



INDICA, INDIGO

It was in the mid-90s, when the Indian car market was dominated by the Maruti Suzuki that Ratan Tata, Chairman of Tata Motors, dreamt of giving India a car that combined the size of Zen, the internal space of the Ambassador and the price of the Maruti 800. Thus was born the Indica, India's first indigenous passenger car, with the promise of 'More car per car'.

The car created history by logging 115,000 bookings in just eight days. The Indica established a strong presence in the small car segment with its best-in-class service and stringent European crash test safety standards. Not one to rest on its laurels, the Indica has continued to evolve, with a number of upgrades in technology and features.

The Indica's success led to the launch of India's most competitive indigenous sedan, the Indigo. Both cars are customer favourites because they fulfil consumer expectations, instil a sense of pride of ownership, and meet the needs of the entire family. The Indica brand is seen as confident, modern and outgoing whereas Indigo is perceived as upwardly mobile and a brand that is well respected among its peers.

The fact that Indica and Indigo come from the Tata group, one of the most trustworthy brands in the country, is in itself the biggest endorsement for the brands.

