

Interview with Stellantis India CEO on Eurorepar's strategy for growth

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With an eye on tapping into the service and parts revenue from out-of-warranty cars, the automaker seeks to attract vehicle owners away from local garages by offering OEM-level quality at cost-effective prices. We analyze India's on-road vehicle fleet and speak with Shailesh Hazela, CEO and MD, Stellantis India, to know more about the company's plans for its newly launched service network in India.



Source: Stellantis India

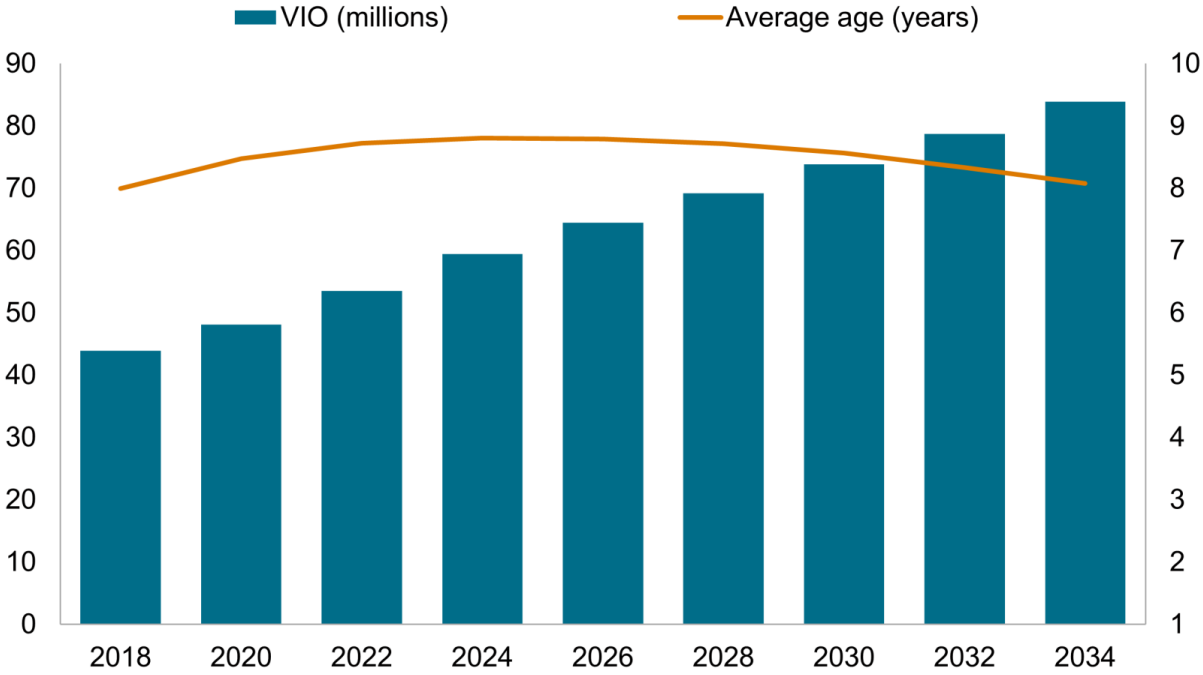
Automaker Stellantis is betting on India's independent aftermarket segment with the launch of the Eurorepar Car Service, its multibrand service and repair network, in March 2025. The move comes five years after the company, then Groupe PSA, launched the Eurorepar range of multibrand aftermarket products in India.

Eurorepar's launch came just days after German automotive supplier ZF opened India's first ZF [pro]Tech plus workshop, indicating heightened interest in India's vehicle service segment. The ZF [pro]Tech workshop concept, already present at more than 140 locations in India, provides workshops with technical know-how, training and mounting instructions. The [pro]Tech plus offering adds personal on-site support and technical training and is being primed for a nationwide roll out.

"India presents a compelling opportunity for Eurorepar's entry, primarily due to its large and growing vehicle parc," Shailesh Hazela, CEO and managing director, Stellantis India, tells S&P Global Mobility in an exclusive interview. The company is eyeing a larger share of the repair business, promising "OEM-level quality at competitive prices" to owners of out-of-warranty vehicles.

The vehicles in operation (VIO) in India are expected to grow steadily over the next decade. According to S&P Global Mobility, light vehicle VIO, including passenger cars and light commercial vehicles, are anticipated to grow at a compounded annual growth rate (CAGR) of 3.8% between 2022 and 2034. This growth is expected to result in an increase from around 54 million units to nearly 84 million units amid stable average age.

India VIO and average age, 2018 to 2034



Data compiled May 6, 2025.
 Source: S&P Global Mobility.
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The company believes that 65% of customers transition to local garages once the warranty period expires. This is the segment the company aims to target with its new workshop network. While Stellantis’ authorized workshops continue to serve vehicles under warranty, “Eurorepar will cater to the large base of out-of-warranty, multibrand vehicles,” Hazela says, adding that customers are now more willing to spend slightly more for quality service and parts.

In India, vehicles typically go out of warranty after three years. According to S&P Global Mobility, VIOs aged between four and seven years old are expected to grow steadily from around 14 million units in 2022 to nearly 22 million units in 2034. The car parc, consisting of vehicles aged between 8 and 12 years, is expected to grow from 14 million to 18 million units. This growth will continue to drive demand for aftermarket services. Light vehicles older than three years are expected to grow from nearly 40 million units in 2022 to more than 55 million units by 2034, representing about 66% of the total light vehicle parc.

Annual India VIO by vehicle age group



In the interview with S&P Global Mobility, Hazela talks about Eurorepar’s expansion plans for India, how it aims to differentiate its offering within the repair segment, its target customer, tackling the country’s fragmented and unorganized aftermarket sector and more.



The following is an edited excerpt of the conversation.

What are some of the growth drivers for Eurorepar in India?

Eurorepar was established in 2004 to offer multibrand automotive parts and services, and today it operates across more than 30 countries with a network of over 6,400 garages. India presents a compelling opportunity for Eurorepar’s entry, primarily due to its large and growing vehicle parc.

Studies show that nearly 65% of customers transition to local garages once the warranty period expires. However, these local garages often lack the structured systems, training and professional

processes needed to consistently deliver high-quality service.

The overall aftermarket industry is highly fragmented, with numerous small, unorganized players lacking the resources to provide consistent, high-quality service. This leads to a lack of standardization and trust among consumers. As consumers keep their vehicles longer, price sensitivity is driving demand for affordable, high-quality parts and services. This is the gap Eurorepar aims to bridge — by empowering local garages with the tools, know-how and parts required to elevate their service standards and differentiate themselves in a highly competitive market.

How is Eurorepar positioned vis-à-vis the company's existing aftersales business? What niche do you envision the brand carving for itself in India's aftermarket?

Eurorepar will complement Stellantis' existing aftersales operations by opening a new business vertical that functions parallel to our authorized workshop network. While all the OEM-authorized workshops continue to serve vehicles under warranty, Eurorepar will cater to the large base of out-of-warranty, multibrand vehicles.

With our robust systems, refined service processes and wide Eurorepar parts range — including exclusive parts for premium vehicles — we aim to offer a more standardized and trusted alternative in the independent repair space. This will help us carve a unique niche in the Indian aftermarket by delivering original equipment manufacturer-level quality at competitive prices.

The presence of Eurorepar will strengthen customer loyalty and reduce counterfeiting by funneling products through legitimate channels and limit customers opting for unreliable aftermarket service platforms. As Stellantis continues to expand its aftermarket footprint in India, Eurorepar is set to redefine car servicing standards, making high-quality vehicle maintenance accessible to all. This initiative aligns with Stellantis' commitment to social upliftment by providing individuals from unorganized sectors with a platform supported by structured, organized businesses.

How has the company tailored the global Eurorepar offering for India?

While we retain the core values of the global Eurorepar brand, several key elements have been localized for the Indian market. Eurorepar currently has a certain parts range and will continue to increase the parts range for all mass vehicles developed and manufactured in India, complying with all testing, validation, safety and quality standards parallelly ensuring cost-effectiveness and supply chain efficiency.

We are also developing a Dealer Management System (DMS) and a web application specifically designed for the Indian aftermarket ecosystem. Additionally, our pricing model is aligned with local expectations, ensuring that we remain competitive without compromising on quality.

What are the key demand drivers for genuine spare sales and vehicle service in India?

Transparency, technical competence and customer trust are the key demand drivers in India's aftermarket. Beyond the OEM-authorized networks, customers often struggle to find garages that can offer both affordability and professional-grade service. Also, as the number of vehicles on Indian roads rises, so does the demand for maintenance and replacement parts. An ageing vehicle fleet necessitates more frequent repairs and part replacements, boosting the aftermarket.

With the Indian automotive market witnessing rapid growth, car owners are increasingly looking for trustworthy, high-quality service solutions that cater to multibrand vehicles while maintaining

affordability. We believe that once customers start experiencing OEM-level professionalism and quality at local garages — delivered at cost-effective rates — there will be a surge in demand. These are latent and currently unmet needs that Eurorepar is uniquely positioned to address.

Can you elaborate on your plans to expand this service to 100 workshops in the next two years?

Our growth strategy involves creating a strong ecosystem where Eurorepar parts distributors and workshops are tightly integrated. We aim to develop local garage networks around reliable distributors who can ensure the timely availability of parts. Currently, our focus geographies include Tamil Nadu, Karnataka, Maharashtra, Kerala, Goa, Gujarat and Delhi NCR — regions with high vehicle density and mature aftermarket dynamics. However, we are open to expanding to other areas where we identify strategic potential.

What are some key challenges within the India's aftermarket and service sector?

One of the biggest challenges is the lack of reach and genuine spare parts and product range availability outside the OEM networks. Additionally, many independent garages struggle to command a price premium due to the absence of systems that highlight their capabilities or differentiate their services.

The market often remains price-driven, rather than quality-driven. Eurorepar aims to change that by equipping garages with the tools they need, such as inventory management, digital repair orders, invoicing systems and service marketing support, while also giving them access to a comprehensive multibrand parts portfolio.

How do you plan to tackle the presence of the unorganized segment in both parts sales and repair?

The unorganized sector dominates India's aftermarket due to its affordability and accessibility. However, it often lacks consistency in quality and service. Eurorepar does not seek to replace this segment but rather to uplift it.

By partnering with local garages and providing them with Eurorepar's globally proven systems, training and parts access, we aim to professionalize and formalize this space — offering customers the best of both worlds: trust and transparency at local price points. We have well learnt that this is not an overnight journey, and it takes time to establish such a network in India. Our efforts will be consistent to ensure we remain quality focused.

What insights can you offer on your target consumer for your service? Are you seeing a growing appetite for higher spending on service and genuine parts?

Our target customers are value-conscious vehicle owners, primarily with out-of-warranty cars, who seek reliable and professional service without the high costs typically associated with OEM workshops. We are seeing a clear shift in consumer behavior — particularly among urban drivers — toward greater emphasis on quality, transparency and convenience.

With high-speed outstation travel becoming increasingly common, reliability in vehicle repairs is no longer optional; it is essential. As a result, customers are more willing to spend slightly more for peace of mind, knowing that the work is done by trained professionals using quality parts. This evolving mindset reflects a growing appetite for trusted service experiences — even in the independent aftermarket space.

What is Eurorepar's preparedness and strategy for servicing electric vehicles in India?

At present, our focus is primarily on internal combustion engine (ICE) vehicles, as EVs are still predominantly serviced within OEM-authorized networks due to longer warranty periods and specialized technical requirements. However, we are closely monitoring the EV ecosystem and are developing capabilities to support this segment in the future.

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