



ŠkodaAuto India kicks off the fashion season with an exclusive party hosted by celebrated designer Aki Narula

An evening of style and glamour, the party was host to the who's who of the city's elite

Mumbai, 9th September 2010: ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic (Volkswagen Group), one of the premium automobile manufacturers in India, kicked off the fashion season with an evening of style and glamour hosted by celebrated designer Aki Narula. The evening played host to guests from the fashion fraternity and the city's glitterati.

Bollywood stars including the likes of **Arjun Rampal, Kunal Kapoor, Tisca Chopra, Mandira Bedi** were seen hobnobbing at the stylish extravaganza by ŠkodaAuto. The ubiquitous presence of the fraternity was evident with prominent personalities such as **Bandana Tewari, Shamita Singha and Anil Chopra** adding to the fervor.

Speaking on this occasion, **Mr. Tarun Jha, DGM Marketing** said, "ŠkodaAuto as a brand has always been synonymous with style and elegance; which is the essence of today's celebration. Škoda has positioned itself very successfully in the lifestyle space and the association with Aki is a natural extension of our brand's positioning. Everyone here tonight will agree that our cars are epitome of high class design & we take great care when we build them. We saw a similar facet of emphasis on design in Aki's approach towards fashion & style. And the idea for this evening was born."

Renowned designer Aki Narula said "I am really happy to be associated with Škoda Auto as it reflects the mindset of the young, cool and aspirational Indian, where style, comfort, spirit and creativity all are in sync." The celebrations at ŠkodaAuto will continue with its association at the Lakmé Fashion week.





About ŠkodaIndia: Škoda has been operating in India since November 2001 as a subsidiary of ŠkodaAuto a. s. Czech Republic (Volkswagen Group), one of the fastest growing car manufacturers in Europe. It has set up a state-of-the-art manufacturing facility in Shendra near Aurangabad, Maharashtra. The facility is spread across 300,000 sq. mt. ŠkodaIndia has 3 models on sale in India – Škoda Superb, Škoda Laura and Škoda Fabia. Škoda Auto India has a network of **63 Dealerships** and **4 Boutique showrooms** across the country and has sold **over 91595 units** since November 2001. Škoda Auto India has a network of **64 Dealerships** and **5 Boutique showrooms** across the country and has sold **over 93106 units** since November 2001.

For further information, please contact:

Škoda Corporate Communications

Nitisha Agrawal – Nitisha.Agrawal@Škoda-auto.co.in
99677 71600

Perfect Relations

Santosh Setty – 98923 04567

