

CITROËN: SHAPING THE FUTURE OF CORPORATE MOBILITY



B RN FRENCH

Since 1919, Citroën has embodied boldness, innovation and a human connection, with over 100 years of heritage and more than 300 models that have shaped the automotive world. Globally renowned for its design and comfort, Citroën has sold over 50 million vehicles across 101+ countries. From introducing pioneering technologies like front-wheel drive and self-leveling suspension to iconic models, Citroën continues to innovate with a diverse range of vehicles including electric and SUVs, while maintaining its rich racing legacy.

Origins
SINCE 1919



FOR EVERYONE, LIKE NO ONE



MADE FOR INDIA

IN 2021 CITROËN STARTED ITS JOURNEY IN INDIA



CITROËN C5 AIRCROSS



CITROËN AIRCROSS



CITROËN BASALT SUV-COUPÉ



CITROËN ë-C3 ALL ELECTRIC



CITROËN C3

Citroën has established factories in Tamil Nadu and an R&D centre in Chennai, reinforcing its commitment to India.

The brand launched in India with the C5 Aircross SUV, followed by the award-winning C3 in 2022. In 2023, Citroën introduced the ë-C3, its first electric vehicle, just six months after its ICE counterpart. The lineup further expanded with the Aircross and the recently launched Citroën Basalt, bringing more innovation and value to the market.

Citroën enhances the customer experience with La Maison Citroën phygital showrooms, the ATAWADAC experience, and services like Service on Wheels and 180-minute Roadside Assistance.



UNLOCK EXCLUSIVE BENEFITS ACROSS THESE CORPORATE PROGRAMS.

Citroën caters to the unique needs of customers from corporate entities, government agencies, and professionals/companies from various industries.

Reach out for any queries on 1800 267 1000 & at corpsales@stellantis.com



PREFERRED CORPORATES

Citroën serves top-tier corporates, categorized under Prestige, Premier, and Elite, including:

- **FMCG and IT giants** • **Public Sector Undertakings (PSUs)**
- **National and private banks** • **Multinationals** • **Hospitality chains**
- **Large and mid-sized enterprises, along with their employees**



PERKS FOR PROFESSIONALS

Citroën extends special benefits to professionals across industries:

- **Healthcare Heroes:** Doctors, nurses, and paramedics
- **Educators:** Teachers and professors
- **Chartered Accountants:** ICAI members
- **Lawyers:** Registered with the Bar Council of India



LEASING MADE EASY

Citroën partners with leading leasing firms to offer tailored benefits on select vehicles for businesses and individuals.



VENDOR PARTNERS

Through the Citroën Extended Family Program, employees of Citroën' supporting vendors receive exclusive discounts and after-sales benefits.





GOVERNMENT & PSU EMPLOYEE BENEFITS

Citroën offers special incentives for active and retired government and PSU employees in recognition of their service.



FLEET SALES

From commercial fleets to electric vehicles like Citroën's ë-C3, Citroën delivers customized solutions for bulk buyers.



CSD (CANTEEN STORES DEPARTMENT) BENEFITS

Army, Air Force, and Navy personnel can purchase Citroën vehicles at concessional GST rates with exclusive discounts on approved models.



KENDRIYA POLICE KALYAN BHANDAR (CPC) BENEFITS

Personnel from ITBP, CISF, CRPF, BSF, SSB, Assam Rifles, NSG, and state police forces can access discounted car purchases through Citroën.



BULK PURCHASES

Citroën offers special pricing and discounts for corporate bulk orders, subject to approval.



GOVERNMENT e MARKETPLACE (GeM)

Citroën provides select models at special rates for government procurement via GeM, available through direct purchase or bidding.

COMFORT CLASS SUV

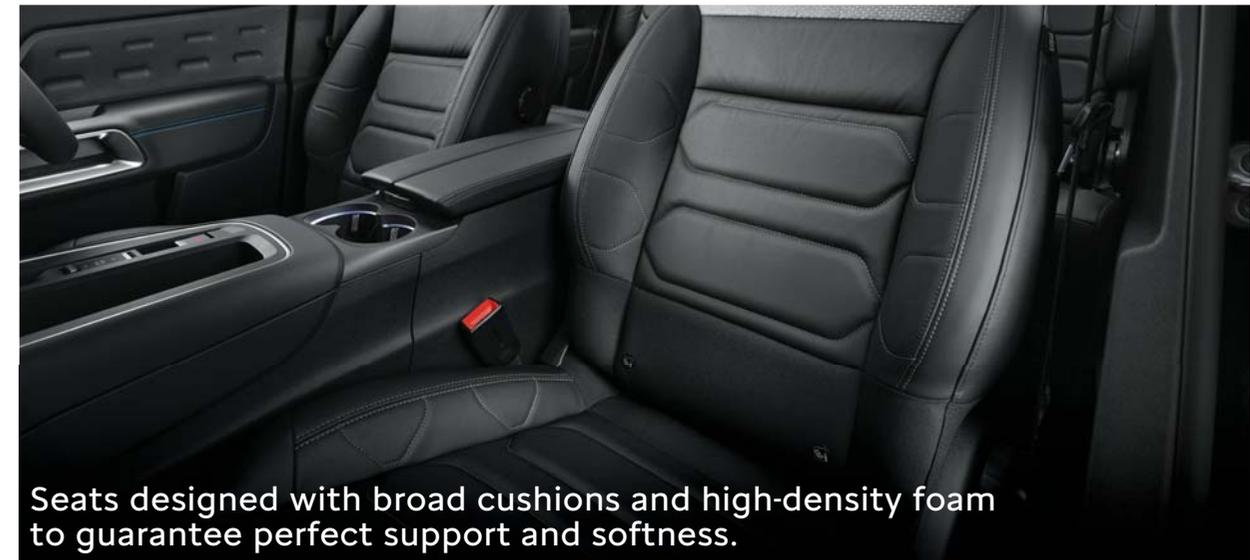


CITROËN
C5 AIRCROSS

Since 1919, Citroën has been at the forefront of automotive comfort. Comfort that inspires you to dream of greater freedom and adventures. And now, we are delighted to present to you the Citroën C5 Aircross SUV which is a perfect combination of our hundred-year legacy and futuristic technology.



A refined, elegant interior designed to ensure minimum noise and perfect air quality with the AQS (Air Quality System)



Seats designed with broad cushions and high-density foam to guarantee perfect support and softness.

CITROËN C5 AIRCROSS



CITROËN AIRCROSS

C E L E B R A T E Y O U R S T O R Y



Your life is a collection of countless stories – adventures, successes, and memories shaped by the people you love. The Citroën Aircross is here to help you share these moments with those who matter most. Because every journey is better when celebrated with your family and tribe.

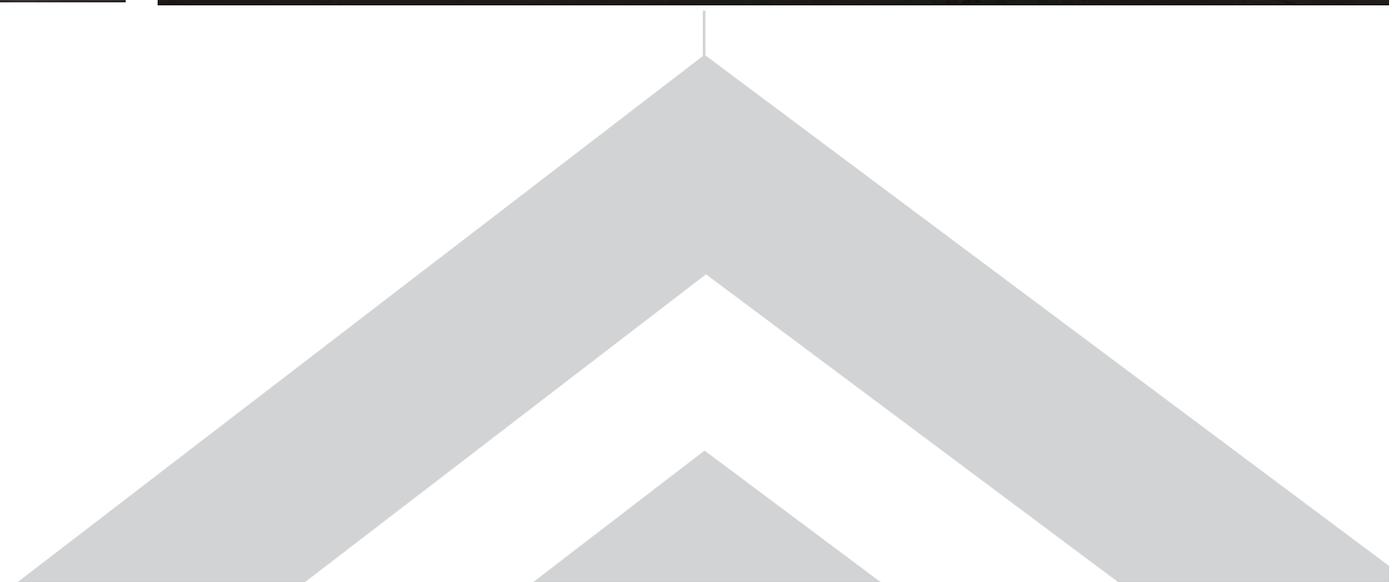


Automatic AC | Rear AC Vent | Driver Side Power Window Switches



200mm Ground Clearance | Alloy Wheels

CITROËN AIRCROSS



CHOOSE THE UNTHINKABLE



CITROËN
BASALT SUV COUPÉ

Since 1919 Citroën has empowered human lives through innovation and a steadfast dedication to automotive excellence. Guided by the philosophy of 'Do what matters'. The brand has always focused on bold design. Heightened comfort, breakthrough performance, and revolutionary technology creating unthinkable automobile designs just like Citroën Basalt - SUV Coupé.





Intelli-Smart Driver Information System



1st in Segment* Smart Tilt Cushion & Advanced Comfort Rear Headset

*T&C apply.

CITROËN **BASALT SUV COUPÉ**

Meet the unthinkable Citroën Basalt SUV Coupé.

Only when the best of today is not good enough can you create the unthinkable.



CITROËN ë-C3

As a young and progressive individual, your unique experiences & conscious lifestyle fuel your unique story. And this story is a measure of every element of your life, especially of the vehicle that charges your drive.

Built to keep your story on the forefront, we present to you the ë-C3 All Electric, an intuitive and advanced embodiment of comfort and innovation in an all-new electric avatar.





Substantial driving range of 246 km on a single charge



Quick charging capabilities for convenience

CITROËN ë-C3



CITROËN C3

POWER
OF **3**

TURBO
POWERED



PRECISION. PEDIGREE. PERFORMANCE.

The Citroën C3 doesn't just turn heads—it rewires them.

Effortless control with tech that's always one step ahead. Turbo power that answers without hesitation, wrapped in a stance that owns every glance. A French legacy redefined for those who live in the moment.

Why blend in when you can stand out?

Citroën C3. The Power of 3.





Automatic AC
26cm Citroën Connect Touchscreen



LED Vision Projector Headlamps

CITROËN C3



CITIZEN

SERVICES

CITROËN

Choosing a Citroën means embracing well-being from the very moment of purchase. And bringing this iconic comfort to you, Citroën introduces its Citizen programme, an all-encompassing range of services dedicated to offering a peaceful mobility experience to Citroën customers throughout their buying and ownership journey.

With the Citizen programme, you gain access to a complete set of services devised to assist you at every step of the process - from exploring the available options and making your selection all the way to receiving your vehicle and maintaining it.

PRE-PURCHASE SERVICES

Make a smooth journey into the Citroën family with services like:

	<p>Meaning the home of Citroën, our phygital showrooms unite technology with comfort.</p>
	<p>Delivering a seamless digital customer experience that can be accessed anywhere on any device.</p>
<p>Citroën finance Citroën insurance Citroën lease</p>	<p>Best-in-class financing solutions that are tailor-made to make your ownership journey easy and comfortable.</p>

POST-PURCHASE SERVICES

Enjoy a truly hassle-free ownership journey with our comfort-first services:

	<p>After-sales workshop offering maintenance and care services for all Citroën vehicles.</p>
	<p>Providing service on the go, wherever you go. Assured best-in-class service along with genuine spare parts availability.</p>
 <p>MyCitroën Connect</p>	<p>Download the MyCitroën Connect App on your smartphone and experience its 40 smart features like car locator, geo-fencing and many more.</p> <p>   </p>
	<p>Revolutionary door-step service offered by Citroën. Includes routine service, car cleaning and minor emergency repairs.</p>

• 90+ SALES OUTLETS WITH PRESENCE IN 80+ CITIES AND AFTERSALES 70+ WORKSHOPS IN ABOUT 70+ CITIES

**SALES
NETWORK
MAP**



**AFTER
SALES
NETWORK
MAP**



WHERE LEGACY MEETS EXCELLENCE



DNA AUTO AWARDS
'Viewer's Choice Design of the Year'
Citroën Basalt
October 7th, 2024



AUTOCAR INDIA AWARDS
'Best Design & Styling'
Citroën Basalt
December 10th, 2024



TIMES DRIVE GREEN CONCLAVE AND AWARDS
'Green Initiative towards Sustainable Mobility'
Citroën
November 27th, 2024



JAGRAN HI-TECH AWARDS
'Value for Money'
Citroën Basalt
December 13th, 2024



MOTORSCRIBES AUTO AWARD
'Design of the Year' and 'SUV Coupe of the Year'
Citroën Basalt
December 17th, 2024



ACKO DRIVE AWARDS
'2025 Car Design'
Citroën Basalt
February 1st, 2025



MOTORING WORLD AWARDS 2025
'Design of the Year'
Citroën Basalt
January 17th, 2025



THE FUTURE IS ELECTRIC. AND WE'RE LEADING IT.

At Citroën, we don't just talk about electric mobility—we make it happen. With high-impact partnerships, game-changing deployments, and MoUs that set the tone for 2024, we're not waiting for the future. We're building it.

NUMBERS DON'T LIE

PARTNER	MoU Volume
BLUSMART	4000
CABE	2000
OHM	1000
REFEX	500

You'll see it where it matters—on the streets, cutting emissions, saving costs, and proving that the shift to electric isn't just coming; it's already here.

Contact Us:
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TO FIND OUT MORE
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