

## FOR IMMEDIATE RELEASE

### FADA INITIATES ANNUAL DEALER SATISFACTION STUDY

**New Delhi, Wednesday, 17<sup>th</sup> February 2021:** Federation of Automobile Dealers Associations (FADA), the apex national body of Automobile Retail in India today informed that FADA is initiating Annual Dealer Satisfaction Study in association with PremonAsia, a consumer-insight led consulting & advisory firm based out of Singapore.

This comprehensive study will serve the following objectives:

- To understand & quantify dealer expectations from OEMs
- To measure how OEMs perform in meeting or do they exceed dealer expectations
- To identify gaps that impact OEM-Dealer partnership across all key business aspects
- To identify how dealers foresee the evolving automotive retail business
- To provide actionable insights that OEMs & dealers can work together in enhancing their business partnership

Commenting on the announcement of this study, **FADA President, Mr. Vinkesh Gulati** said, **“I am delighted to announce that FADA in partnership with PremonAsia has initiated the most in-depth study which we are going to take in next few months. With a sizable sample, FADA – DSS will provide adequate representation from every quarter and cutting across all categories of vehicles. The study will also have a good demographic mix coupled with urban and rural balance. We are excited to release the final report by end of June’21. I am confident that the survey will act as our report card to manufacturers and will enable to highlight best practices as well as close the gaps wherever possible!”**

**FADA Secretary Mr C S Vigneshwar** who heads this project said, **“This study comes at a crucial time when the industry is facing unprecedented headwinds. This is the first large scale study that is done for the dealers, by the dealers and from the Dealers Association to see how manufacturers are supporting their dealership networks. We intend to deep dive into every aspect of dealership management and to highlight the best practices followed by manufacturers in keeping a profitable and sustainable dealer network.”**

**PremonAsia Founder and CEO, Mr Rajeev Lochan** said, **“We are excited to partner FADA in offering 2021 Dealer Satisfaction Study, first of many new initiatives designed to serve the business needs of the automotive sector. The industry is emerging from one of the most challenging times witnessed in the recent history. The idea of this study is not just to examine the drivers of a successful OEM-Dealer business partnership, but to go deeper in exploring how the future of automotive retail business is likely to evolve in the new post-COVID world.”**

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### About FADA India

Founded in 1964, Federation of Automobile Dealers Associations (FADA), is the apex national body of automobile retail industry in India engaged in the sale, service and spares of 2/3 Wheelers, Passenger Cars, UVs, Commercial Vehicles (including buses and trucks) and Tractors. FADA India represents over 15,000 automobile dealers having 26,500 dealerships including multiple Associations of Automobile Dealers at the Regional, State and City levels representing the entire Auto Retail Industry. Together we employ ~4 million people at dealerships and service centres.

FADA India, at the same time also actively networks with the industries and the authorities, both at the Central & State levels to provide its inputs and suggestions on the Auto Policy, Taxation, Vehicle Registration Procedure, Road Safety and Clean Environment, etc. to sustain the growth of the Automobile Retail Trade in India.

### About PremonAsia

PremonAsia is a consumer-insight based consulting firm with offices in Singapore and India. PremonAsia commenced its business in 2009, offering its services to clients in South East Asia, India & Middle East. The core of PremonAsia lies in insight-based strategy consulting. Right from our inception, we have adopted an industry (sector) focused business consulting approach. This philosophy lends itself well to develop deeper knowledge-based engagement with our clients. Automotive industry and related sub-sectors are an area of strong focus. This is one of the rapidly evolving sectors in India and Asia. Our experience and expertise cuts across all sub-segments of this industry that includes two-wheelers/ three-wheelers/ cars/ SUVs/ commercial vehicles (trucks & buses)/ farm equipment machines/ construction equipment machines.