

Hello everyone, thank you for your time and attention. Today, I am going to present to you our new car, which we have priced at 11.7 lakhs. This price is based on a careful valuation of our car's features, benefits, costs, and profit margins. I will explain to you how we arrived at this price and why it is a fair and attractive price for the customers.

Our car is a semi hybrid SUV, which means it has a petrol engine and an electric motor that work together to improve the fuel efficiency and reduce the emissions. Our car has a 1500 CC BS6 235 torque engine with 4 cylinders and 102 horsepower, which gives it a good performance and power. Our car also has a fuel efficiency of 18.5 kmpl, which is higher than the average of the segment, which is around 16 kmpl<sup>1</sup>. This means our car can save the customers money on fuel and maintenance costs in the long run.

Our car also has a high level of safety and comfort, which are important factors for the customers. Our car has 6 air bags, seat belt indicators for all seats, and ADAS level 2, which is an advanced driver-assistance system that can help the driver with various tasks, such as lane keeping, adaptive cruise control, collision avoidance, and parking assist. These features can reduce the risk of accidents and injuries, and enhance the driving experience. Our car also has a spacious interior.

Now, let me tell you how we calculated the price of our car. We considered the costs and profit margins of our car, as well as the market conditions and customer preferences. The costs of our car include the following:

The material costs are Rs. 5.1 lakhs, which are slightly higher than the average of Rs. 4.5 lakhs<sup>2</sup>, as we have used high-quality materials and components to ensure the durability and reliability of our car.

The labour costs are Rs. 1.9 lakhs, which are slightly higher than the average of Rs. 1.5 lakhs<sup>2</sup>, as we have employed skilled and experienced workers to ensure the quality and safety of our car.

The research and development costs are Rs. 2.5 lakhs, which are slightly higher than the average of Rs. 2 lakhs.

The marketing costs are Rs. 1.4 lakhs, which are slightly higher than the average of Rs. 1 lakh.

The total costs of our car, then, are Rs. 10.9 lakhs. The profit margins of our car are Rs. 0.8 lakhs, which is around 7% of the selling price. The profit margins of our car are reasonable and competitive, as they are in line with the industry standards and the market expectations. The selling price of our car, then, is Rs. 11.7 lakhs.

The market conditions and customer preferences are the factors that influence the demand and the supply of our car, as well as the price that the customers are willing to pay for our car. We have done extensive market research and analysis, and we have found that there is a high demand and a low supply

of semi hybrid SUVs in the Indian market, as they offer the best of both worlds: the performance and the power of a petrol engine, and the efficiency and the eco-friendliness of an electric motor. We have also found that the customers are looking for a car that has a good balance of features, benefits, and price, and that they are ready to pay a premium for a car that meets their requirements and exceeds their expectations.

Based on all these factors, we have arrived at the price of 11.7 lakhs for our car. This price is competitive and reasonable, considering the features and benefits that our car offers, the costs and profit margins that we incur, and the market conditions and customer preferences that we face. Our car is a value-for-money proposition, as it delivers high performance, safety, comfort, and style at a reasonable cost.

To conclude, our car is a semi hybrid SUV that has a 1500 CC BS6 engine with 4 cylinders and 102 horsepower, 6 air bags, seat belt indicators, ADAS level 2, and many other features that make it efficient, safe, comfortable, and attractive. Our car has a price of 11.7 lakhs, which is based on a careful valuation of our car's features, benefits, costs, profit margins, and market position. Our car is a great choice for the customers who are looking for a modern, reliable, and affordable car. Thank you for listening to my pitch, and I hope you are interested in our car.