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# **Mercedes India Sales Driven By Young Customers**



Mercedes-Benz has seen a shift in its customer profile in India with sales being increasingly driven by young entrepreneurs and professionals from legal, medical and finance segments. The luxury carmaker expects the young customers to continue buying more luxury cars in the coming months. Currently, the C-Class is the largest selling car of Mercedes in India.

“The average age of our customers has come down to 35-40 level from the earlier age of 50. An increasing number of young entrepreneurs and professionals from various fields are buying luxury cars and this affluent segment has been boosting our sales volumes,” Suhas Kadlaskar, director, corporate affairs and HR, Mercedes-Benz India told [Financial Chronicle](#).

You can also find this article published on [Mercedes India Sales Driven By Young Customers](#), and on the tag pages [Mercedes-Benz](#).