

# Volkswagen eyes 95% localisation of Virtus, Taigun

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As Volkswagen India eyes a 3 per cent share of the Indian passenger vehicle market over the next two years, it is increasing its localisation of components for its two key models — Virtus (Sedan) and Taigun (SUV) — to 95 per cent from the current 92 per cent.

The company currently enjoys a 2.4 per cent share in the Indian market.

Speaking to *Business Standard* on the company localisation plans, Ashish Gupta, Brand Director of Volkswagen Passenger Cars

India, stated “Our cars are already up to 90 per cent localised however we have a target of almost 95 per cent in our Virtus and Taigun models which are assembled and produced in India in our Chakan (Pune) plant, so there is already a high degree of localisation.”

Abbey Thomas, Head of Marketing & PR of Volkswagen India said: “The market share would definitely increase reaching out to at least 3 per cent in the next 1.5 to 2 years which is really huge considering our country sells around 3.7 to 3.8 million cars annually.”

