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The Indian auto market has seen a rapid growth in terms of launches by global players in terms of tailor made vehicles specifically suited for the Indian market. It has also seen huge investments by different firms in setting up of their assembly units or expansion of such units to increase its market presence. Now, very recently the German auto maker owned by Volkswagen, Audi India has announced that it will be setting up a new assembly plant in Aurangabad in Maharashtra. Audi is gearing up to introduce more and more models in the Indian market to rival its competitors, BMW and Mercedes Benz.

The new assembly facility upcoming in Aurangabad will start producing the Audi Q7 and Audi Q3 models. The Q3 model has been developed by Audi to rival the BMW X1 and is expected to be launched in the Indian auto market soon. A senior executive commented that with the start of production of the Q7 and the Q3 this year, the annual capacity of the plant will realise to 8000 units. The company is highly hopeful on the success of the Q3 in the Indian market and is evident so in the words of Mr. Michael Perschke, Head of Audi India who stated that the Q3 would be bread and butter of 2012 for the company.

The company also has plans to introduce one new model in the Indian market segment. To re-iterate this mission in India, Audi had also showcased the Q3 at the Auto Expo. It is expected to be priced at Rs. 20 to 30 lakh range. The company will also be bringing in other models like the A4, the TT and the S6 in the near future. Not only is Audi focusing on introducing new models alone, it is also simultaneously expanding its dealership network with plans to enter places like Nagpur, Bhopal, Lucknow and Goa.

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