

FOR IMMEDIATE RELEASE

FADA Academy, in Collaboration with IIM Udaipur, Concludes Executive Programme on AI & Business Excellence for Automotive Retail

6th February'26, Udaipur, Rajasthan: In a significant step towards future-proofing India's automobile retail sector, **FADA Academy**, the learning and development arm of the **Federation of Automobile Dealers Associations (FADA)**, in collaboration with the **Indian Institute of Management Udaipur (IIM Udaipur)**, successfully concluded the **Executive Program on AI & Business Excellence for Automotive Retail**.

The three-day residential program, held from 22 to 24 January 2026 at the **IIM Udaipur campus**, brought together Dealer Principals and senior dealership leaders from across the country. Participants represented leading automotive brands including Maruti Suzuki, Kia, Mahindra, Honda, Tata Motors, Bajaj Auto, MG Motor, SML Isuzu, Hyundai, Volkswagen, BMW, and Hero MotoCorp, spanning 12 states across India.

Designed exclusively for automotive retail leadership, the program focused on the **practical application of Artificial Intelligence and data-driven decision-making** to enhance sales performance, customer experience, workshop efficiency, and overall dealership profitability. The curriculum combined interactive faculty-led sessions, real-world case studies, simulations, and peer learning, ensuring strong relevance to on-ground dealership operations.

Speaking on the occasion, Mr. Manish Raj Singhania, Chairman - Academy & Research, said: *"The automotive retail industry is at a critical inflection point. Artificial Intelligence is no longer a future concept—it is a present-day leadership imperative. Through this collaboration with IIM Udaipur, FADA Academy has taken a meaningful step in equipping Dealer Principals and leadership teams with the mindset and tools required to lead confidently in an AI-driven future."*

Prof. Debanjan Mitra, Program Director – IIM Udaipur, said: *"IIM Udaipur is committed to serving industry needs through the delivery of executive education of global standards. We are pleased to partner with the FADA Academy in designing this program, which offers data- and AI-driven insights for automobile dealers across key business functions within the Indian context. Covering areas from day-to-day operations to long-term strategic planning, the program highlights the vast potential of fostering an AI-driven organizational culture. We are encouraged by the positive response from participants and are confident that automobile dealers—both those who participated in the inaugural cohort and those who will join in future editions—will find the program highly valuable in developing customized, AI-enabled strategies for their businesses."*

The collaboration reflected a shared vision between **FADA Academy and IIM Udaipur** to bridge academic excellence with real-world industry challenges. Hosting the program at the IIM Udaipur campus provided participants exposure to a premier academic environment that encouraged strategic thinking, innovation, and collaborative learning.

With a limited and highly curated cohort, the program reaffirmed FADA Academy's commitment to **developing future-ready automotive retail leaders** and strengthening the industry ecosystem through structured, high-impact executive education.

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Media Kit

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About FADA India

Founded in 1964, Federation of Automobile Dealers Associations (FADA), is the apex national body of Automobile Retail Industry in India engaged in the sale, service and spares of 2 & 3 Wheelers, Passenger Cars, UVs, Commercial Vehicles (including buses and trucks) and Tractors. FADA India represents over 15,000 Automobile Dealerships having over 30,000 dealership outlets including multiple Associations of Automobile Dealers at the Regional, State and City levels representing the entire Auto Retail Industry. Together we employ ~5 million people at dealerships and service centres.

FADA India, at the same time also actively networks with the Industries and the authorities, both at the Central & State levels to provide its inputs and suggestions on the Auto Policy, Taxation, Vehicle Registration Procedure, Road Safety and Clean Environment, etc. to sustain the growth of the Automobile Retail Trade in India.

About FADA Academy

FADA Academy is the learning and development arm of the Federation of Automobile Dealers Associations (FADA). It works closely with industry bodies, academic institutions, and subject-matter experts to design and deliver practical, relevant, and future-focused programs for automotive dealership leadership across India.

About IIM Udaipur

The Indian Institute of Management Udaipur is one of India's premier management institutions, known for its emphasis on research-led teaching, innovation, and industry engagement. IIM Udaipur offers cutting-edge executive education programs aligned with the evolving needs of business leaders.