

Focus to reduce waiting period: Mercedes-Benz

Prices of all models to be raised by 5% from April 1, says MD & CEO

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Mercedes-Benz India is moving “a bit slow” in terms of new launches and prioritising current customer demand by reducing waiting periods for deliveries, its managing director and chief executive officer (CEO) Santosh Iyer said on Thursday.

The company has over 4,000 bookings, and its waiting period is between two and eight months, Iyer told *Business Standard* in an interview. India’s largest luxury carmaker sold 15,822 units in 2022.

“When I say a two-month waiting period, this used to be 3-4 months last year. For many car models, we have been able to reduce this waiting period,” he added.

On Thursday, the company announced that prices of all models will increase by up to five per cent, primarily due to persistent depreciation of the rupee and the escalating costs of logistics, April 1 onwards. This is the second price hike by the German company this year. The first price hike, which was also up to five per cent, was done on January 1.

Iyer said the company was conscious of the fact that this was the second price hike after January. “However, for sustainable growth in India, these price hikes are inevitable,” he added.

“We have ten launches planned for the year. We have done one launch. We have gone a bit slow on the launches because we want to cater to the current customer demand and reduce the waiting period,” Iyer said on Thursday.

RACING AHEAD

Mercedes-Benz India's volume performance (Unit sales)

2016	13,231	
2017	15,330	
2018	15,538	
2019	13,786	
2020	7,893	
2021	11,242	
2022	15,822	

Source: Company

