

AUTOMOTIVE

## Lexus expands presence in India, establishes guest center

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Lexus's newest GEC in Kalamassery, Kochi's industrial region. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp's Lexus continues to grow roots across India with the opening of the Guest Experience Center (GEC) at Nippon Towers in Kochi.

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This is the 13th intentional engagement space to open in the country, with other GECs already in Bangalore, Hyderabad, Mumbai, Chandigarh, Delhi and Chennai. In addition, Lexus has already opened Meraki gallery and luxury lifestyle spaces in Gurugram and Coimbatore.

"We are excited to mark our presence in Kochi with the inauguration of our first Guest Experience Centre in Kerala," said Naveen Soni, president of **Lexus** India, in a statement.

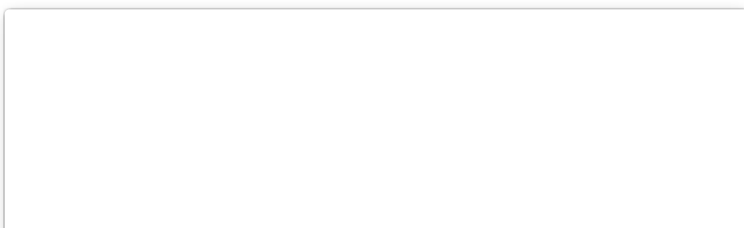
"Kochi is a dominant commercial hub in the South and this opening further strengthens Lexus India's foothold in the Southern belt," Mr. Soni said. "At Lexus, our customers who we refer to as 'Guests', have always been our primary focus.

"In all that we do or create, we strive to provide our guests with a truly immersive and luxurious experience."

Guest relations

Like all Lexus GECs, the newest addition aims to create a luxury-centric experience.

Lexus looks to India's hosting mantra of "Athithi Devo Bhava," which means putting a guest above all others, in the creation of the space. "Omotenashi," a Japanese philosophy of whole-hearted hosting, also helped to inspire the experience.



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A post shared by Lexus (@lexususa)

The Kochi location pays homage to this particular place in the world. Notably, its exterior boat-like shape is a nod to the surrounding region of Kerala, which borders the Arabian Sea.

The area has a long boatmaking tradition, and so the space's exterior features a "hull" as one might find on a ship. Inside of that hull is a lifestyle cafe with an adjacent meeting room, with the space also having a "discussion area" and a vehicle showroom.

The interior elements of the energy-efficient center also pay homage to local traditions. The space's interior favors wood, as well as brass— a local symbol of happiness.

The same materials help to maintain the atmosphere of quiet serenity that is fostered inside. Further interior design and decorative elements continue the melding of Indian tradition and the Japanese origins of the brand.

Lexus has been centering connection in its most recent campaigns as well, having ran a holiday commercial in 2022 wherein a young boy is reunited with his older brother ([see story](#)). The commercial was part of the long-running annual "December to Remember" campaign.

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