

Citroën plans major network expansion in 2024 to boost sales

Our Bureau
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French carmaker Citroën plans a significant ramp-up in sales and service outlets, as the company aims to boost sales with network expansion and new launches.

Under its Network Expansion Programme, which seeks to make the Citroën brand available to consumers beyond tier-I/tier-II cities, the company will be expanding the number of sales and service touchpoints to 200 by the end of 2024 - from 58 now.

There will be a 400 per cent growth in the network. The new dealerships will come up across urban, semi-urban, and rural markets," said a company statement. "Our focus extends to tier-III and even tier-IV markets, strategically chosen for their proximity to tier-I and tier-II



SCALING UP. Citroen will be expanding its sales and service touchpoints to 200 by the end of 2024 from 58 now

cities and their potential for substantial growth. These markets boast burgeoning consumer bases eager for enhanced accessibility to quality products and services," Shishir Mishra, Brand Director, Citroën India.

INVESTMENT BOOST

The company currently sells four models — ë-C3, C3 Air-

cross SUV, C3 and C5 Air-cross SUV. During the 11 months of this fiscal, the company sold about 7,400 units in the Indian market, while it exported close to 2,700 units of India-built SUVs.

Earlier this year, the group had announced an additional investment of ₹2,000 crore under its Citroën brand.

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