



HINDUSTAN MOTORS SETS OFF ON THE ROAD!

Company to reconnect with customers by showcasing existing product base and future products

Hindustan Motors Limited, the oldest car manufacturer in our country, plans to reconnect with its customer base after what seems to have been an eternity. For this purpose HM has launched 15-day road shows that will cover Assam (Guwahati), West Bengal (Durgapur, Siliguri and Asansol), Orissa (Bhubaneswar, Puri, Sambalpur and Bargarh) and Bihar (Patna, Hazipur and surrounding areas). The initiative is aimed at increasing customer awareness about its products which consist of the iconic Ambassador and a relatively recent product called the HM Winner 1.5.

The road show will display different variants of the Ambassador like the 1.8-litre petrol version, 1.5-litre and 2.0-litre diesel variants and CNG variants. The HM Winner which is a Light Commercial Vehicle (LCV) will also be showcased.

Hindustan Motors also plans to display forthcoming products like the shorter Ambassador (by reducing the size of the boot), which plans to fall under the sub 4-metre category of cars to take advantage of lower excise. HM also plans to rework its 1.5-litre powerplant so that they can meet the new emission norms and deliver better performance.

The road shows will be

anchored by managers from Hindustan Motors and will have quizzes, games and lucky dips to create interaction with prospective customers. Through these interactions, HM plans to educate customers about their existing product base and upcoming products.

Hindustan Motors Limited's plant that has been in Uttarpara, West Bengal, since 1948 was the first and only integrated automobile plant in India.

The road shows that will showcase Hindustan Motor's products will also be launched in Maharashtra, Tamil Nadu, Gujarat, Central and North India.

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