

A car sells for its design: Chhabria

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Ahmedabad: Why a person purchases a car? Why some small cars don't sell despite attractive prices and why some fuel-guzzling SUVs sell like hot cake? India's ace car designer Dilip Chhabria accounts for the phenomenon in terms of aspiration level that a car sets up for the buyer.

"The sales of cars in most of the segments in the country are dictated by design and not by its effectiveness, reliability, price, or the fuel efficiency," he said in his speech at Indian Institute of Technology, Gandhinagar (IIT-Gn), Chhabria told the young engineers that while planning, a designer must keep in mind the reason for which the customer has approached him. The designer should deliver in a manner that the product differentiates itself from the rest, he said.

Chhabria was speaking at Amalthea, the two-day annual technical summit of the institute that started on Saturday. The summit was inaugurated by principal secretary for industries of Gujarat Maheshwar Sahu, along



Dilip Chhabria

with IIT-Gn director Sudhir Jain.

"We are expecting over 10,000 footfalls. Last year, it was around 3,500. We are already overwhelmed with the response. We have also got some big names such as Chhabria, Tata and DRDO participating in our exhibition section," said Harsh Gupta, a student of IIT-Gn and member of organizing committee.

The exhibition has proved to be crowd-puller as it showcases vintage cars, DC Motors' Avanti, considered to be the first supercar from India, unmanned aerial vehicle (UAV) from Defense Research and Development Organization (DRDO) and more.