



Premium and Luxury Cars in India

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Premium and luxury cars poised for strong growth in 2024
- Mercedes-Benz continues to lead premium and luxury cars
- The rise of customisation and personalisation in luxury cars in India

PROSPECTS AND OPPORTUNITIES

- Favourable economic landscape and easy financial solutions to favour the growth of premium and luxury cars
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- Tier-2 and tier-3 cities emerging as spotlight markets for premium and luxury car brands

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Luxury Goods in India - Industry Overview

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DISCLAIMER

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