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Renault Duster launch in India advanced to July, price could start at Rs 7 lakh by Siddharth Bharadwaj

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The very first SUV that fits the criteria of a compact SUV, Renault Duster will soon be released in the Indian car market. The cherry on the top would be its remunerative price tag which is expected to sit at Rs 7 lakh for the petrol variant is going to make the deal even more sugary for the Indian customers. While the Renault Duster price for the diesel version could be around Rs 8 lakh, on the other hand the completely packed trim with number of innovative features is expected to carry a price tag of around Rs 12 lakh. In the second innings of the French car maker Renault in India it seems it has studied the Indian car market well and has understood what an Indian customer demands in a car. Probably this is the reason behind the changed strategy of Renault which is on verge of proffering a mass segment car which has ample space and would also carry a lucrative price tag. Renault has set its eyes on the mass segment this time and has fallen in line with the changed strategy of the car makers present in India that is why it instead of launching a low priced hatchback is coming up with a low priced compact SUV first, though a competitively priced hatchback is on the cards for the Indian car market.

The compact sports utility vehicle by Renault will be close to 4.3 meters in length that means it would be a full grown SUV unlike other forthcoming under four meter SUVs and MPVs. One will see a host of features incorporated in the SUV but as far as the price of the SUV is concerned it will give nightmares to the entry level sedans and even the c+ segment sedans for that matter.

Renault Duster launch in India was slated for a much later date which has been expedited to the month of July. The reason behind advancing Dusterâ€™s launch date from September or October to July could be taking advantage of launching the product prior to the launch of any other similar product by other car makers in India. Similar products are being developed by other companies too which could be launched in India by the festive season this year, however a strong contender Ford EcoSport could see light of the day in 2013 only, by bringing its SUV first of all Renault will definitely have an edge over its competitors like EcoSport and Maruti XA Alpha.

Indubitably Renault is betting big on Duster and hence it has advanced the date of its launch in India. Renault also understands that being a mass segment car Duster could change its fortune in the domestic market. This five seater SUV has set bigger goals for Renault, until now Renault has only rendered premium cars in every segment, this is the first competitively priced car from the French car manufacturer. The company officials have also hinted at pricing Duster competitively so that it is within the reach of middle class who have now changed their thinking instead of picking a hatchback or an entry level sedan to buying a SUV which is available at the same price. The high end model will have dual airbags, leather upholstery, 16-inch alloy wheels, and ABS with brake assist.

Renault Indiaâ€™s first product in India when it re-entered the domestic market was Renault Fluence luxury sedan which was launched in the month of July last year. After Fluence yet another premium product in the SUV segment launched by Renault was Renault Koleos which again despite of possessing awe-inspiring looks could not do much good to the company. Finally in the month of January 2012, the company launched Pulse hatchback in diesel variant and few days ago the petrol version was also launched. Pulse is doing better than the earlier two mentioned products. With Duster Renault eyes to craft a niche for itself in India.

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