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Audi India charts ambitious growth roadmap, targets doubling market share over 3–5 years

CHENNAI – 19 Nov, 2026 Audi India is sharpening its growth strategy with an ambition to double its market share from approximately 7.5–8% to 15–16% over the next 3–5 years. The strategy will be driven by a refreshed product portfolio, expansion of its retail network, and a stronger focus on customer experience and ownership. Audi India expects 2026 to remain broadly flat, primarily due to product availability constraints and gaps in its portfolio. However, with new products entering the market, the brand is targeting high double-digit growth in 2027.

India's luxury passenger vehicle market is projected to reach a record 58,000 units in 2026, compared with approximately 52,000 units in 2025, representing growth of nearly 12%. Despite this expansion, luxury vehicles account for only around 1.1% of India's overall passenger vehicle market, highlighting significant headroom for growth. The all-new Audi Q3 is expected to play a key role in driving volumes, with the Audi A5 slated for the first half of 2027, followed by the Audi Q9.



On the retail front, Audi India plans to expand its showroom network from the current 28 locations to approximately 40 by 2027 with a greater emphasis on Tier-II and Tier-III markets. Customer loyalty remains an important strength, with one in every three Audi cars sold in India going to an existing customer.