

**Worlds 1st 100% Ethanol Flex-fuel Car (BS6
Stage 2 Norms)**

TOYOTA INNOVA HYCROSS FLEX- FUEL

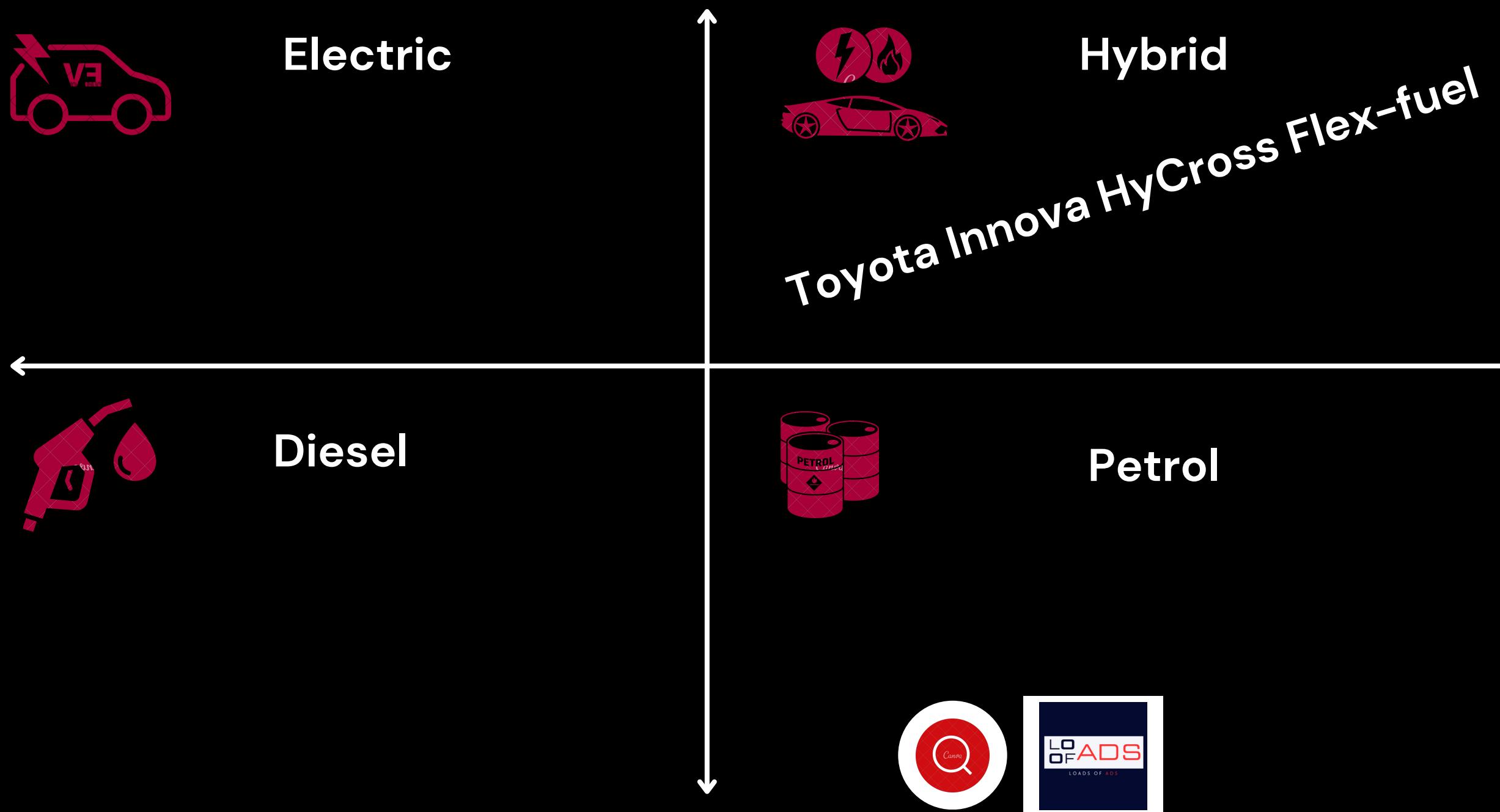




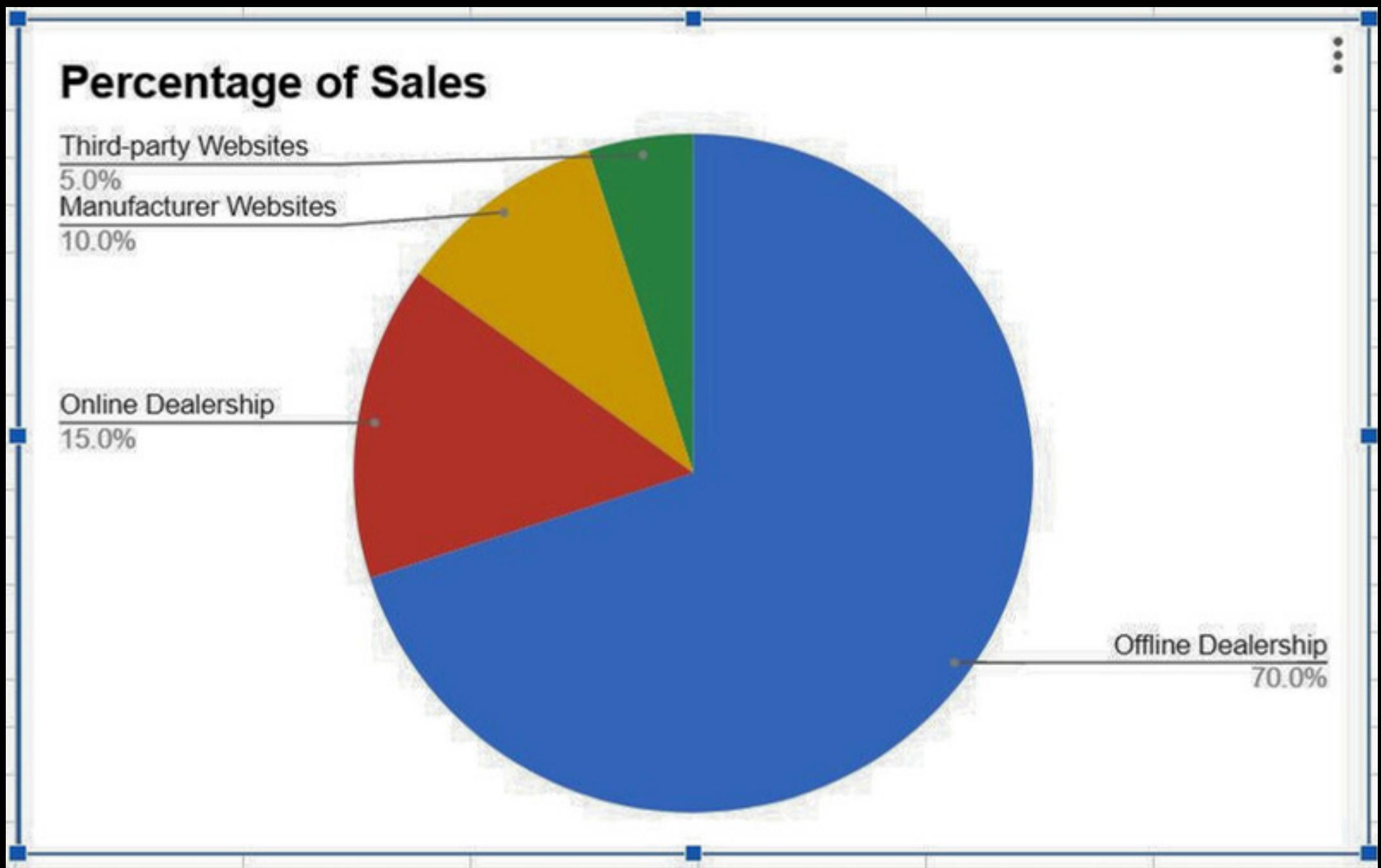
Business and Market Model



Market Positioning



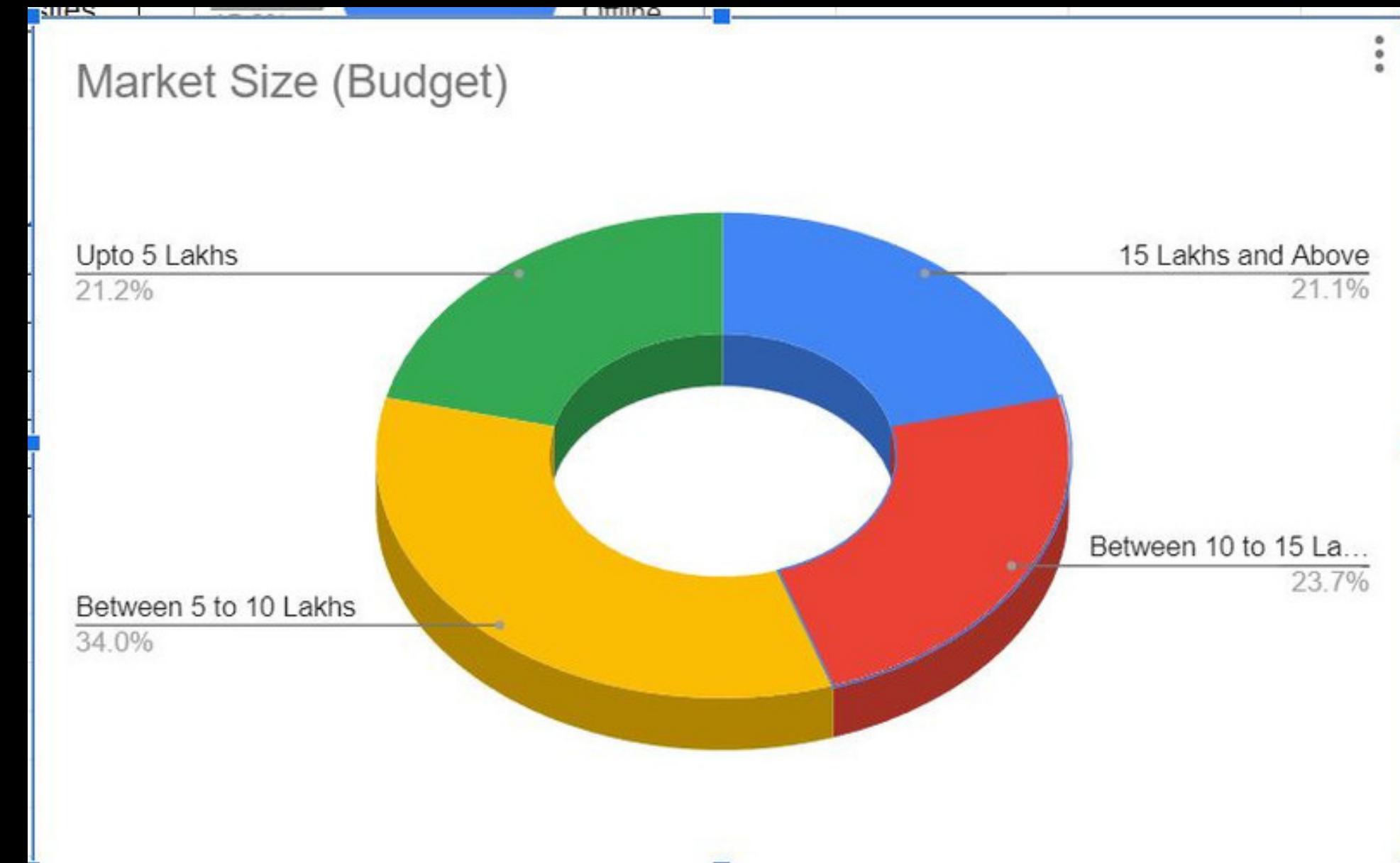
Buying Channels



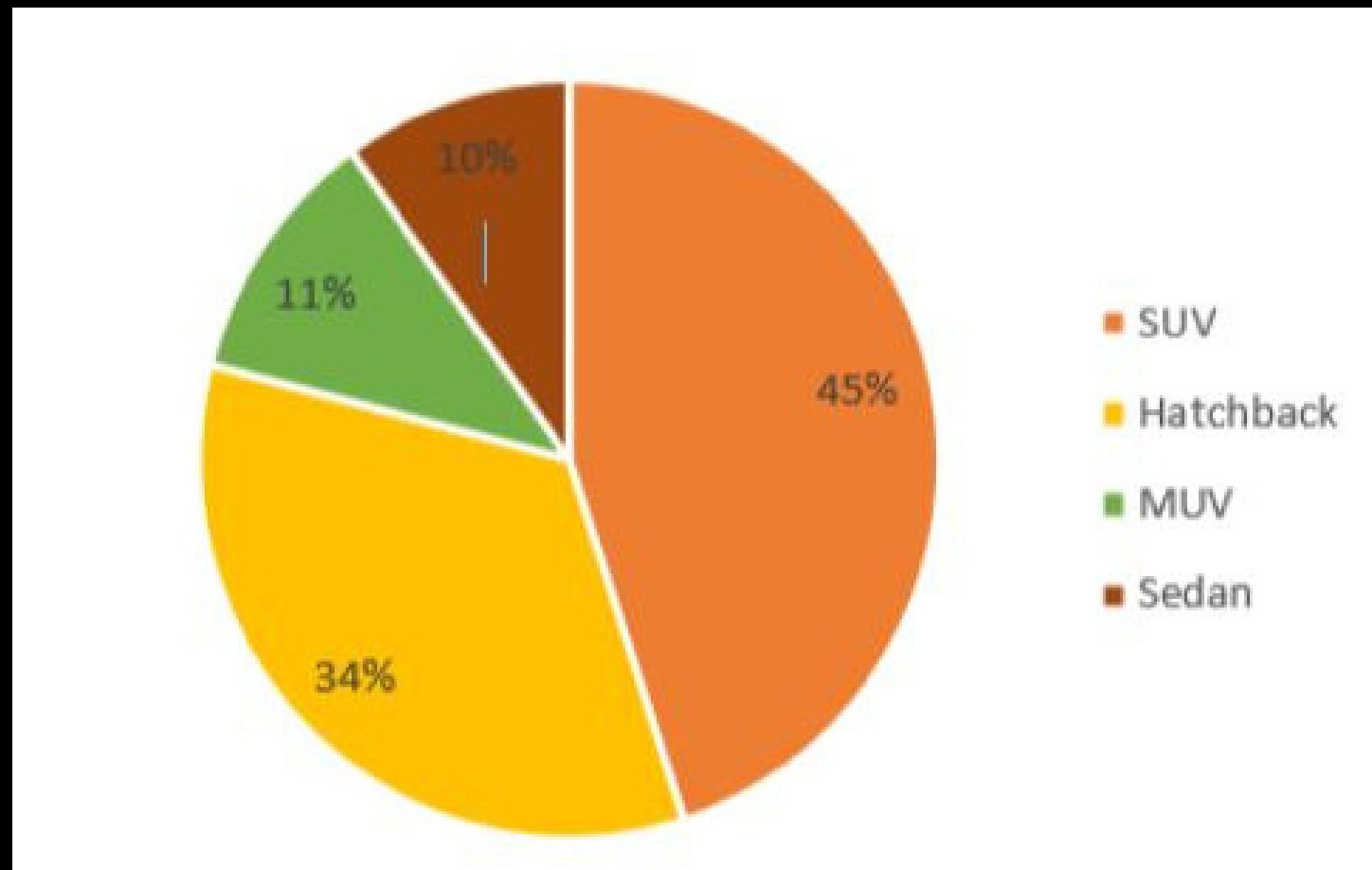
Percentage of Sales	Category
70	Offline Dealership
15	Online Dealership
10	Manufacturer Websites
5	Third-party Websites

Market Size (Budget)

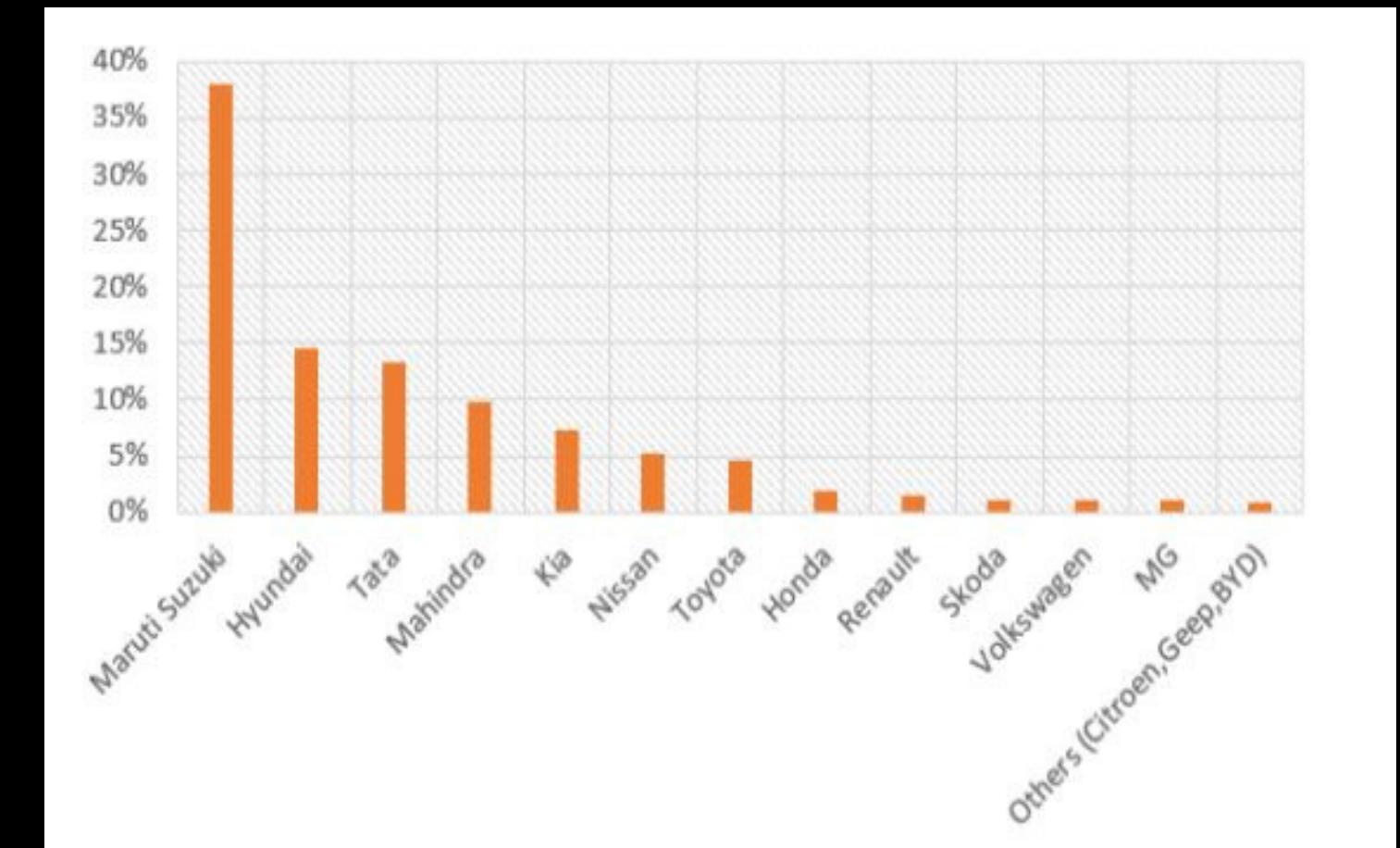
Car Budget (In INR)	Count (Participants)	Percentage
15 Lakhs and Above	214	21.08374384
Between 10 to 15 Lakhs	241	23.74384236
Between 5 to 10 Lakhs	345	33.99014778
Upto 5 Lakhs	215	21.18226601
	1015	



Market Size (Type of Vehicle)



Market Size (Brand of Vehicle)



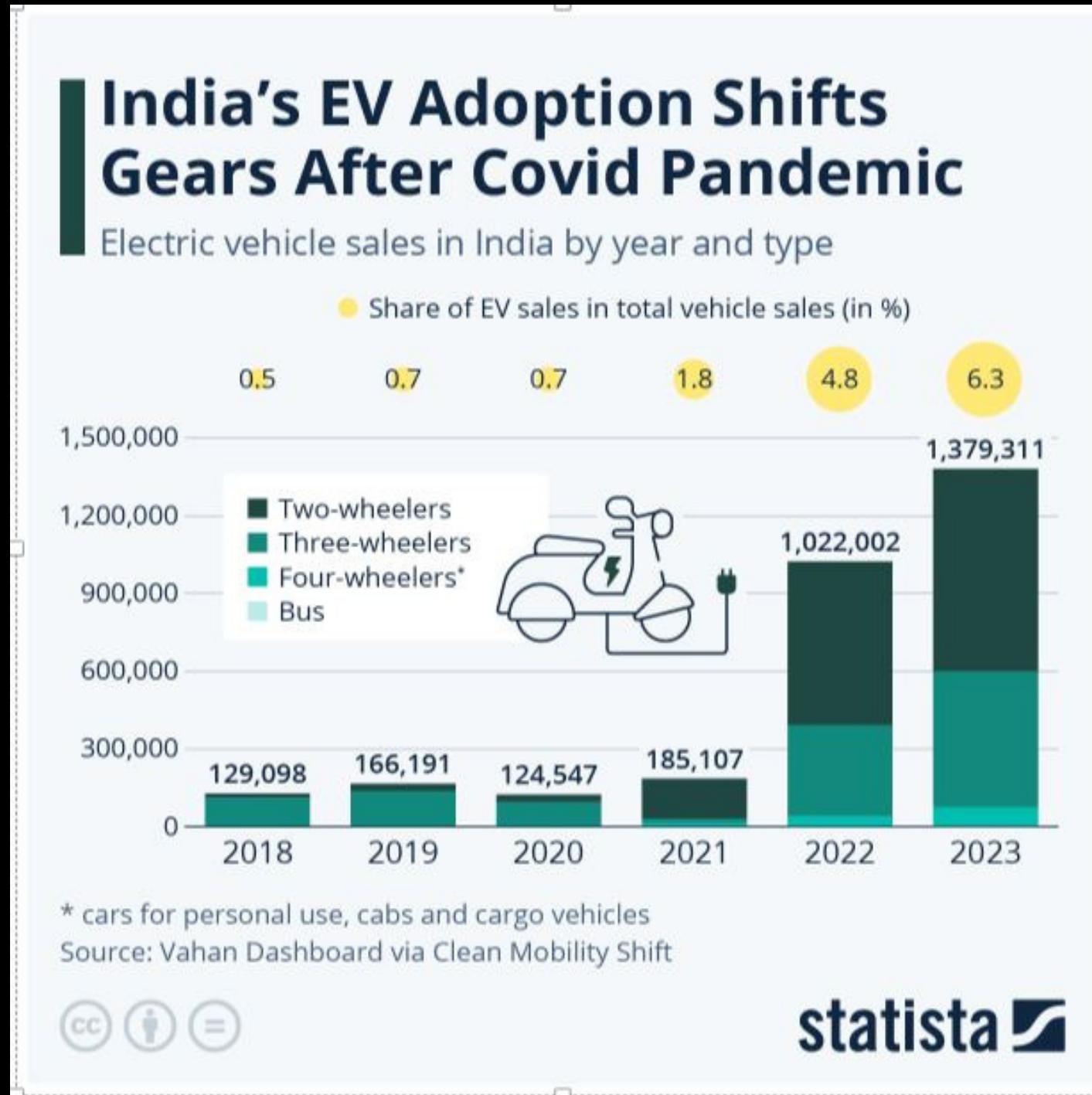
PARTNERSHIP

Partnering with **Maruti Suzuki India**, Toyota is tapping into other segments of vehicles (**SUV, Hatchback and Sedan**) type along with their strong Market of **MUV**

They also have a chance to tap into **40% Market share** of Indian car market that Maruti Suzuki holds along with their **5% of Market**



Target Market



There's a **1160%** jump in EV adoption in India during the span of **last 5 years**, which can be targeted by Hybrid vehicle sector





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