



Carnation Auto

Case Study

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Carnation Auto – Case Study

Introduction

Carnation Auto is a bold new experiment in the Indian automobile industry created by Jagdish Khattar, the erstwhile Managing Director of Maruti – Suzuki (Maruti Suzuki is a joint venture between Maruti Udyog Ltd. of India and Suzuki Motor Corporation of Japan. It is the largest car manufacturer in India with over 55% market share). Modeled on similar third-party formats in the West, it plans to create a unique brand that caters to multiple car brands in India by providing an integrated one stop auto solutions platform.

"Although I have been a member of 4 golf clubs for the past 15 years, I have never utilised the facilities, so I knew that retirement the usual way will not go down well with me. I wanted to continue doing things of substance and to contribute in my own way."
– Jagdish Khattar

India is a unique market for the automobile sector where owning a car is treated as a special experience. Thus, the consumer is always looking for customer delight. As a country, India still retains the culture of joint families and hence most families have more than one car. At the same time, there is also a surge in the number of nuclear families where all the family members are independent and in their need to be mobile, have ownership of more than one car. This has made this country the second fastest growing automobiles industry in the world with average sales of about 8 million units per year.