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New MPV, SUV models can strengthen Nissan's position in India, but...

Nissan aims to reach 1,00,000 units in both annual domestic sales and exports from India with the new and existing models.

Authored By Varun Singh



The new models will be manufactured at Nissan's Alliance JV plant in Chennai.

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Although Nissan Motor India has been consistently struggling with underwhelming domestic volumes due to a weak product portfolio, its position can improve immensely with the launch of **two new models** -- a 7-seater MPV and a 5-seater SUV -- over the next couple of years, according to industry experts. However, both cars need to be competitively priced and properly marketed.

In five previous fiscals, Nissan has not been able to reach the annual sales milestone of 50,000 units even once in the domestic market, crossing market share of 1% on only a single occasion, according to data from the industry body Society of Indian Automobile Manufacturers (SIAM).

The major issue plaguing the carmaker has been a lack of models. In the highly competitive Indian market, Nissan offers only two models -- Magnite sub-4 metre compact SUV and X-Trail premium SUV. While the Magnite is domestically produced and even exported, the X-Trail is available in a completely built-up (CBU) form.

For reference, the Magnite is priced between Rs 6,14,000 and Rs 11,92,000 (ex-showroom), while the X-Trail is available in a single variant at Rs 49,92,000 (ex-showroom).

Nissan Domestic Volumes and Market Share

Year	Domestic Volumes	Market Share
FY20	18,040 units	0.65%
FY21	18,884 units	0.70%
FY22	37,678 units	1.23%
FY23	33,611 units	0.86%
FY24	30,146 units	0.71%
FY25 (Apr-Feb)	25,397 units	0.65%

Source - SIAM

Of the two new models, the MPV will be launched first, in FY26. The SUV will enter the Indian market in early FY27, bolstering the carmaker's portfolio to four products.

According to our sources, the Nissan MPV will share its platform with the Renault Triber. However, it will have a completely new design to create a distinct identity and attract more buyers. On the other hand, the Nissan SUV will be a mid-size model taking design cues from the popular Nissan Patrol. It will rival the likes of the Hyundai Creta, Kia Seltos, Maruti Suzuki Grand Vitara, Toyota Urban Cruiser Hyryder, Honda Elevate, Skoda Kushaq, Volkswagen Taigun and MG Astor.

The two new models will be locally manufactured at Nissan's Alliance JV plant in Chennai and follow the company's 'One Car, One World' strategy. They will be exported to both right-hand-drive and left-hand-drive markets.

In terms of exports, the carmaker has done exceedingly well, even with limited models, with the major push coming from the Magnite.

Nissan Exports and Market Share

Year	Exports	Market Share
FY20	79,479 units	12%
FY21	32,390 units	8.01%
FY22	39,005 units	6.75%
FY23	60,637 units	9.15%
FY24	42,989 units	6.40%
FY25 (Apr-Feb)	62,613 units	9.04%

Source - SIAM

With the new and existing models, Nissan aims to reach the target of 1,00,000 units in both annual domestic sales and exports from India.

"If executed well, the SUV could be a breakthrough, competing in the lucrative mid-size segment against the Hyundai Creta and the Kia Seltos. The MPV, targeting families and fleet buyers, could help diversify Nissan's lineup, where competition is lower than in SUVs," Nikhil Dhaka, Vice President, Primus Partners told India Today.

"Success will depend on competitive pricing, strong localisation and feature-packed designs that appeal to Indian buyers. Nissan also needs to strengthen its dealership and marketing efforts to rebuild trust. If these factors align, FY26 could mark a turnaround for the brand," he added.

In terms of network, Nissan has 273 customer touchpoints and 82 dealer partners across the country.

S&P Global Mobility Director Puneet Gupta said that the MPV segment is very important, and Nissan has not been in it before. "So this is a good opportunity for the company. The Magnite is a great value-for-money car, and the new MPV could also be like that. If marketed properly, it can do well for Nissan. It could be Nissan's new horse," he noted.

While the SUV segment commands a mammoth share of nearly 55% in the Indian passenger vehicle market, the MPV segment is close to 10%.

"Though SUVs dominate, the MPV segment has fewer strong options beyond the Maruti Suzuki Ertiga and the Toyota Innova. A well-priced, stylish MPV could attract families and fleet buyers looking for space and practicality. While the SUV will likely be the main volume driver, the MPV could add stability and help Nissan avoid relying on a single model for success," Primus Partners' Dhaka said.

According to S&P Global Mobility's Gupta, Nissan started well in India. "The Micra and the Sunny were good cars in the right segments. However, after that, the company lost track. The biggest problem was that new launches dried up. In a competitive market like India, where rivals are introducing at least one new model every year, you need to be busy. They came with the Terrano. After that, they never had a key product, other than the Magnite. They could have done much better in India as their beginning was very good," he said.

Gupta observed that as the new models arrive, the synergy between Nissan and Renault will also assist in saving costs owing to economies of scale.

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