

Cars24 Collaborates with OpenAI to Build AI-Driven Automotive Intelligence

Cars24 today announced a strategic partnership with OpenAI to build and deploy a new generation of AI-powered consumer experiences and intelligent agents across its businesses and geographies.

The collaboration combines OpenAI's enterprise-grade AI models with Cars24's deep expertise in automotive commerce, trust systems and large-scale operational infrastructure marking a significant step in embedding advanced AI directly into the core of automotive transactions.

This is not a pilot initiative.

Cars24 is integrating OpenAI's technology across customer journeys and internal operations spanning vehicle discovery, support, sales, financing workflows and post-purchase engagement. The objective of this partnership is to reduce friction across the lifecycle of buying, selling, financing and owning a car.

Cars24's engineering, product and AI teams will work closely with OpenAI to build, test and scale intelligent agents that operate across high-volume workflows, bringing frontier AI research directly into production environments.

The partnership reflects Cars24's long-term AI-first strategy: moving beyond automation toward intelligent systems that assist decisions, streamline complexity and improve outcomes at scale.

Early Momentum: AI Already Delivering Measurable Impact

Cars24 has been working with OpenAI's Enterprise APIs and models across both customer-facing and internal workflows. Early deployment has produced measurable operational improvements:

- **50% higher support resolution** through agent-assisted troubleshooting and intelligent knowledge retrieval
- **80% lower turnaround time** across key service workflows
- **AI-powered outbound agents now handle 20% of customer outreach** and conversations, improving consistency and personalization

These are production-level deployments and not just experiments.

The Cars24 app is now live on the ChatGPT Store, enabling users to discover their next car, new or used, through a conversational AI experience.

Users can explore the experience here: [Link](#)

Rolling Out ChatGPT Enterprise Across the Organization

As part of the collaboration, Cars24 is rolling out ChatGPT Enterprise across its central workforce to accelerate execution velocity across functions.

Early adoption metrics show:

- 85% daily active usage among employees
- Meaningful productivity gains across customer operations, sales, engineering, product, marketing and analytics

Teams are using ChatGPT Enterprise to:

- Summarize complex operational cases
- Analyze large datasets faster
- Accelerate code development and QA cycles
- Prototype product ideas with shorter iteration loops

The objective has been to compress decision cycles and improve execution speed.

Talking about the partnership, **Cars24 CEO and Founder, Vikram Chopra** said, *“Automotive commerce is operationally heavy by nature with multiple checkpoints, fragmented information and high-consideration decisions. Over time, we’ve realized that incremental improvements aren’t enough; the system itself needs to become more intelligent. Our collaboration with OpenAI is a step in that direction. By embedding AI into core workflows rather than layering it on top, we can reduce manual dependencies, improve consistency and shorten decision cycles. We don’t see this as a short-term advantage, but as foundational infrastructure that will compound in efficiency and trust over the years.”*

Toward AI-First Operations

With OpenAI’s advanced models embedded into workflows, Cars24 is transitioning toward AI-first operations where intelligent systems and human teams work in tandem across geographies.

Over the coming quarters, the company plans to expand AI-enabled experiences across additional customer touchpoints, languages and product lines — with a focus on measurable efficiency gains, improved customer trust and scalable reliability.

About Cars24

Since its inception in 2015, Cars24 has been on a mission to simplify car ownership for everyone. Offering services such as buying, selling, loans, insurance, servicing and more, Cars24 is building an integrated automotive platform for Indian consumers. Through Cars24 Financial Services, the company also provides vehicle lending solutions.

For media inquiries, please contact: press@Cars24.com