



## Krisafi Case Study: AI-Powered Location Strategy for Auto Brand

When a leading automobile brand planned its next expansion in Mumbai, the challenge wasn't if they should open a showroom - it was where. With real estate costs soaring and customer behavior shifting rapidly, making a data-driven decision was critical.

### Solution by Krisafi:

Krisafi leveraged its AI-powered market research engine to go beyond gut-feel and traditional surveys. The platform analyzed multiple data layers:

- Geo-tagged customer demand patterns from online search and dealership interest
- Traffic and accessibility data from mobility APIs and satellite feeds
- Competitor showroom performance heat maps
- Socio-economic segmentation based on vehicle affinity
- Local sentiment analysis from reviews and social media

### Key Finding:

South Mumbai showed high premium traffic, but Andheri and Goregaon had higher untapped demand with less competition.

Krisafi recommended Goregaon East - a growing residential and commercial hub.



## Results

- Showroom launched in Goregaon East (Q3)
- Achieved 1.6x higher footfall vs. city average
- Reduced Customer Acquisition Cost by 18%
- Breakeven achieved within 7 months

Krisafi turned a high-stakes real estate decision into a strategic growth win - powered by AI, not assumptions.