

Carnation Auto reinforces its presence with the launch of its fourth Hub in Hyderabad By Shri K.Rosaiah Garu Honourable Chief Minister of Andhra Pradesh

**Carnation Milestones: 22 Hubs * 15 Cities * 1,500 Team Members* 10 Business Verticals
150,000 Cars delivered**

- **Carnation Auto opens its fourth multi-brand Auto Solutions Hub in Hyderabad**
- **Hyderabad car owners have a high quality alternative for all their car related needs**
- **Car service, repair, body shop, insurance, accessories, car detailing, certified pre-owned and new car exchange for almost all brand's of vehicles under one roof**

Hyderabad, 20th October, 2010: Carnation Auto, the country's first Independent multi branded auto solutions network today announced the launch of its fourth multi-brand Auto Solutions Hub in the city of Hyderabad. The expansion in Hyderabad is part of the company's aggressive plan to expand its footprint across the country and bring its unique value proposition to car owners through its service and solution offerings. Conveniently located at *Uppal*, the Hub has over 24 bays for servicing and other allied solution offerings. This Hub along with locations in *Nagole*, *SannatNagar* and *Maula Ali* allows Carnation to have an in-depth, comprehensive coverage of the city

Speaking on the occasion, **Mr. Kunal Khattar, Vice President**, Carnation Auto and Chairman of Carnation Variety said, "Hyderabad is an important market for us to establish a footprint in the state of Andhra Pradesh. The after sales service market is witnessing exponential growth in India. At Carnation Auto our constant endeavor is to provide end to end solutions to the discerning Indian Car owner through our state of the art workshops located across the country and our unique business model. Customer centricity has always been key to our delivery model and we promise the same unique solution experience to our customers in Hyderabad".

Speaking on the occasion, **Mr. Sathya Reddy, Managing Director** Carnation Variety said, "The Variety Group has a wide presence in the state, particularly in the automotive domain. With this partnership we wish to bring a new service model to the customers in A.P. through which all their car related requirements can be taken care of at one place. The model has been well accepted in the cities where Carnation Hubs have been launched and Mr. Khattar's vision will be realized in Hyderabad as well."

It is the vision of Mr. Jagdish Khattar that Carnation was created to achieve new benchmarks in customer service and product offerings in the automobile industry. Carnation, in its endeavor to provide complete auto care solutions to its customers, provides a host of unique product and services including Rapid repair, quick service, windshield repairs, car detailing, CNG/LPG kit fitment, tyre & battery solutions as well as car customization. The company has invested in world-class tools



and equipment that aims to enhance the quality of repairs and help reduce turnaround time and costs. To ensure peace of mind and deliver convenience to customers, Carnation provides warranty on all parts replaced, cashless settlement of insurance claims, pick up & drop facilities, regular status updates through SMS and cost effective & attractive Annual maintenance packages. Carnation also has a world Class Car Exchange program offering new and certified pre-owned cars of almost all brands and models.

About Carnation Auto:

Carnation Auto is an initiative by Mr. Jagdish Khattar, with a vision of developing India's largest independent multi-brand automobile sales and service network. Carnation has set up a network of 22 state-of-the-art integrated multi-brand auto sales, services and related solutions Hubs across the country to enhance the overall experience of owning a car and to optimize the cost of ownership. Carnation provides complete solutions for almost all brands of cars, starting from quick servicing, mechanical repairs, body repairs, accessories, insurance, certified pre-owned cars, 'Auto Premio Solutions' in partnership with Magneti Marelli. car customization solutions with DC Design and even doorstep service through a chain of Workshop on Wheels.

Carnation Auto has raised its first round of funding of Rs. 108 Crore from marquee investors PremjiInvest and IFCI Ventures. Recently it received loan funding of Rs. 170 Crore from Punjab National Bank for executing the nation-wide rollout of its multi-brand auto solution hubs. Carnation Auto has also entered into an exclusive collaboration with DC Design to offer completely customized car solutions and semi-customized kits across the country. They have partnered with Magneti Marelli a world leader in automotive parts and service to service premium and luxury car brands and to distribute parts in the independent aftermarkets. For further information, please visit www.carnation.in

Carnation Auto has entered into a Joint Venture with the Variety group for expanding its presence in the state of Andhra Pradesh.

About Variety Group:

The Variety Group was established in October 1994-95 with an aim of participating in and catalyzing the modernization of the Indian automotive components industry. The Variety group of companies offer a wide range of auto component products and related services to automotive vehicle manufacturers.

The group comprises of Variety Automotives, Variety Marketing, Variety motors, Variety communications and Recon and has partnerships with Carnation Auto, in the name of Carnation Variety.

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