

Nissan Magnite's pandemic launch a case study at IIM-A

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Kolkata: During the pandemic in 2020, when most companies were pushing back product launches, Nissan India launched its compact SUV Magnite in December. The move has been highlighted in a case study by the Indian Institute of Management Ahmedabad (IIM-A).

Nissan's bold move saw immediate results with 32,800 bookings for the car in the first month itself. The vehicle's innovative value proposition including attractive styling and a starting price of less than Rs 5 lakh was key to the market enthusiasm.

The case study, titled

'Launching the Magnite in Times of the Pandemic: Nissan's Resurgence in India,' was developed by IIM-A professor of strategy Amit Karina and his research associate Bushra Kureshi. It covers the entire journey of Nissan India from planning to execution, key challenges and opportunities and the company's innovations to overcome obstacles.

"The case on Nissan's launch of Magnite in India underscores our commitment to actively seek and engage with organisations to document compelling real-life situations that offer students valuable insights into navigating through dynamic business landscapes. The

story of the launch, achieved under challenging circumstances, presents a fascinating scenario for management students to analyse and learn from," said Karina.

Nissan Motor India MD Rakesh Srivastava said the case study would provide valuable strategic insights to future leaders into overcoming real-world business challenges. "We hope that this case study will inspire us to overcome challenges by embracing change and innovation especially in uncertain times. Nissan Magnite led the resurgence of Nissan in the highly competitive Indian auto market enhancing the commitment on investment in India," he said.