21.

In the past one year Renault India been aggressively pursuing with an innovative and comprehensive strategy to amplify and grow our presence in smaller towns and cities including Rural markets. Renault India launched a special project like VISTAAR where the dealership teams recruited specialised sales consultants to reach out to the customers in the rural markets. Renault has recently partnered with CSC Grameen eStore, a subsidiary of CSC eGovernance Services India Limited (CSC-SPV). As part



of this, Renault India's leading product range is listed on the CSC Grameen eStore and made available to the potential customers in hinterlands through aspirational Village Level Entrepreneurs (VLEs).

Driven by innovation, 'Rural Float' is yet another significant step to move closer to the customers in the remote areas and provide a Renault vehicle ownership experience. With 'Rural Float', Renault has been able to showcase the newly launched sub-four meter compact SUV, Renault KIGER to its potential customers in rural markets, engaging more than 23,000 customers in 233 towns across 13 states, facilitating 2700 test drives.

Together with its product portfolio expansion strategy to drive volumes in India, Renault is substantially increasing its network reach in India and introducing several unique and pioneering initiatives to ensure that customers' have an unparalleled association with the Renault brand. Currently, Renault India has more than 500 sales and service touchpoints in India, which include 200+ Workshop On Wheels locations across the country

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 500 sales and service touchpoints, which include 200+ 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.

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