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Ferrari Officially Launches Cars In India



Ferrari has officially entered the Indian market and has appointed the Shreyans Group as its official importer. The Italian super car maker has launched the California priced at Rs. 2.2 crore, 458 Italia priced at Rs. 2.56 crore, 599GTB Fiorano priced at Rs. 3.37 crore and the FF priced at Rs. 3.37 crore (all prices ex-showroom, Delhi). Bookings of these sports car is now open at the company's first dealership in Delhi. The second showroom is set to come up in Mumbai in the later half of 2011. Deliveries will take anywhere between 3 months to an year depending on the level of customization.



"Till yesterday, Ferrari was present in 57 countries. Now we are in the 58th country, which is India. We

should have been in India much before and we expect to be able to sell more than 100 cars in the next 2-3 years," Amedeo Felisa, Ferrari CEO, said.

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