







PHOTOGRAPHY *by* AVDHOOT A KOLHE

THE POWER OF FIRST

Three distinct lives, one common thread: For Manraj, Sachit and Megha, the Audi Q3 was not just their first luxury car, but defined their life, ambition and journey



FIRST TIMES ARE TRULY SPECIAL. WE forever remember and treasure milestones such as our first job, first salary, first big break and first car. These initial experiences are often shackle-breaking moments, opening new avenues in life and setting fresh directions.

One such profoundly liberating experience is the first luxury car purchase. In India, many choose the Audi Q3 as their gateway into premium motoring, drawn to its impressive versatility, practicality and renowned brand value. This narrative unfolds the journeys of three such individuals, revealing how the Audi Q3 became an integral part and also an extension of their lives.







“I LOVE AUDIS. THEIR QUALITY AND THE BRAND’S CHARACTER. THE CAR LOOKS PREMIUM AND CLASSY WITHOUT BEING SHOWY”

MANRAJ CHANDHOK, AUTO PARTS BUSINESSMAN

A boyhood love

In 2014, a young Manraj Chandhok, still a teenager, witnessed his father bring home the family’s first luxury car: an Audi Q3. He instantly fell in love with it, even though it would be three years before he was old enough to get his driving license and take it for a spin. By then, the Chandhok family was utterly captivated. The powerful 2-litre, 190bhp engine continued to delight them for many years. It was no surprise that Manraj’s father, a car enthusiast with discerning taste, kept the Q3 as his primary daily driver.

As Manraj matured, their family’s car collection expanded. Their business in automotive parts manufacturing and marketing gave them unique, first-hand insight into the quality of components used by various car brands. This deep knowledge fuelled their decision to acquire four Audis over the next decade. Their new additions included two Audi Q2s – one for Manraj and one for his sister. The fourth Audi was entirely Manraj’s choice. Ten years after the original Q3 joined them, it was time for a replacement and this one would be Manraj’s car. He didn’t even consider another make or model; only the newest generation Audi Q3 would suffice. Soon after, a striking blue Audi Q3 was welcomed into their home.

“I love Audis – their quality and the brand’s character. The car looks premium and classy without being showy,” says Manraj. His enthusiasm for the brand is infectious; he’s successfully convinced several friends to purchase Audis, a decision they remain thrilled with. Manraj particularly praises the Q3’s practicality. “It’s the versatility of this car that makes it so usable. I drive it for my daily office commute, going out with friends, attending family functions, and even on weekend trips.”

Manraj’s loyalty, evidenced by his family’s multiple Audi purchases, speaks volumes about the brand’s exceptional after-sales service. Indeed, Audi is the only car brand he and his family have chosen repeatedly.

Today, Manraj’s Navarra Blue Audi Q3 isn’t just a car; it’s a testament to a decade of unwavering trust and a passion ignited in his youth. For him and his family, the Audi badge represents more than just luxury – it signifies quality, character and a connection that transcends a simple purchase. As he drives his latest Q3, navigating city streets and open highways, it’s clear Manraj isn’t just a loyal customer; he’s an ambassador for a brand that has truly driven his life forward.

Manraj, Sachit and Megha – three lives, three distinct paths, yet all irrevocably shaped by the arrival of a single, iconic vehicle. For Manraj, it was the genesis of a lifelong passion and a family legacy of discerning taste. For Sachit, it was a bold statement in a nascent market, a testament to unwavering trust in German engineering and a decade of driving pleasure. And for Megha, it became a quiet confidante on long journeys, igniting profound self-discovery and a deeper appreciation for life’s ambitions. The Audi Q3, often the first luxury car for many, proved itself to be far more than just a premium badge or a set of wheels. It became a catalyst for personal evolution, a reliable partner through life’s varied terrains and a cherished symbol of aspiration realised – leaving an indelible mark on its owners and redefining what a first truly means in the realm of luxury.