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# Proton Plans To Enter India



Malaysian car maker Proton is planning to enter the Indian car market to expand its overseas operations amid global demand slump. Proton has been trying to enter the Indian auto market since a few years and the company was reportedly in talks with home-grown auto major Mahindra & Mahindra as well as contract manufacturer Argentum Motors. The company had marked India as one of the major target markets, Proton's recent review states that it is studying the 12-lakh units strong Indian passenger car market.

"On this note, we will be launching new programmes regionally, specifically in ASEAN, China, India and the Middle East. Proton will leave no stone unturned in our vision to strengthen our brand equity within the local and regional arena," Proton Holdings Berhad Managing Director H S Z A B Syed Mohamed Tahir said.

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