

Subject: Re: Kind Attention: Mr. Sahil Verma
From: Sahil Verma (sahil_verma@ymail.com)
To: smruti.jamdade@audi.in;
Cc: Sachin.Kambli@audimumbaisouth.net; taher.murgha@audimumbaisouth.net;
Date: Tuesday, 24 June 2014, 13:23

Without Prejudice

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Hi Smruti,

Thank you for your email. I also did receive an email from Sachin on the fuel test results in which he mentioned that last time (Jan 2014), Audi had agreed to absorb a cost of INR 149K for repairs which is surprising as I was quoted INR 400K to have the issue rectified. On questioning Sachin, I discovered that only the fuel pump was changed and all other parts that were indicated to me on the proforma invoice ie Injection Unit, Fuel Distribution Lines and Fuel Unit were not replaced. Clearly then the problem was expected to recur as a band aid fix had been applied the first time round. It is unfair to now project this back at me and use adulterated fuel as an excuse to justify the recurrence of the issue.

As I've said multiple times, all cars are using the same fuel and it has to be a mechanical error in my car's fuel injection system that is causing these impurities to enter fuel lines. Audi's refusal to acknowledge this reasoning and get to the bottom of the issue plus the lack of transparency from the dealership in terms of work done last time compared to what was quoted to me has left me completely disillusioned with the integrity of the brand and its dealerships in the country. Given this, what is to say that the fuel sent for testing has not been deliberately contaminated to prove a point and point the finger back on me?

While my family and I continue to go through mental harassment and significant disruption to our lives since the time this issue has surfaced in our car, I refuse to have my arm twisted into agreeing to pay for these repairs when there is a lack of transparency, no clear response to the argument I am making and no guarantee that the issue will not occur again in 6 months time.

Audi has left me completely stranded and with no option but to seek redressal through our legal system. I have not been provided with a courtesy car and upon speaking with Sachin, I was told given that I am considering legal action, the dealership management has taken a decision to not provide me with a replacement car - another arm twisting tactic! I've asked for this to be documented and sent to me in an email but nothing so far despite multiple reminders. I have also asked for an official record of the work that was carried out on my car in Jan 2014 and again no response.

Clearly there is no consideration being given to the implications of what Audi is claiming which in larger context means your product does not work well with Indian fuel and that Audi is unwilling to accept this and work with Indian fuel companies to seek proper resolution or put out appropriate guidance or warning to their customers so they are not caught unaware as is the case with me. If the company decides to ignore my predicament, then I have no alternative except to activate my rights as a consumer to seek justice and also ensure that I educate other current or prospective consumers of the risks of being associated with your brand.

Best regards,
Sahil

On Monday, 23 June 2014, 13:49, "Jamdade, Smruti (EXTERN: NSC India)" <smruti.jamdade@audi.in> wrote:

Dear Mr. Verma,

Greetings from Audi India!

Thank you for allowing us the time to review the reported concern.

Further to our appended email and your communication held with Audi Mumbai South, we take this opportunity to apprise your goodself that we have reviewed the concern in consultation with our technical team to gain a better insight on the same. After a thorough diagnosis and with reference to the fuel report shared with you by Audi Mumbai South, it is observed that the reported concern has occurred on account of the quality of fuel used in the vehicle. We would like to appeal your kind understanding that the damage on account of extraneous factors cannot be attributed to manufacturing defect and hence do not fall under the purview of warranty consideration. The explanation provided by Audi Mumbai South is in line with the same.

We take this opportunity to mention that we and our dealers inspect the vehicle on technical grounds and communicate the observation to our customers, striving for better transparency. Please be assured that we have done the same in this case as well.

Mr. Verma, we do understand that having to face concern of any nature in your car irrespective of the cause or cost, creates a sense of annoyance. We value you as one of the esteemed customer of our brand and we are committed to extend our best support as and when required by our valued customers. In line with the same, Audi Mumbai South had offered to absorb the cost of the associated repair work as a onetime special gesture of goodwill during the earlier occurrence of similar concern in recent past, although the damage was not attributed to manufacturing defect.

In view of the above, we seek your kind consideration towards the same and await a positive response from your goodself. Also in order to minimize any further inconvenience to you, Audi Mumbai South shall complete the requisite work for rectification of the concern on priority on receiving an approval from you towards the repair estimate and the car will be delivered to you at the earliest only after affirming its satisfactory performance. Should you require any further assistance, please feel free to contact us or our dealer partner.

While thanking you for your kind understanding, we look forward to serve you as our valued customer for years to come.

Best Regards,

Smruti Jamdade
Customer Services

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From: Jamdade, Smruti (EXTERN: NSC India)

Sent: Thursday, June 19, 2014 5:47 PM

To: 'sahil_verma@ymail.com'

Cc: Sachin.Kambli@audimumbaisouth.net; Taher Murgha (taher.murgha@audimumbaisouth.net)

Subject: Kind Attention: Mr. Sahil Verma

Dear Mr. Verma,

Greeting from Audi India!

We refer to your email addressed to Mr. Joe King regarding the concerns of your Audi A6. As we are responsible for handling customer care operations in India, we are replying to you on his behalf.

At the outset, we sincerely regret the inconvenience caused to your goodself due to the reported matter.

We wish to inform you that we are reviewing the concern in consultation with our technical team and the diagnosis is being conducted in accordance to the defined test parameters. Presently we understand that Mr. Sachin Kambli, our representative at Audi Mumbai South is in touch with you with regards to the diagnosis details and developments accordingly.

Please be assured that we are closely following up this case with the concerned departments to ensure a satisfactory redressal to the concerns raised.

Should you require any further assistance, please feel free to contact us or our dealer partner. Rest assured-Audi Mumbai South will take good care of your as our valued customer.

While soliciting your kind understanding, we assure you of our utmost attention at all times.

Best Regards,