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# Rolls Royce To Appoint New Dealers



Rolls-Royce recently opened its new showroom in Hyderabad, taking its total dealers to three in India. Hyderabad has high significance for the British automaker as the Nizam of Hyderabad had bought close to 50 Rolls-Royce cars in his lifetime. The company plans to appoint two more dealers by the end of this fiscal, which will take its dealers to five. The two new dealers will be appointed in northern region and central/southern region of the country. Currently Rolls-Royce has dealers in Mumbai, Delhi and Hyderabad. Rolls-Royce sells six models in the country, including the Phantom and Ghost.

"We just came to Hyderabad. We are in talks with a dealer in north and will soon close the deal. So, the first dealer will be in north, and the other one will be in central or south. Since 2005 as many as 200 Rolls Royce have been sold in India and the country stands third in Asia Pacific region as far as Rolls Royce sales are concerned," Herfried Hasenoehrl, Head of Business Development (India, Sri Lanka and Bangladesh), Rolls-Royce, said.



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