

# “Marketing Strategies Of Audi Lucknow”

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## **Abstract**

*The Indian car market is a major player in the global economy. Cars used to be seen as a luxury item, but as living standards have risen in India, that perception has changed. Automobiles have become essential to the everyday lives of most Indians. This has opened the Indian car market to competition from all over the world, fundamentally altering its structure. Audi's activities in India began in March of 2007. Future years would see massive expenditures on Audi India's brand, marketing, exclusive dealerships, and service.*

## **Introduction**

My goal in doing this industrial study is to get insight into the promotional tactics used by showrooms for premium makes of luxury automobiles. In addition to improving my sales skills, I stand to learn a great deal about the company's goods and policies as well as its marketing operations.

Audi in India is getting ready to increase its presence in Lucknow, a city where many people express an interest in the German automaker.

With the opening of our new Audi shop in Lucknow, we want to cash in on the increasing interest in high-end vehicles in the area. I have faith that

Audi's new Lucknow dealership, Jaika Auto Trade, is located on a sprawling 9,684 square feet of space. Michael Perschke, Head, Audi India, recently opened the company's 17th dealership in the country.

Vehicles from the Audi lineup are all on sale in India. In addition to selling Audi vehicles, the Audi Lucknow dealership will have an Audi Store and Audi Exclusive amenities where clients can have their own vehicles customised and buy a wide selection of official Audi goods.

The inauguration of our new dealership in Lucknow is a source of great pleasure, and we look forward to a long and fruitful partnership with Audi. Since 1930, the name "Jaika Group" has been synonymous with vehicles. When you visit Audi Lucknow, you can expect to get the same high-quality service and products for which the four-ringed brand is famous. Kale said, "With this state-of-the-art showroom, we will undoubtedly become the market leaders in Lucknow."

Audi Lucknow is responsible for both the sales and servicing of Audi vehicles at the MIDC Hingna site. The building itself spans 30,000 square feet. square feet and enough storage space to maintain eight vehicles for a week during a single shift.

## **Description of the Company**

Audi in Lucknow has a strict hierarchy. Audi India's franchise in Lucknow. Even though it is owned by one of Lucknow's oldest dealerships—"The Jaika group"—Audi Lucknow must adhere to regulations set out by Audi India. Every month,

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Audi Lucknow is required to make a certain quantity of purchases from Audi India. This includes the purchase of a certain number of demo vehicles representing each model Audi India offers. Every procedure established by Audi India must be followed by Audi Lucknow.

The Audi store in Lucknow has a monthly visit from the regional sales manager. The Audi Lucknow crew has to file a report and put up a presentation on the crew's progress. After compiling the data, the report is sent to Audi India, where the dealer is determined.

In regards to Audi Service in Lucknow:

The private Audi service centre in MIDC Hingna is run by Audi Lucknow. The 30,000 square feet of usable space in this building is put to good use. square feet, and it can service eight vehicles in a single shift, seven days a week. The facility's specialists have received extensive training to ensure they always provide consumers with excellent service.

## Service After Purchase

### Methods of Financing:

Customers in Lucknow may take advantage of a variety of Audi-friendly financing options.

A Few Things That Set Audi Financing Apart

- Get up to 90% financing on that sweet Audi you've had your eye on.

The minimum loan amount is one hundred thousand rupees.

Repayment terms are quite versatile and may be anything from 12 to 60 months. Quick turnaround time -

- after completing the filing of all paperwork.
- Rates of interest that are both low and competitive.

Personalized payment schedule that works with your EMI needs.

No-hassle paperwork

Improved Audi Vehicles for Indian Roads:

- Ownership rights and all leasing conveniences
- One-stop shopping for auto loans, maintenance packages, insurance, and extended warranties.

Audi A4, Audi A6, and Audi Q5 are all included.

- "Our clients may get a lot out of Audi Car Life - Advance." ease of mind, since all of these bills may be paid together each month,"

By Michael Perschke

### OBJECTIVES:

- In order to boost sales even more with the innovative product range.
- To continue its rapid expansion in the Indian premium automobile market.
- In an effort to provide a more unique and luxurious service than
- To provide reliable support long after the deal has been made.

### Goals for Oneself:

- The goal of this research is to better understand how luxury vehicle dealerships operate as a company.
- The goal is to improve familiarity with industrial products.

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- For familiarity with prevalent advertising practises in the sector.
- To learn about the cutting-edge tools used by the firm.
- In order to provide the product's qualities to the buyer.
- For research purposes on the Lucknow-based competition's offering.
- To inquire about the dealership's sales procedure

## **METHODOLOGY**

The paper's related literature was summarised. This article will utilise some professional theoretical knowledge to back its claims and will mix business strategy management and marketing strategy to conduct the investigation. It is important to note that the survey sample was chosen with care. Audi vehicle owners and potential Audi car buyers make up the sample. Yet, because this poll is concerned with the automotive industry, it's likely that a disproportionate number of males will fill out the questionnaire.

### Analysis

Audi's unassuming design stands in contrast to the flash of Mercedes's luxury and the performance of BMW's sport. The straightforward nature of the Chinese population finds this an ideal fit. Chinese consumers benefit from Audi's presence. the sense of calm and prestige conveyed, particularly thanks to the Audi A6, which seems appropriately at home in the "official automobile."

## **CONCLUSION:**

The necessity of delivering premium items to ensure happy clients has been emphasised in the research.

Audi India has risen to the top of its industry in June 2022, leaving its rivals to fret about how they might catch up. A company's strategy should focus on creating high-quality goods that address consumer demands. As a consequence, working with the Audi brand was a blast.

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