

Indian car market is expected to reach 3 million. It translates to around 2.5 lakh cars per annum while VW's total capacity stands at only 1.1 lakh. It will take another 2-3 years to harness the entire installed capacity and VW is looking at getting the numbers from Maruti, said a person close to the development.

When contacted Maruti-Suzuki chairman RC

investment of ₹1,925 crore, will help the firm produce an additional 2.5 lakh cars by 2013, taking the total capacity to 17.5 lakh. It plans to sell over 15 lakh cars in India besides exporting 15% of what it produces by 2015. Indian car sales are expected to double to over 30 lakh units in five years, as per the Society of Indian Automobile Manufacturers.

could well be taken up by the local demand which we are struggling to meet

Vento advt talk of the town

Chip In The Paper: Speaking Ad, A Trendsetter, Opens New Portfolio Of Ideas

Our Bureau
NEW DELHI | MUMBAI

VOLKSWAGEN'S advertisement for its Vento sedan has become the talk of the town, literally and figuratively. On Tuesday, readers of The Times of India in Mumbai, Delhi, Bangalore, Pune and Chennai woke up to the surprise of their newspaper 'speaking' to them about the Vento, the first ever advertising campaign of this type in the world. On social networking sites and among media professionals, the starkly different advertisement has drawn excited comment for its innovativeness and potential to become a trendsetter.

The 'talking' advertisement — an audio rendering of the print commercial — was made possible by a light-sensitive device weighing just a few grams and pasted on the final page of the paper's special 10-page section. It was carried in some 2.2 million copies.

"Now a new concept has entered the portfolio of ideas and companies will copy it. Companies will say, 'what worked for them will work for me' and try and create their own messages," said Jessie Paul, CEO of marketing consultancy Paul Writer and the former marketing head of Wipro.

Volkswagen, no stranger to unconventional advertising, said the aim was to do something innovative to help raise awareness of the brand and drive traffic to showrooms. In November last year, the German ran its 'Roadblocked' campaign in The Times of India, filling up all advertising space in the paper with its own ads and blocking out all others.

Lutz Kothe, head of marketing at Volkswagen India, credited his 14-year-old niece Beatrix Madersbacher for giving him the



idea of a 'talking' advertisement when he was on a business trip to Munich.

"My niece sketched the idea on paper, sealed it and asked me to open it in Mumbai, where I stay," he said.

Back in Mumbai, Mr Kothe shared the idea with his creative and media team to convert the teenager's idea into an iPod-sized device embedded with a chip, a speaker and batteries to last for 140 minutes. Made at a Volkswagen plant in China, about 2.5 million of these devices were distributed

with The Times of India and The Hindu.

"Was wondering if the walls were speaking, when I opened the TOI today.. really unique audio ad by VW!! Das cool!", Vanessa from Chennai wrote on Twitter.

Bhaskar Das, executive president of The Times of India Group, described the advertisement as an innovation in co-creation that makes a statement for not just Times of India, but the entire print media.

"It tells you that even as static a medium as print can deliver and that if there's a great idea, print media has no constraint in execution."

The advertisement needed almost six months of groundwork. Volkswagen, media agency MediaCom and The Times of India worked together to source the chips, paste them on 2.2 million copies, create the edition and distribute the copies on time. Volkswagen and The Times of India group declined to provide financial details.

Media communications group Mudra's chief creative officer Bobby Pawar was of the view that the fact that there was a chip in the paper was not the only innovation. "We wanted to give voice to the passion of the people who create the car in a media that has no voice."

MediaCom MD Divya Gururaj said Volkswagen is a modest spender compared to competition and unconventional methods help it stand out.

"When we launched the brand, awareness was very low. Competition like Maruti, Tata, Hyundai outshouted us by far. In such a scenario, we had the option of following the norm and doing regular full-page/half-page ads or doing something completely radical. Our strategy to be innovative has worked," she said.

learn to walk before we run—time is right to run—all signs growth, the Indian economy performance, global investor stronger currency and foreign universities investing in education. As for our new partner we have moved from a passive partner to an active one—Re Brands. They will expedite growth, bringing in the right contacts, local market expert and a better understanding of country's bureaucracy and infrastructure—two of the big hindrances to growth in India.

China is your number one today. What gives you the India's luxury story?

India's growth has definitely matched the luxury industry's expectations. We had expected the China story here but I still see potential and in 10-15 years, India take third of fourth position behind China, Japan and Korea has been growing amazingly. Our database shows 1,000 lakh consumers who shop at London, Paris and New York these show loyalty.

Of course lower duty rates, real estate and infrastructure to realise this potential but confidence also comes from the fact that there are more opportunities today, because we know where we can go. We observed India is not really a country. With 50% of our business coming from our sports wear the breadth of our products and prices, positions us to attract an consumer better. While India has been seeing digit growth, our base was small but even global markets are likely to double digit growth for us. Only Japan and Spain are yet to bounce back.

This is the first luxury brand such iconic status for Reliance Brands?

They have a balanced portfolio is aimed at the quickest way

OF THE DAY

Branded

17" Square TFT Monitor

SAVE
50%

₹ 8,990 ₹ 4,490

- Screen Size - 17 inch • Technology - TFT active matrix
- Matrix Type - TFT TN • Screen Resolution - 1280 * 1024
- Response Time - 16ms • Antiglare Screen
- Standards - Plug&Play, TCO'03, MPR-II



6 Month Seller Warranty

Hrithik to host for ₹2 crore

Aminah Sheikh
MUMBAI

HE set the silver screen on fire with his groovy dance moves ever since his debut in *Kaho Naa Pyaar Hai* and now Hrithik Roshan will soon shake a leg on the small screen. Hindi general entertainment channel Star Plus is said to be in talks with the Bollywood actor to play host in the Indian version of the dance reality show 'So you think you can dance.'

Sources say the channel is shelling out almost ₹2 crore per episode of the show for the actor, making him the highest-paid actor to host a television show. The dance show will run across 26 episodes.

Even the King Khan of Bollywood, Shah Rukh Khan, and the Baadshah of Indian cinema, Amitabh Bachchan, haven't been able to command such a high remuneration. According to industry estimates, way back in 2000 when Mr Bachchan first hosted 'Kaun Banega Crorepati' on Star Plus he earned around ₹80 lakh per episode and now with