

# 4x4 war goes off-road: Jimny's foot now on lifestyle SUV pedal

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India's largest passenger vehicle (PV) player, Maruti Suzuki India (MSIL), is eyeing the top spot in the fast-growing sport utility vehicle (SUV) market and priced its five-door off-roader Jimny competitively, starting at ₹12.7 lakh. MSIL already has 31,000 bookings for the Jimny.

Shashank Srivastava, senior executive officer-marketing and sales, MSIL, said that the Jimny may potentially double the current size of the lifestyle SUV market, which is about 45,000-50,000 units a year.

Hisashi Takeuchi, managing director and chief executive officer, MSIL, said that the Jimny will play an important role in its goal of becoming the country's largest SUV maker.

The Indian PV market is fast moving towards SUVs which already constitute 42 per cent of the PV market, selling 1.3 million units a year.

MSIL sells the Brezza, the Grand Vitara, and now has the Jimny (a direct competition to Mahindra & Mahindra's, or M&M's, Thar) and the Fronx.

Jimny will be available across Nexa showrooms from June 7 and will be priced between ₹12.7 lakh and ₹15.05 lakh. The firm sells the Brezza via its Arena dealerships.

M&M's Thar is available both as a rear-wheel drive and an all-wheel drive. The all-wheel drive option of the Thar is available at ₹13.8-16.78 lakh, while the rear-wheel drive starts at about ₹10.5 lakh. M&M is planning to bring out a five-door version of the Thar, which

OFF-ROAD RIVALRY



|              |                                  |                 |                                   |
|--------------|----------------------------------|-----------------|-----------------------------------|
| <b>Jimny</b> | Price ₹12.7 lakh-<br>₹15.05 lakh | <b>Thar 4WD</b> | Price: ₹13.8 lakh-<br>₹16.78 lakh |
| Doors 5      | Fuel type Petrol                 | Doors: 3        | Fuel type: Diesel/petrol          |

Note: The price of Thar's rear-wheel drive starts at ₹10.50 lakh;

|   |  |   |   |
|---|--|---|---|
| <b>45,000-50,000 units a year:</b><br>The current size of lifestyle SUV market in India | <b>31,000 bookings</b><br>have already been made for Jimny | <b>3-door Jimny</b><br>MSIL is exporting since 2021; it is planning to export 5-door variant, too | <b>100,000 units of</b><br>Thar have been produced since October 2020 |
|---|--|---|---|

**5-door version of Thar is in the works**

will then directly compete with the Jimny.

M&M's Thar will be a worthy rival. The all-wheel drive Thar SUV completed a production milestone of 100,000 units in less than two and a half years of its launch in October 2020. The Thar 4x4 always had a cult following; it is one of the few old-school off-roaders available. MSIL has been exporting the three-door Jimny since 2021, and plans to start exporting the five-door version of it.

Analysts at Emkay Global recently noted that MSIL expects SUVs to drive its mar-

ket-share gains in 2023-24 (FY24) and thereafter. MSIL expects to outperform the underlying 5-7 per cent industry growth in FY24 and also aims at capturing a market leadership position in SUVs with about 25 per cent share, observed Emkay.

According to Siam data, MSIL had an 18.5 per cent share of the utility vehicle market for the April-January period of 2022-23, while M&M had a 17.96 per cent share, and Tata Motors 16.59 per cent.

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