



Renault India's new'R store makes a debut in Madhya Pradesh, with inaugurations in Indore and Sagar

- *Marks the launch of India's 3rd and 4th new'R store under the renault. rethink. transformation strategy*

Indore/Sagar, June 25: Continuing its bold journey under the renault. rethink. brand transformation strategy, Renault India, a wholly owned subsidiary of the French carmaker Renault Group, announces opening of two new'R stores in Indore and Sagar respectively, marking its debut of the new retail identity in Madhya Pradesh.

The roll-out is part of Renault India's brand experience and transformation strategy to align with evolving customer expectations, blending design innovation, digital integration, and customer-first service.

Speaking on the occasion, Mr. Francisco Hidalgo, Vice President Sales & Marketing- Renault India Pvt. Ltd., said, *"Madhya Pradesh has been a priority market for us with the kind of reception our vehicles have received in the state. The opening of new'R stores in Indore and Sagar is an important step forward in scaling up our business expansion as per the renault. rethink. strategy, which puts focus on building positive customer experiences that showcase Renault's global brand values while catering to local aspirations. With Madhya Pradesh now on our new'R store map, we are one step closer to creating a future-ready retail ecosystem across India. As we continue to expand our footprint, we intend to elevate the customer experience and set new benchmarks in automotive retail. Soon, we plan to unveil 2 more new'R store in India."*

With this expansion, the company reinforces its commitment to offering world-class customer experiences across India, through cutting-edge store design, innovative layouts, and a digitally enhanced car buying journey.

This launch further demonstrates Renault's commitment to enhancing customer experiences by infusing innovation and modern design into its architecture, reflecting Renault's holistic global vision.

The outlet is set to deliver Renault's New Visual Identity (NVI), featuring a sleek black façade and an updated logo designed in line with global standards making the urban car dealership more inviting and futuristic.



The new car showroom concept transforms the customer experience by placing vehicles at the centre of the space. The redesigned layout offers ample room for cars, allowing visitors to move freely and explore each model from various angles, creating an immersive showcase. This design fosters a cohesive and comfortable environment for customers.

The new 'R' store is designed to offer seamless and modern car buying experience to customers, having developed as per Renault's global retail standards, blending style, comfort, and accessibility to prospective customers in Madhya Pradesh.

Strategically located to maximize accessibility and customer convenience, both stores offer premium seating, dedicated consultation zones, and a welcoming customer lounge, with every element of the store designed to make the car-buying journey engaging and memorable. These launches reinforce Renault's long-term commitment to the Indian market, as it continues to build a strong, future-facing network across the country.

ABOUT RENAULT

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renaulution' strategic plan, Renault has embarked on an ambitious, value-generating transformation moving towards a more competitive, balanced, and electrified range. Its ambition is to embody modernity and innovation in technology, energy, and mobility services in the automotive industry and beyond.

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 430+ sales and 490+ service touchpoints, which include 250+ Workshop on Wheels locations across the country, with benchmark sales and service quality.