

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

TOYOTA INNOVA HYCROSS FLEX- FUEL

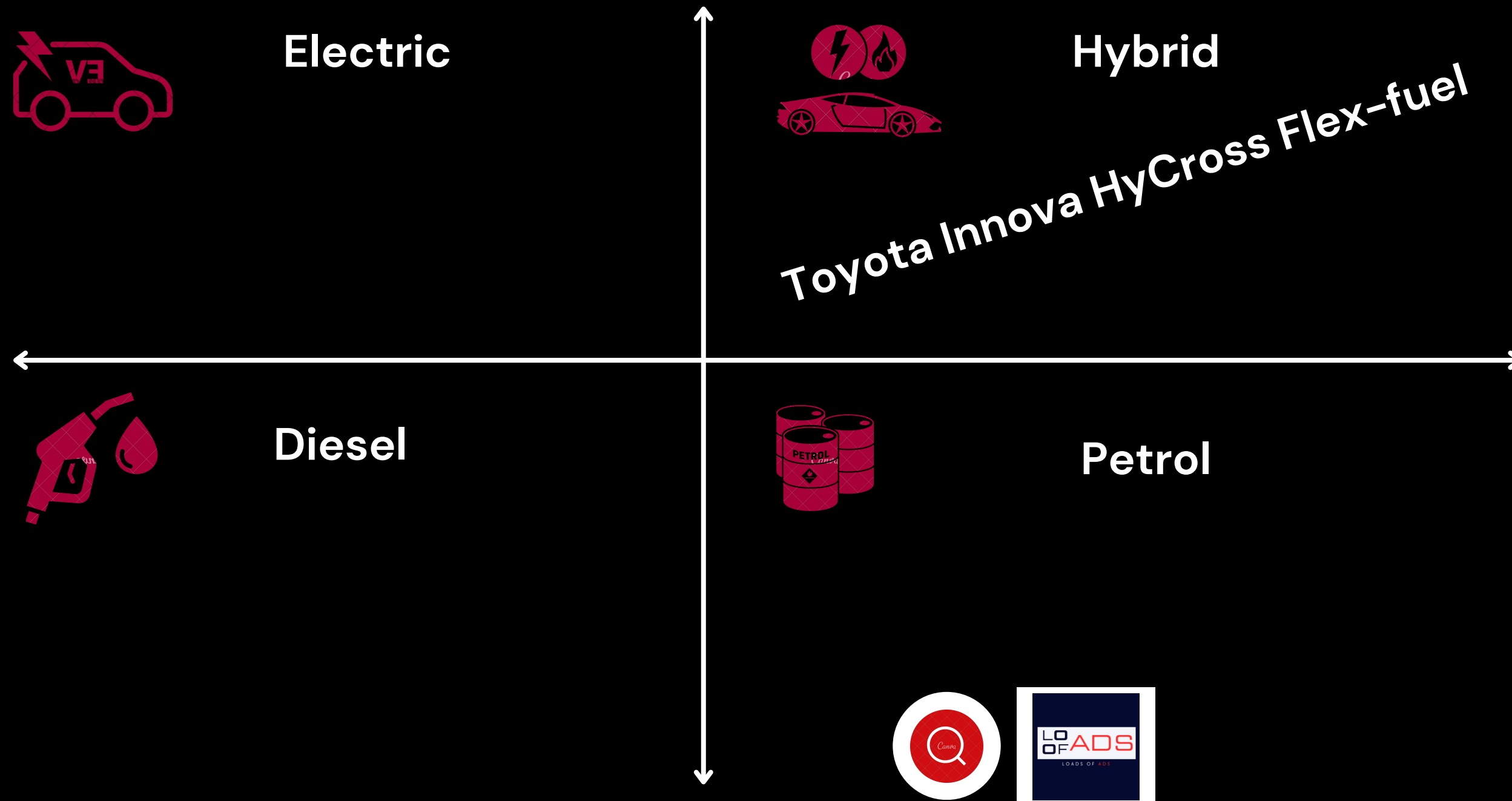




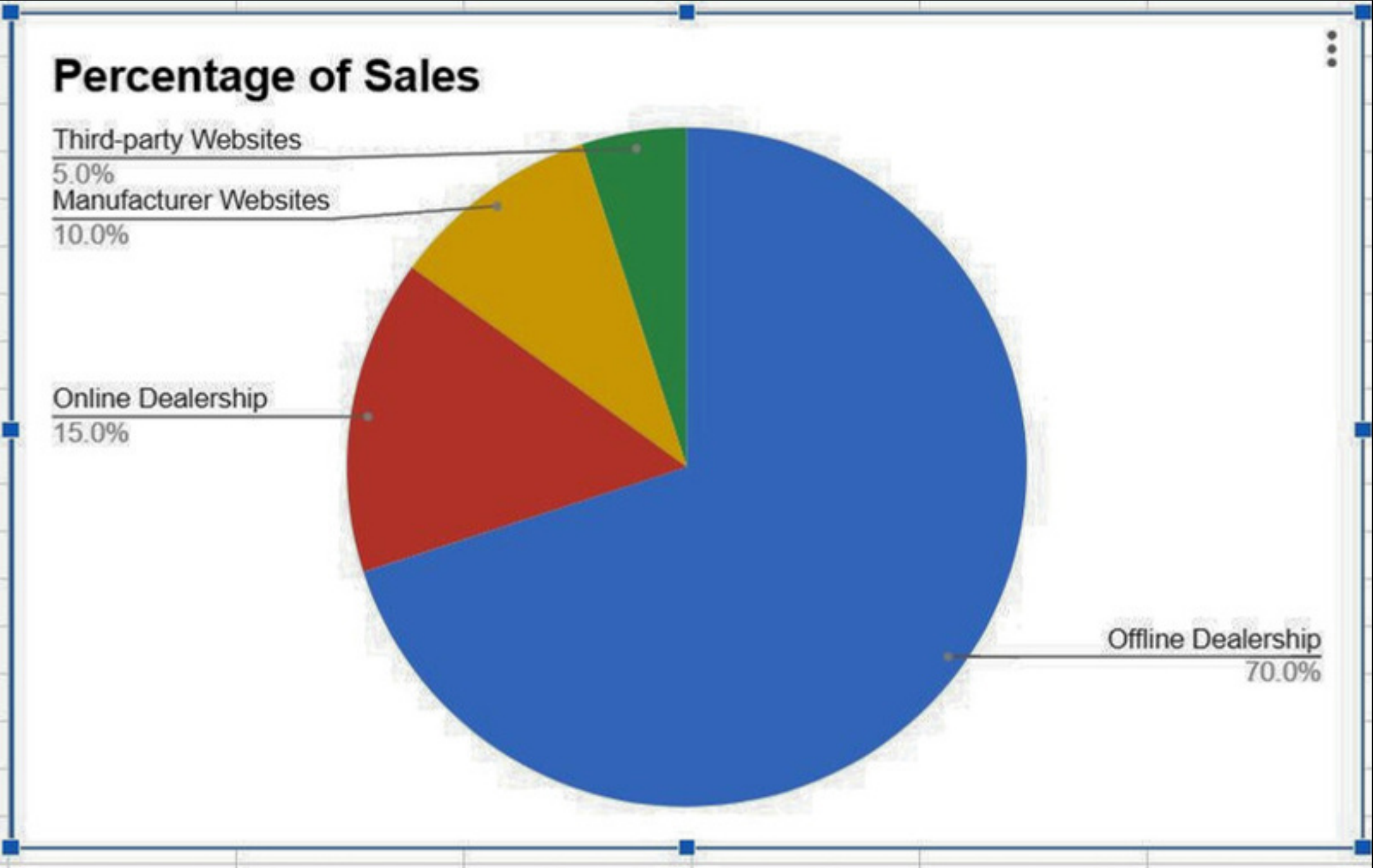
Business and Market Model



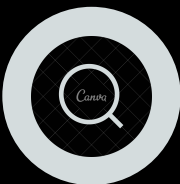
Market Positioning



Buying Channels

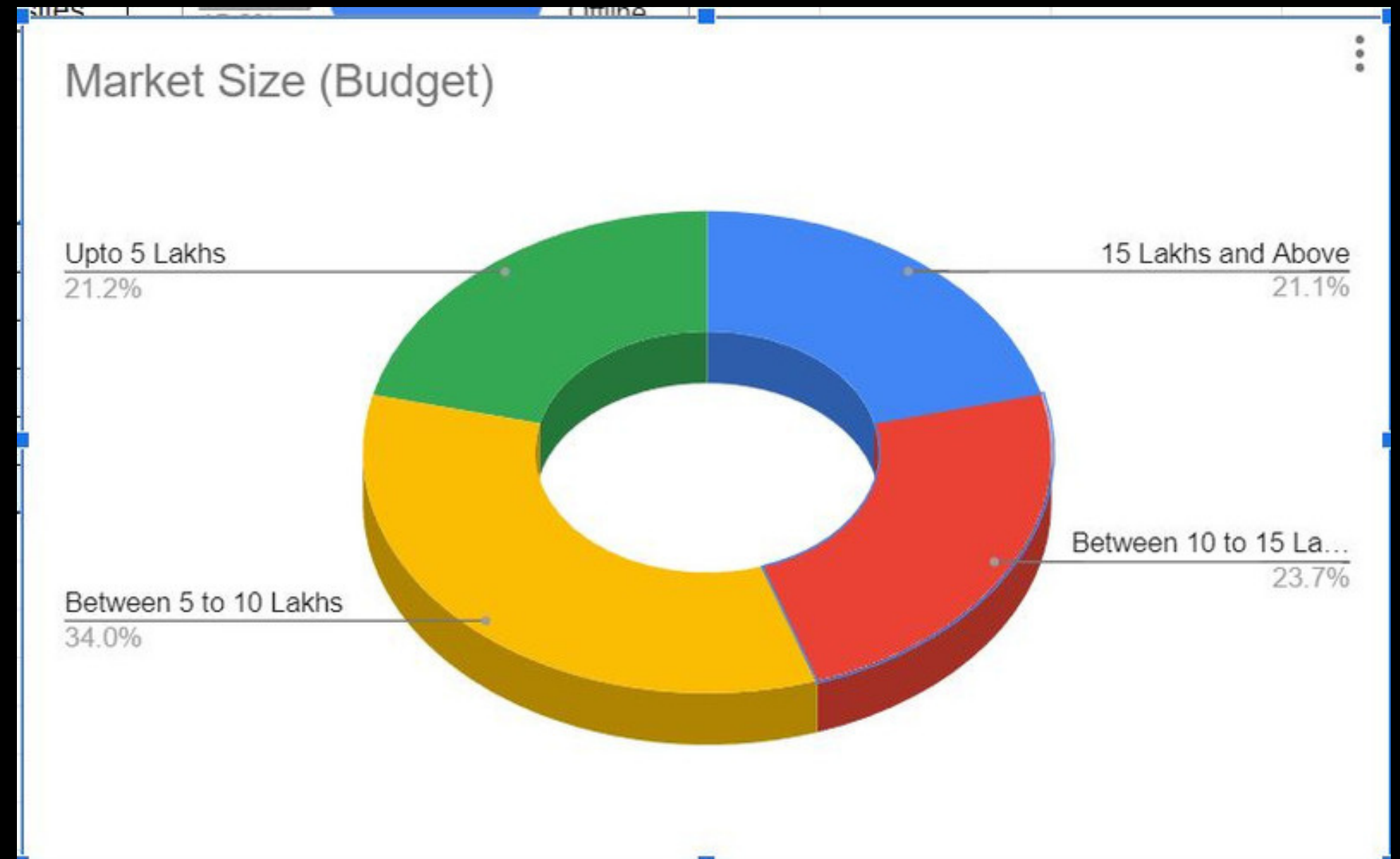


Percentage of Sales	Category
70	Offline Dealership
15	Online Dealership
10	Manufacturer Websites
5	Third-party Websites

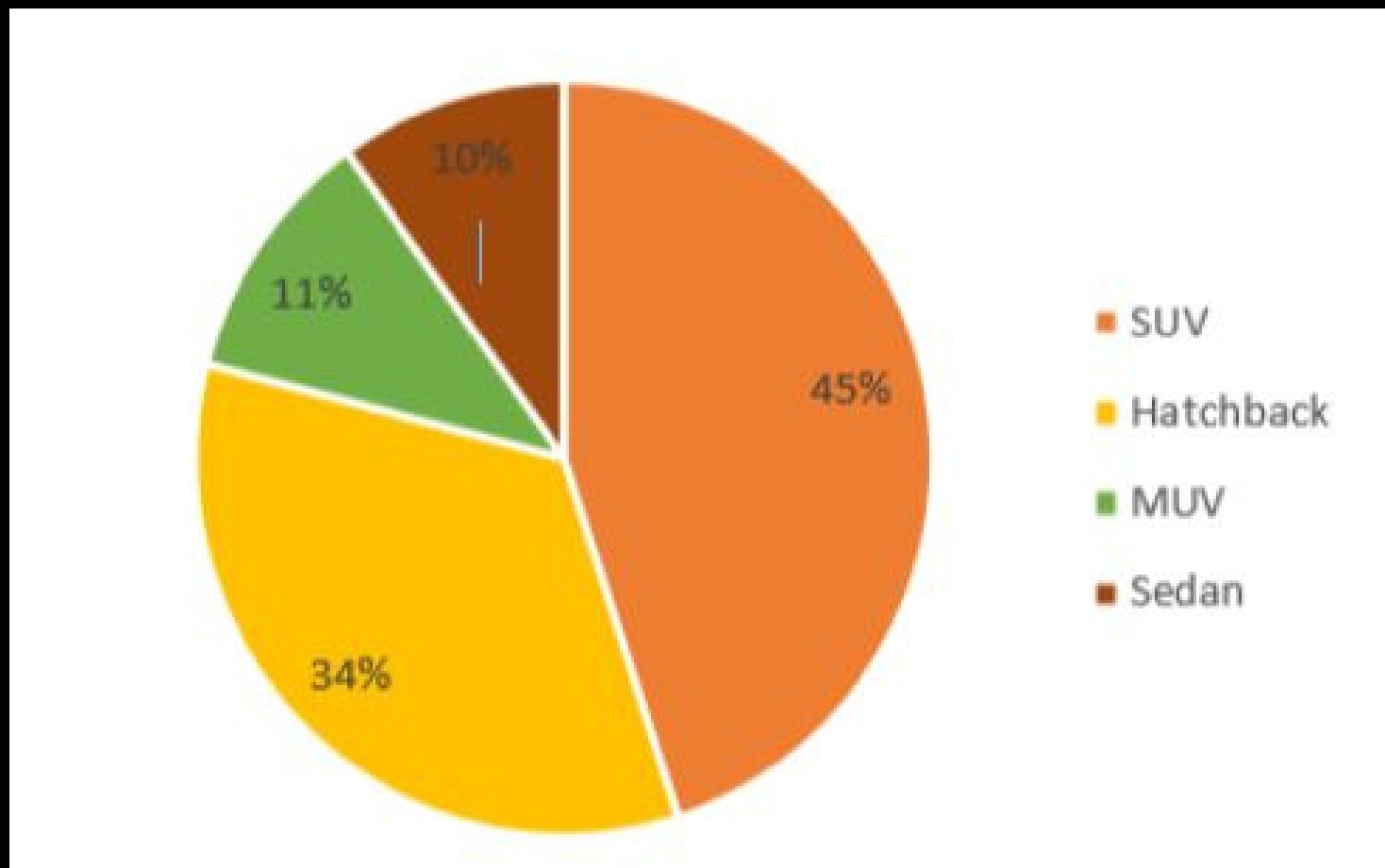


Market Size (Budget)

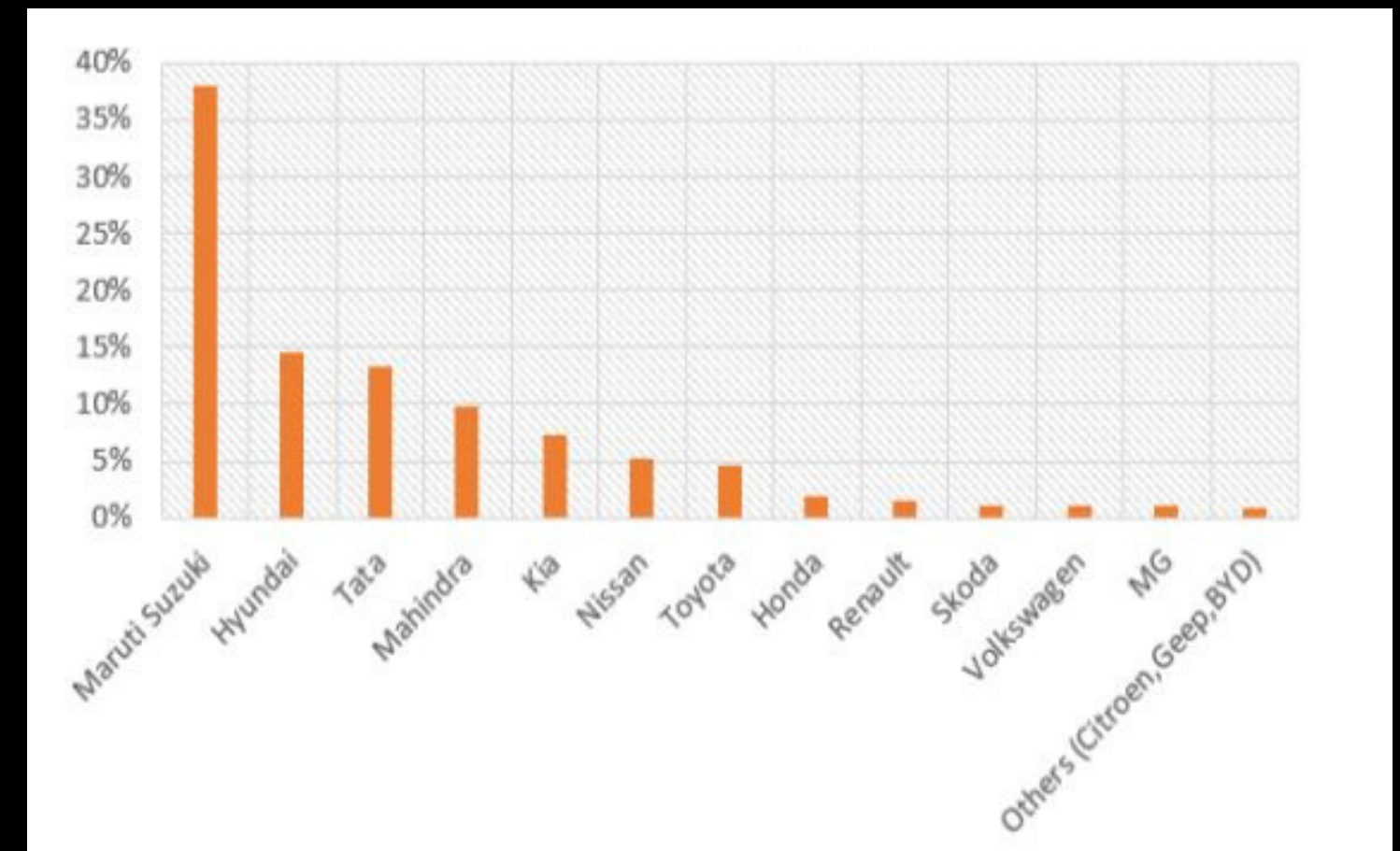
Car Budget (In INR)	Count (Participants)	Percentage
15 Lakhs and Above	214	21.08374384
Between 10 to 15 Lakhs	241	23.74384236
Between 5 to 10 Lakhs	345	33.99014778
Upto 5 Lakhs	215	21.18226601
	1015	



Market Size (Type of Vehicle)



Market Size (Brand of Vehicle)



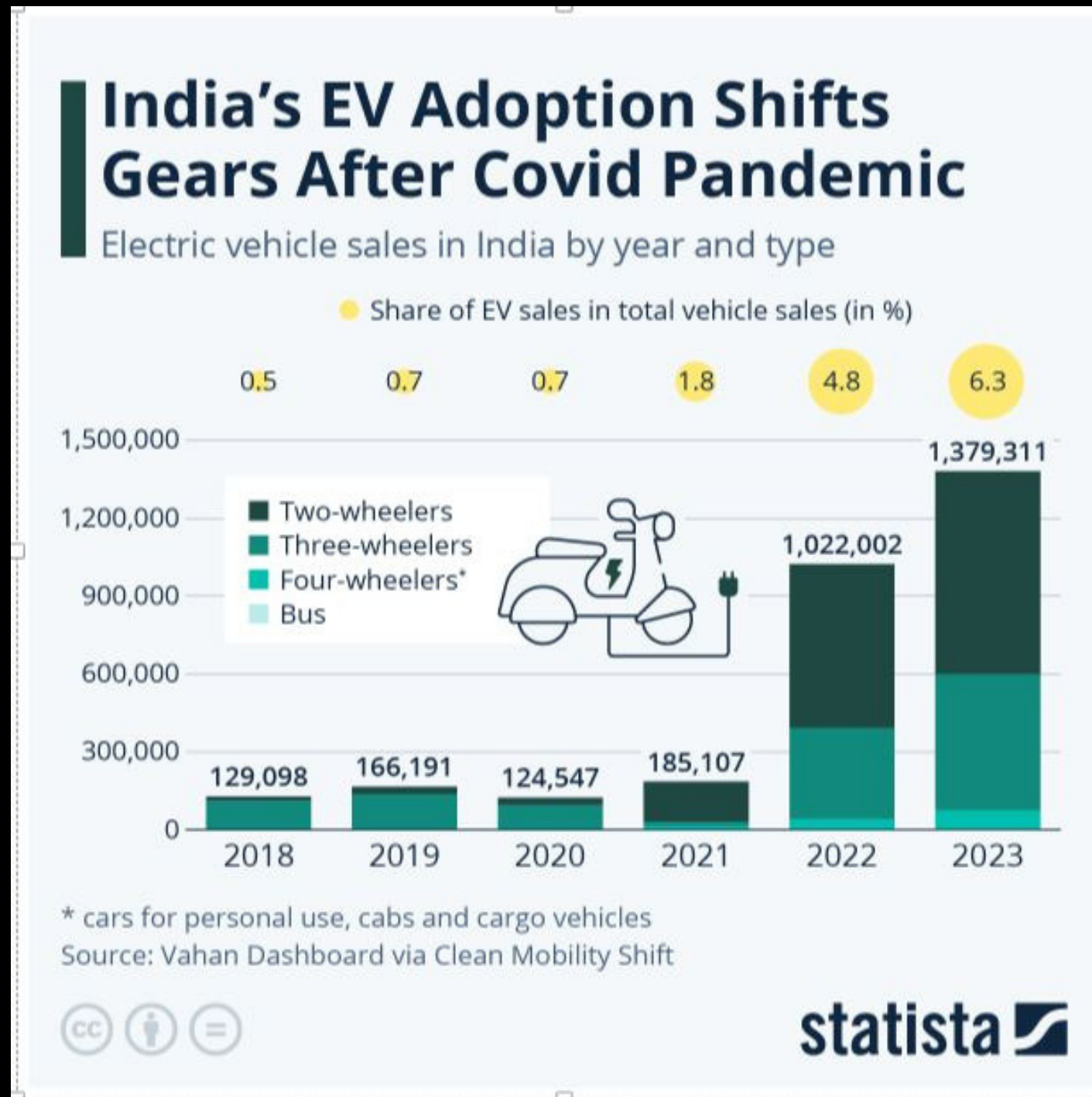
PARTNERSHIP

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**

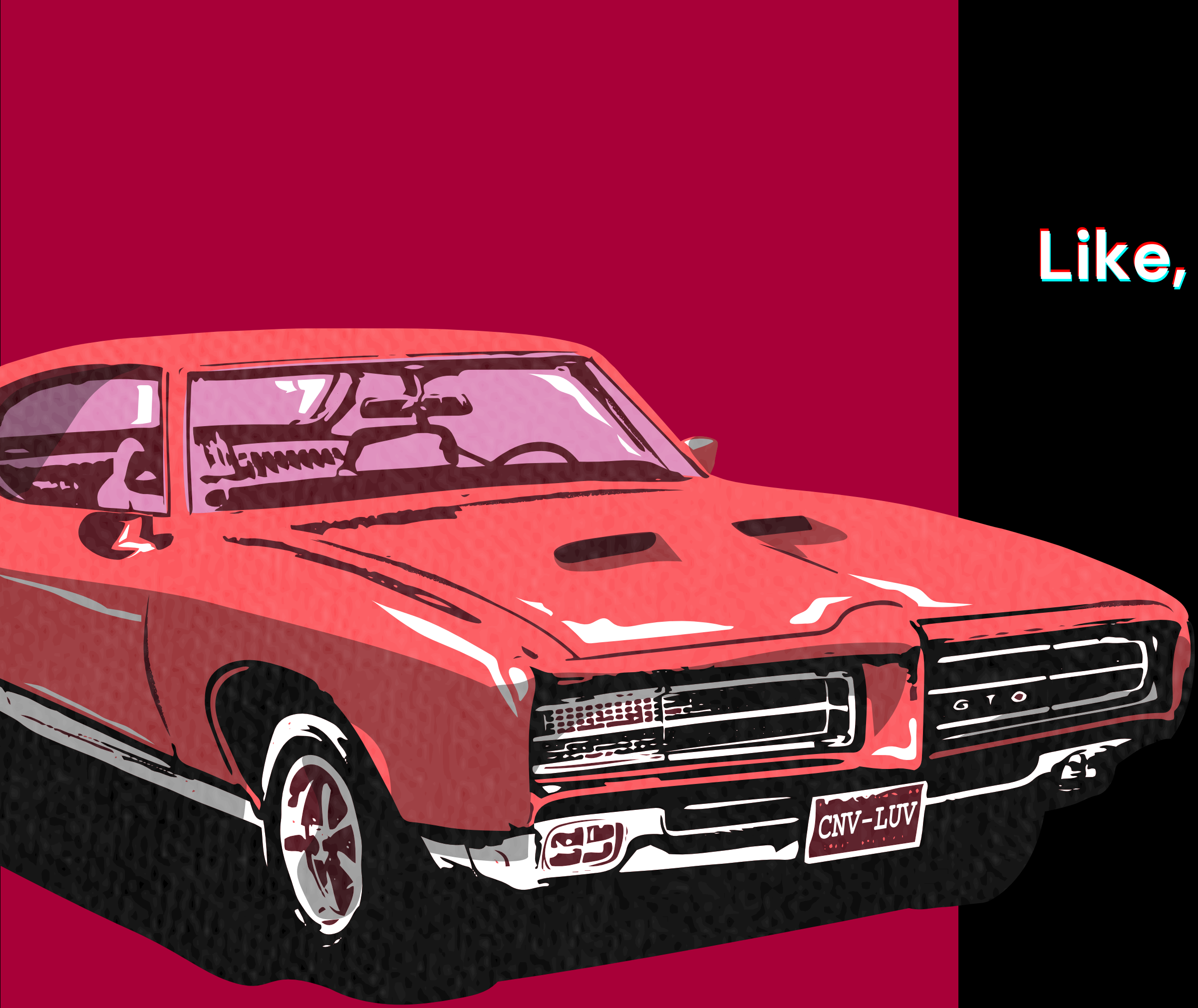


Target Market



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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