

Porsche India appoints Ashutosh Dixit as Brand Director

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Dixit brings over 28 years of experience in the automotive industry, including nearly two decades within the Volkswagen Group. In his previous role as Market Development Director at the Porsche Middle East and Africa regional office, he played a key role in shaping initiatives for the Indian market.

“India continues to offer strong potential and opportunities for Porsche, and there are exciting times ahead for the brand in this market,” said Dixit.

“I am honoured to take on this role and build on the strong foundation established over recent years. Our

focus will be on strengthening customer engagement and unlocking further opportunities."

Dixit succeeds Manolito Vujicic, who has decided to pursue opportunities outside the Group. Porsche India thanks Vujicic for his leadership and contribution.

Dixit experience spans leadership roles across India, China, and Europe, with deep expertise in strategy, sales operations, and brand development.

"Ashutosh brings a deep understanding of both the Porsche brand and the Indian market to this role," said Dr. Manfred Bräunl, Chief Executive Officer, Porsche Middle East and Africa.

"His leadership experience across regions and functions makes him exceptionally well positioned to guide Porsche India into its next phase. India continues to be an important market for us, and we are confident that under his leadership, the brand will further strengthen its presence and performance."

Porsche India remains committed to the long-term potential of the Indian luxury automotive market, with a clear focus on sustainable growth, customer-centric innovation, and expanding its product portfolio.

In the media

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