

# Citroën looking to make India its export hub

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French carmaker Citroën will launch its C3 Aircross Sport Utility Vehicle (SUV) in India by October, and is betting big on exports from India to markets like South Africa, ASEAN (Association of Southeast Asian Nations) and Nepal, Saurabh Vatsa, Citroën India branch head told

*Business Standard.*

Citroën, which sold 6,000 units through Citroën C3 and C5 Aircross SUV, is likely to double its sales during the current year, as it has already sold 6,000 units of Citroën C3 and eC3 electric vehicles during the first six months.

“We are going to start bookings for the C3 Aircross SUV in September and launch it in October. Price will be at the heart of the midsize SUV market,” said Vatsa.

The company is also poised to launch a new vehicle on the C-cubed platform by early next year. “Earlier, we said we will be launching three vehicles on a C-cubed platform. Now, we are going to launch the fourth one by

early next year,” he explained.

Stellantis, which came into existence after the merger of Fiat Chrysler Automobiles and the French PSA Group in 2021, currently sells its Jeep and Citroën brands in the country. At present, Citroën sells three vehicles in India based on the C-cubed platform. These include Citroën C3, C5 Aircross SUV and eC3.

The group has invested over ₹600 crore in the Indian market with two factories in Tamil Nadu – a vehicle assembly plant in Tiruvallur and an engine and transmission plant at Hosur along with a research and development (R&D) centre in Chennai.

“Stellantis is going to invest Euro 30 billion globally by 2025. India is going to be our key market. We are looking at launching Citroën in Indonesia too,” said Billy Hayes, head of sales, marketing and regional operations (India and Asia Pacific Region), Stellantis.

The company recently began exports to South Africa, ASEAN and Nepal from the Kamrajjar Port in Chennai and are expecting export growth in future.

**The company will launch the C3 Aircross SUV in India by October**

