

New Car Buying Segment of CARS24, Revolutionizing the Way India Buys Brand-New Vehicles

Gurgaon, Haryana Oct 7, 2025 ([Issuewire.com](https://www.issuewire.com)) - CARS24, India's leading e-commerce platform for automobiles, has officially launched its New Car segment, marking a bold step forward in its mission to simplify and digitize the car buying experience. With this launch, CARS24 becomes one of the leading platforms in India to offer end-to-end online purchasing of brand-new cars, delivering unmatched convenience, transparency, and customer satisfaction.

Designed to eliminate the traditional hassles of showroom visits, long waiting times, and complex paperwork, the new segment empowers customers to [buy a brand-new car](#) entirely online—from browsing and booking to financing, registration, and doorstep delivery.

Key Features of CARS24's New Car Segment:

-  *100% Online Buying Journey* – Browse, compare, and purchase your new car from anywhere, anytime
-  *Wide Selection of Latest Models* – Access new cars from top manufacturers across multiple categories like [Maruti Suzuki](#), Tata, Mahindra and more
-  *Best On-Road Prices & Exclusive Offers* – Transparent pricing with zero hidden charges
-  *Instant Loan Approvals & Paperless Documentation* – Secure financing in minutes, completely online
-  *Doorstep Delivery* – Get your brand-new car delivered to your home
-  *Complete Ownership Services* – Insurance, registration, RTO, and after-sales support handled by CARS24

“Our vision has always been to make car ownership easy, accessible, and trustworthy,” said Vikram Chopra, Co-Founder & CEO of CARS24. “With the launch of our New Car segment, we are taking a major leap in transforming how India buys new vehicles. Customers no longer need to visit multiple showrooms or deal with inconsistent pricing. Everything—from model selection to financing and delivery—is now just a few clicks away.”

This move further strengthens CARS24's position as a comprehensive auto-tech platform, already trusted by millions for buying and selling used cars, vehicle financing, and more. With the new segment, CARS24 is set to address a growing demand among new-age consumers who value convenience, speed, and digital-first solutions.

The New Car segment is now live on the CARS24 app and website, with coverage expanding rapidly across major cities in India.

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