

COMMERCE

Porsche sees success with India, logs 64pc growth in 2022

June 16, 2023



The brand has experienced an unprecedented sales surge within the market. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is reflecting on a period of rapid expansion amid the globe's fastest-growing economy, India.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand has experienced an unprecedented sales surge within the market, sharing a growth rate of 64 percent in 2022. The success of Porsche's regional efforts has resulted in an enhanced retail network last month, leaders opened five new Porsche showrooms around the country in a single week last month.

"India is an important market for Porsche," said Dr. Manfred Brunl, Middle East and Africa FZE CEO at [Porsche](#), in a statement.

"Porsche is the fastest-growing automotive luxury brand in India over the last few years, which makes network development a particular priority," Dr. Brunl said. "The expansion of our Indian network underlines that customer centricity is at the core of our strategy for this market."

Founding fiscals

Porsche's presence in India appears strategic, considering the nation recently surpassed Japan to become the world's third-largest automotive market.

Reporting 779 retail sales last year, the automaker's update reveals that the Cayenne luxury SUV comprised more than half of the transactions.

Two new showroom openings in Bengaluru and Chennai, in addition to renovated retail bases in Ahmedabad and Mumbai, plus a new Kolkata-based partner, brings the total number of Porsche dealers active in the market to eight. Delhi became home to a Porsche Studio center at the start of 2021.



Manolito Vujicic, brand director at Porsche India joins Arun Surendra, dealer principal at Porsche Centre Bengaluru and Dr. Manfred Braunl, CEO, PME for the opening of the Porsche showroom in Bengaluru, India. Image credit: Porsche

Immersive client experiences have supported growth along the way. In late 2022, Porsche hosted an activation that gave existing and prospective customers the opportunity to safely and exclusively test high-performance models both the Buddh International Circuit in the north of India and Kari Motor Speedway in the south were tapped for the exercise.

The brand's 75th-anniversary "Festival of Dreams" celebration also topped a list of standout marketing events.

"We've put in a lot of effort over the last few years to give the Indian market the attention it deserves, given its incredible growth potential, and that effort is becoming visible in these very positive sales numbers," said Dr. Brunl, in a statement.

"We are looking forward to welcoming more enthusiasts to the Porsche brand in the near future, as we build a strong and vibrant Porsche community in India."

Resonance across global markets helped the company, valued at \$36.8 billion, achieve the top spot in a 2023 ranking of the most valuable luxury and high-end names worldwide ([see story](#)).

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.