

Renault in India

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Outline

I. Short history

II. Renault in India

III. Renault's communication strategy

16

cash flow.

of innovative

ult's brand

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• End

· Ads

Short history

French automobile constructor.

Founded by brothers Louis, Marcel & Ferdinand Renault in 1899.





2010: became the fourth largest car manufacturer in the world.

RENAULT 2016 CHANGE 2016

Announced in 2011, a 5-year strategic plan.

Aim

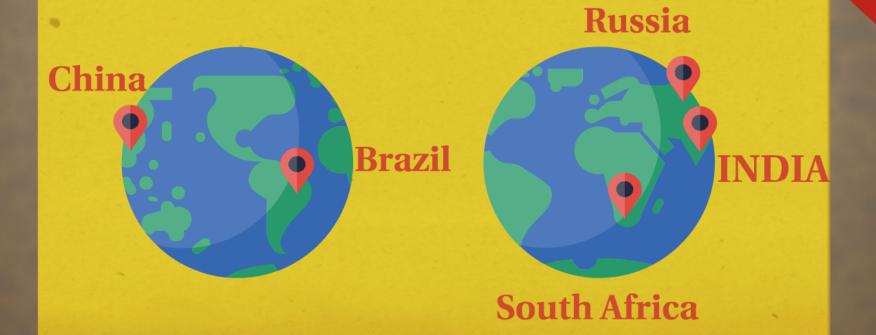
Generate growth & freeing cash flow.

Examples

- Launch a broader range of innovative cars
- Reinforcement of Renault's brand image ...

BRICS

Fast growing markets become essential for Renault to counterbalance the low sales growth in traditional markets.







Partnership with



one of the most powerful Indian automotive groups.



2007

After a good start, the sales collapsed..





2008

The most promising market

India 12 **USA 500**

> So Renault decided to start all over again.

(according to lesechos.fr)



Started to produce & sell cars under his own name.