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# **Nissan Plans Initiatives To Boost Micra Sales**



The Nissan Micra has completed its first anniversary in India but sales are nothing to write home about. The Micra is an excellent little car with fantastic built quality. The diesel Micra is one of the best alternatives in the segment but the lack of ABS is a deterrent for many buyers. The company attributes the poor sales to supply constraints (due to high export orders) at its Orgadam facility but the truth is far from it. The awareness about the **Nissan Micra** in India is very low and now in order to boost the sales of the Micra, Nissan is planning a few initiatives. Nissan currently sells less than 2000 units of the Micra in India. A major chunk (80%) of the 1 lakh sale milestone of the Micra is from exports.



“We will come out with some initiatives in the next few months for improving awareness and brand building. One major challenge for Micra is lack of awareness about the product, which is well-accepted in several

markets globally," Dr Andy Palmer, executive VP, Nissan India, said.



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