

# India could be among top 3 markets for Škoda this year

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India, currently a top-10 market for Škoda Auto, is expected to become a top-three market by 2025, primarily fuelled by strong demand for the recently launched Kylaq sport utility vehicle (SUV) and the upcoming electric vehicle (EV) launch, its global board member for sales and marketing, Martin Jahn, said on Tuesday.

Moreover, the company is aiming to almost triple its sales to more than 100,000 units in 2025, he told *Business Standard* during an interview. “India for Škoda Auto is the most important foreign market after our sales slowdown in China,” he noted.

He mentioned that the company has been extremely successful in Europe, where it has jumped from being the tenth-largest carmaker to the fourth-largest in just two years. “However, we cannot just stand on one leg. The other leg for us is India,” he added.



**Global board member for sales and marketing of Škoda Auto, Martin Jahn, said that Kylaq, the most affordable car by Škoda in India, would allow the company to significantly grow in the country**

He stated that Kylaq, the most affordable car by Škoda in India, will allow the company to significantly grow in the country. The deliveries of Kylaq, which is priced at ₹7.89 lakh (ex-

showroom), started on Monday.

“Currently, India is among the top 10 markets for us. This year, we expect India to significantly grow and be among the top five markets for us. Maybe, it could be

among the top three,” he stated.

When asked if the company would be able to sell more than 100,000 units in 2025, he replied: “We are confident we can cross that (benchmark).”

In India, Škoda’s sales have declined during the last two years. The company sold 36,000 vehicles in 2024, a 26.3 per cent year-on-year (Y-o-Y) drop from 48,800 units in 2023. This continues the downward trend from 2022, when Škoda sold about 53,700 vehicles in the Indian market. Jahn mentioned that the company is not just looking at local production but is also contemplating export opportunities from India to the Middle East, North Africa, and Australia. “The exports to these regions started last year. We start from smaller numbers, from the lower 1,000s. We would then be going to higher 1,000s,” he added.

Jahn stated that the company will launch its first electric car in India this year. However, the company is yet to decide which of the two cars — Enyaq or the more affordable Elroc — should be

brought to the country. “We are interested to see how the sentiment will evolve for electric cars in India. When we talk to dealers, some are excited while others are sceptical. We will take a decision based on the evolving customer sentiment and government regulations (new CAFE norms and EV investment norms),” he mentioned.

Škoda currently offers four models in India—the Slavia sedan, Kushaq SUV, Kodiaq SUV, and Kylaq SUV. He clarified that Škoda is a small brand and is not going to take any “crazy steps” to increase its market share in India. “We have to invest in the transformation in two-three vehicles. We have to keep a balance between profitability and growth,” he added.

Jahn stated that while Škoda has plug-in hybrids in its global portfolio, whether such models can be brought to India or not depends upon the Indian government’s support.

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## VW India faced Customs clearance delays over alleged tax evasion

Some air shipments of car components by Volkswagen (VW) India were briefly held up by Custom authorities in Mumbai due to a \$1.4 billion tax demand, leading to delays in spare part supplies at dealerships, people familiar with the matter told *Reuters*.

The setback comes as German carmaker is trying to turnaround its sales in the world’s third-largest car market with new launches and planned future investments amid growing competition from domestic players Tata Motors and Mahindra & Mahindra and foreign rivals Hyundai Motor. India issued a notice in September to Volkswagen’s local unit for allegedly evading taxes by wilfully “mis-declaring and misclassifying” its imports and paying less tax on components for its Audi, VW and Skoda brand cars.

Skoda Auto Volkswagen India has previously said it complies with all laws and regulations and is cooperating with the authorities on the allegations.

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