

## **New Ambassador priced at Rs 5 lakh**

*New Delhi, Sept. 1*

**C**K Birla Group company Hindustan Motors on Sunday announced the price of its newly introduced BS IV compliant diesel Ambassador at Rs 4,97,996 (ex-showroom Kolkata) under the 'no refusal' taxi segment. Bookings for the vehicle, Ambassador Encore, will begin from Monday, the company said in a statement. Buyers in the replacement taxi segment will be able to avail of a discount. The West Bengal Government recently issued 2,000 permits for the no refusal taxi segment. Another set of 2,000 similar permits are expected to be released in November. The company expects a good share of sales from these lots. — **PTI**