Twitter Thread by Kushan Mitra



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While I’m sure critics of Modi will point fingers at the administration for @FordIndia shutting manufacturing operations, the fact of the matter is that it was a product and marketing failure.

The wife @nandz owns a post-facelift EcoSport. And this car basically created the sub-4m SUV segment. Yet, a combination of pricing and poor marketing allowed first Maruti, and then the K-Pop twins to run away with the segment.

Even the Figo which had the best petrol engine in its segment, could never really make a dent on Tata products let alone Maruti and Hyundai.

The Aspire, possibly the most-proportional looking sub-4m sedan could never take on the Amaze let alone the Dzire.

The sad thing is that the Americans - Ford and GM were among the first new carmaker’s to come to India when the market was opened up alongside Daewoo. It was the fourth carmaker, a relatively unknown company then, Hyundai Motor that stole the show.

Ford made some great cars in India and the Sanand plant was one of the best this side of the planet. But they only have themselves to blame for failing in India. Kia India, selling cars for just two years has outsold them by a hefty margin for its nature existence.