



PRESS RELEASE

Hindustan Motors' Ambassador 1.5-lt diesel certified as BS IV compliant by ARAI

Move opens major metro markets for the popular vehicle

KOLKATA, July 25, 2013: Hindustan Motors' Ambassador 1.5-litre diesel model has been certified as BS IV compliant by Automotive Research Association of India (ARAI), Pune. Equipped with an upgraded engine, the vehicle passed ARAI's mass emission, OBD II (on board diagnostics) and other related tests as per Rule 115 of Central Motor Vehicles Rules (CMVR), 1989, effective from April 2013.

The move opens for the new vehicle the 17 major metro markets, especially Kolkata, where sale of BS III cars had been banned since April 2010. Hindustan Motors has started work on the productionisation of the newly certified BS IV car which will start rolling out of its Uttarpara plant in Hooghly from August 2013.

Commenting on the welcome development, HM's Managing Director & CEO, Mr. Uttam Bose, said, "We had been working on upgrading our Ambassador 1.5-litre diesel car to match BS IV norms for over a year. We are happy that our efforts have borne fruit and we have received certification from ARAI after passing rigorous tests. This has demolished the myth that Hindustan Motors cannot upgrade its existing engines. Moreover, this opens hitherto forbidden markets where this vehicle commands enviable loyalty in the taxi segment. We expect our sales to grow significantly within a few months."

Recently, HM had displayed the upgraded vehicle to office-bearers of Kolkata's different taxi associations. Following extensive driving at the company's test track at the Uttarpara plant, they found the new vehicle to be distinctly superior to the existing BS III model. They were of the view that apart from reasonable emission levels the upgraded vehicle also offered higher power and torque, improved gradient negotiating capacity, better cooling and overall better driveability with no compromise on fuel consumption. The official endorsement of this feedback has now come in the form of BS IV certification by ARAI.

About Hindustan Motors Limited

Hindustan Motors Limited, the flagship venture of the multi-billion dollar CK Birla Group, was established during the pre-Independence era at Port Okha in Gujarat. Operations were moved in 1948 to Uttarpara in district Hooghly, West Bengal, where the company began the production of the iconic Ambassador.

Equipped with integrated facilities such as press shop, forge shop, foundry, machine shop and aggregate assembly units for engines, axles etc, the company currently manufactures Ambassador (1500 and 2000 cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment, light commercial vehicle 1-tonne payload mini-truck Winner's 1.5-litre and 2.0 litre diesel versions and Winner 1.8 XD PLUS (CNG) model, and auto components at its Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces Winner.

Hindustan Motors entered into technical collaboration with Mitsubishi Motors Corporation of Japan in 1998. Under this license, HM has manufactured/marketed premium Mitsubishi passenger vehicles from its third plant situated at Thiruvallur and office in Chennai in Tamil Nadu. Lancer was the first Mitsubishi vehicle to be introduced in India by HM in 1998 and it was followed by Montero (2001), Pajero (2002), Cedia (2006), Outlander (2008) and Lancer Evolution X in 2010. Special edition variants of some of these vehicles were also launched in between. Pajero Sport, which was launched on March 12, 2012, is the latest member of the HM-Mitsubishi group of vehicles in India. It has won BBC Top Gear's 'Off-roader of the Year 2012' award.

Hindustan Motors is committed to core values of quality, safety, environmental care and holistic customer orientation.

For further information, please contact:

Rajiv Saxena,
Chief General Manager,
Corporate Communications,
Hindustan Motors Ltd.,
Hindmotor – 712 233,
Dist. Hooghly, West Bengal
T: 033-26647353 (D)
T: 033-26647014/7900 Extn. 5880
M: 9674741919

Registered office

Birla Building,
14th floor,
9/1, R N Mukherjee Road,
Kolkata – 700 001
E-mail: rajiv.saxena@hindmotor.com
www.hindmotor.com
www.mitsubishi-motors.co.in

Monalisa Banerjee
Manager-Corporate Communications,
Hindustan Motors Limited,
Hindmotor – 712 233,
Dist. Hooghly, West Bengal
Mobile: 09051251110
T: 033-26647014/7900 Extn. 5889
E-mail: monalisa.banerjee@hindmotor.com