

Skoda unveils new Kushaq under India 2.0 strategy

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Kochi

Driven by the growth surge, Skoda Auto India unveiled its new Kushaq — the brand's first car under its India 2.0 strategy.

Ashish Gupta, Brand Director, Skoda Auto India, told *businessline* that the car represents a comprehensive upgrade with significant enhancements across features, technology and overall design. This is Skoda's first vehicle designed, developed and manufactured specifically for India.

The upgraded Kushaq has multiple segment-first and premium features, including an 8-speed automatic transmission, a panoramic sunroof on higher variants, front parking distance control, a new digital cockpit and completely redesigned interiors.

On selecting Kochi as the launch venue, Gupta said, "Kerala continues to be a



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strong and strategically important market for Skoda. Customers here value European engineering, solid build quality and safety. The State also has a strong automotive enthusiast community that appreciates performance-oriented vehicles. This made Kerala a natural choice for a major product announcement."

Pre-bookings for the car have commenced, and the vehicle will reach show-

rooms in March. Pricing details will be announced at the time of the launch.

Kerala contributes approximately 8.9 per cent of national passenger vehicle sales, while for Skoda, the State accounts for around 10-11 per cent of all-India sales, outperforming the industry average.

Gupta attributed this to the brand's product portfolio and strong dealer partnerships in the region. The

automotive industry recorded approximately 10-12 per cent growth in the previous quarter, with January also showing encouraging signs at the national level.

10 KEY ACTIONS

Skoda has planned 10 key product actions for the year, including three global icon models, two major upgrades such as the new Kushaq, three new variants of the Kodiaq and multiple feature enhancements. The year will see consistent product-related announcements from the brand.

On the 2026 outlook, Gupta said the industry is expected to register around 4-5 per cent growth in 2026 compared to 2025, and Skoda's objective would be to at least match the overall market growth. EVs are part of Skoda's long-term strategy. There is no plan for an EV in the current year, and it will be considered at an appropriate time, he added.

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