

## Sahil Verma

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**From:** Sahil Verma  
**Sent:** 18 June 2014 23:17  
**To:** joe.king@audi.in  
**Subject:** For your urgent attention!

**Importance:** High

Dear Joe,

26

I have just sent you a message on LinkedIn which is copied below.

Dear Joe,

Trust you are well.

I'm once again facing an issue with my car and while I've tried hard to resolve it directly with the Audi service centre, I am unfortunately left with no option but to write to you directly to seek some resolution. I have summarised the facts below that should help you understand my situation

1. My car was stuck in the workshop for 4 weeks in Dec 2013 due to a fuel adulteration issue. At the time I was told that Indian fuel can carry traces of impurities and water and that I should only get fuel from a reputed pump and not let the car run empty before refuelling. There was much back and forth at the time as I had contested that I always purchased fuel from a reputed company operated fuel pump and that if the fuel was indeed adulterated then you must see the same issue with a number of other cars.

2. Six months later, the issue has recurred and upon sensing that something was amiss, I sent my car in for a check at the Audi Mumbai South dealership and lo behold, I am given the same story. This time, however, I've taken every care to ensure I purchase fuel from the largest company operated HP showroom in Bandra and that I've never let the fuel level drop below 1/3rd.

3. My submission therefore is that given a number of other Audi's and luxury cars get fuel from the same pump and given that I've taken all possible precautions, it is only logical to conclude that the issue recurring in my car within 6 months is due to a fault with the fuel injection system which is allowing whatever impurities may exist in Indian fuel to enter the fuel lines. If this was not the case, you would get almost every other Audi back in the workshop with the same issue as I am facing.

4. Instead of trying to get to the bottom of the problem, all I've got back from the workshop is a proforma invoice asking for authorization to start repairs which I refuse to provide as I am not willing to incur this expense both on principal grounds and also on the basis that I have no assurance that this issue will not occur again in 6 months' time despite me taking all possible care. To purchase a car for INR 6m and then spend INR 1m on repairs within 16 months plus have the car unavailable for my use for 3 months is surely something I never expected from owning an Audi. If your cars do not agree well with Indian conditions then it is the company's moral responsibility to make it known to their consumers and work with fuel companies to get a resolution.

5. I also paid a hefty sum to purchase a fully comp insurance plus the platinum cover as a top up which the dealership sold rather aggressively stating that it covers all eventuality only to now say that this matter is not covered even though it does not state anywhere as such on the policy exclusions.

6. I am also shocked at the fact that each time my car has gone into the workshop, there is never a courtesy car readily available. The standard response is 'We have two cars and both are out at the moment. We are unable to confirm when we might be able to provide you with a replacement car'. I lived in the UK for 12 years before moving to India last year and the customer service attitude is like chalk and cheese across the two countries even though it is the same brand.

It is needless to say that as a loyal Audi customer, I do not deserve this treatment and that I should not be writing long emails to you or following up thrice daily with the service delivery managers to get an update on my car and continuously request them to provide me with a courtesy car at the earliest with no hint of urgency or compassion on the other end.

It is my humble request for you to please intervene so an appropriate resolution can be achieved and the fault with my car rectified with complete assurance that it will not recur and if it does, a clear understanding of what Audi will do to get me redressal for the inconvenience and harassment I have faced as a customer.

I am truly disillusioned with the brand experience and I am writing to you as a last resort to seek resolution failing which I will be left with no option but to initiate legal action and approach the consumer courts to get justice.

Appreciate your time spent reading my email and please feel free to contact me on +919004376628 should you wish to discuss further.

Best regards,  
Sahil

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## For your urgent attention!

To: **Joe King**  
June 18, 2014 11:00 PM

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On 12/24/13 7:46 PM, Sahil Verma wrote:

Dear Joe,

Thank you for accepting my invitation. I have recently moved back to India after 12 years in the UK and good to be connected with senior leaders in the country.

While not ideal, I also wanted to take this opportunity to highlight some issues I am facing with Audi's post sales service in India which has left me very frustrated and unclear as to who in the organisation can help me.

I have been an Audi owner for over 6 years (5+ in the UK and last 6 months in Mumbai) and while I am a big fan of the cars, the India post sales experience has been somewhat disappointing and in sharp contrast to my experience in the UK which was one of the main reasons I chose to buy an Audi after relocating to India at the beginning of this year.

My car (A6 Nav) has now been in your Mumbai workshop thrice in the past 6 months - first time due to a small accident, then on account of an AC issue and now for engine trouble which I am told is a result of adulterated fuel.

Each time the car has gone in, I have not been offered a courtesy car and upon asking for one, the standard response is that we only have 2 courtesy cars and both are out currently. This time round I had to make a significant amount of noise and was then offered an A4 which is what I am using currently.

At the time of purchasing my car, I bought the Audi Sure Platinum cover which I was told would cover my car in any eventuality and hence reduce my liability to zero.

Both at the time of the accident and now on the adulteration issue, I was/am given various versions of what is covered and not in the policy (specific words used are 'these parts/repairs are a grey area and hence you need to pay for it').

My car has now been in the workshop for 2 weeks and there is no pro-activeness to sort out the issues and return the car back to me. I have to, time and again, follow up to find out the status and instil a sense of urgency as I have had no use of my car for 6 weeks in the 6 months that I have owned it.

Needless to say this leaves me quite disillusioned with the brand's ability to be fully transparent and deliver seamless service to owners of its products.

I apologise for the direct approach on this issue, however, after being bounced around between the dealer and the workshop second time around with no one taking charge of the issue with a view to giving me a satisfactory resolution, I've had no choice but to reach out to you directly.

Best regards,  
Sahil

Sent from LinkedIn for iPad  
<http://lnkd.in/ios>

Reply All