

TRADE AND BUSINESS TRENDS

HEROES OF PHILANTHROPY

NEW YEAR SPECIAL:  
LUXURY CARS

10-MINUTE DELIVERY DEBATE

BRANDS BAT FOR WPL

PRICE ₹200  
JANUARY 23, 2026

INDIA

# Forbes

**'WE BELIEVE IN INDIA'**

Ferrari CEO **Benedetto Vigna** on 2026 being the year when the fabled Italian carmaker sharpens its focus on India with direct presence

FIT  
428



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PG. **26**

## '2026 IS THE YEAR WHEN WE FOCUS ON INDIA WITH DIRECT PRESENCE'

Ferrari CEO Benedetto Vigna on why innovation has always been at the heart of the Italian luxury carmaker, on the new class of buyers in India, and why the company is not in a sprint race financially

PHOTO BY MEXY XAVIER

## FEATURES

### LUXURY CARS



#### 34 • REVVING THE LUXURY ENGINE

How a young India is redrawing the luxury car road map

#### 44 • NOT-SO-SILENT SPLENDOUR

2025 was a landmark year for India's luxury car market and showed that the electric revolution is here to stay

#### 54 • A SECOND LIFE

Once a side business, the used-car market is becoming central to luxury carmakers' strategy

#### 62 • FAST CARS, SLOW SEDUCTION

How Italy turned vehicles into emotion while Germany perfected everyday luxury

### CROSS BORDER

#### 64 • ASIA'S HEROES OF PHILANTHROPY

The annual list puts the spotlight on individuals and families across Asia-Pacific making significant, personal contributions to various charitable causes

### IN FOCUS

#### 90 • WINNERS TAKE IT ALL

As brands queue up to partner with WPL franchises, India's victorious campaign brings not just visibility for women's cricket, but also commercial viability

#### 112 • FAST & FURIOUS

With 10-minute delivery workers organising strikes against harsh working conditions, experts suggest legal frameworks and a more humane approach to quick commerce

PG. 34



The Audi A4 Signature Edition. For the company, true luxury is about making ownership more personal

PG. 44



The Rolls-Royce Spectre starts at around ₹7.6 crore

PG. 64



Clockwise from top left: Yu Renrong, Hitesh Doshi, Robin Khuda, Jeffrey Cheah and Solina Chau



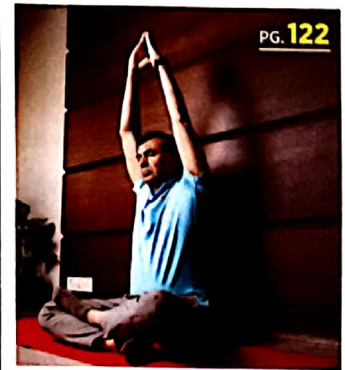
PG. 118

### FORBESLIFE

#### 118 • SWIPING RIGHT ON SMALL TOWNS

Even as US-based dating apps stumble, made-in-India apps are getting it right in smaller cities by helping youngsters navigate social dynamics

PG. 122



Rajesh Jejurikar, executive director and CEO, auto and farm sector, Mahindra & Mahindra

REGULARS 8/STATSPHERE • 12/LEADERBOARD • 122/FRESH LENS

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