



Vicky.in announces winners of 2011 People's choice car and Bike Awards

People's choice is chosen! Puzzle is solved. Indian consumers have voted for their favourite car, bike and commercial vehicle of the year 2011.

Vicky.in, India's Leading Car & Bike Store has today announced the results of its People's Choice Awards 2011, which recognizes the best in the field of Cars, Bikes and Commercial Vehicles launched in the year. The winners of Vicky.in awards are based on people's choice and selected through an online voting. People's choice Awards received an overwhelming response with over 1,00,000 consumers have cast their votes.

Speaking on the occasion of winning the awards, **Mr. Vivek Nayer, Sr. Vice President, Marketing, Automotive Division, Mahindra & Mahindra Ltd.** said, "We are extremely delighted to have received Vicky.in People's choice awards for the XUV500 and Maxximo from one of India's leading automobile site, Vicky.in and its many users. Awards like these validate our conviction that our strategy of customer centric innovation is in the right direction and they actually inspire our team to do more in future."

"We thank vicky.in and its many readers who have voted CBR250R as the People's choice **"Bike Of The Year"**. India's endorsement of Honda quality, CBR250R global style, advanced CABS technology and truly affordable price give that immense choice and encouragement to continue bringing customer centric two wheelers in future too," said **Naresh Kumar Rattan, operating head, (sales, planning and marketing) of Honda Motorcycle and Scooter India (HMSI)**.

Karthick Annamalai, Co-founder of Vicky.in said, "Though 2011 is a difficult year for Indian auto sector, manufacturers have been able to grab the customers to the showrooms through some incredible models. These models were put under nine categories of Vicky.in People's choice awards, including the special category Diesel Car of the Year. The average visiting time of the consumers to the People's choice awards was 12 minutes which tells us that they wanted only the best cars to win. We at Vicky.in are happy that Vicky.in People's Choice awards echoing the same".

Vignesh Annamalai, CEO of Vicky.in said, "Vicky.in People's Choice Awards are unique in the automobile industry as the selection is based on the real views of actual customers. Qualitative customer feedback is the most objective source of information to rate any product, which is why we believe this award is so important. With the record 102516 votes,



customers has shown the faith in the awards and made their voices heard by the manufacturers."

Here's the list of winners under various categories:

Car of the year	- Mahindra XUV500	-
Compact car of the year	- Honda Brio	
Sedan of the year	- SKODA Rapid	
SUV of the year	- Range Rover Evoque	
Diesel car of the year	- Chevrolet Beat Diesel	
Best Facelift of the year	- Tata Indica Vista	
Car Maker of the year	- Volkswagen	
Two wheeler of the year	- Honda CBR250R	
Commercial Vehicle of the year	- Mahindra Maxximo Mini van	

In addition to these, three special categories were decided by the Vicky.in Editorial team

Car commercial of the year	- Nissan Sunny	-
Performance car of the year	- Ford Fiesta	
Scooter of the year	- Mahindra Duro DZ	

Lucky customers who guessed the winners right at Vicky.in People's choice awards will receive exclusive gifts autographed by their favourite manufacturers. Vicky.in People's choice Car and Bike Awardees will be crowned at 2012 Auto Expo in Delhi.

About Vicky.in

Vicky.in (www.vicky.in) is India's popular online destination for buying new cars and bikes. Vicky.in which offers complete buying experience reaches over 4 million Indians customers every month. Vicky.in/shopping launched in 2011 is already the India's No1 E-Commerce Store for automotive accessories. Vicky.in is the online partner for many manufacturers including Bajaj Auto to sell their merchandises. Vicky.in is owned by Annap Interactive Solutions Pvt Ltd which also runs 600024.com (Leading Tamil Entertainment cum E-Commerce Portal) & CellBharat.com (Mobile Price Comparison Portal)

For more Information, visit www.vicky.in

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