

# THE HINDU Business Line

## **Better quality drives up Hind Motors sales in April, The Hindu Business Line, May 03**

Hindustan Motors Ltd on Friday reported an increase of 90.71 per cent in its total sales in April 2013 which stood at 534 units against 280 units in April 2012.

HML had registered year-on-year sales growth of 104.37 per cent, 166.45 per cent, and 24.33 per cent in January, February and March this year, respectively.

In a statement, HML's Managing Director & CEO, Uttam Bose, said: "Operational excellence, improvement in quality based on customer feedback and foraying into remote markets, which were hitherto untapped, are some of the measures which have contributed to continuous rise in HML's sales during the past four months".

"The growth is all the more encouraging as it is happening despite a general downturn in the passenger car segment across the country. We know that challenges like general economic slowdown, high interest rates and low buyer sentiment are quite formidable for the entire automobile industry, especially the passenger car segment. However, Hindustan Motors is all set to introduce its BS IV-compliant Ambassador by June-end," Bose added.

<http://www.thehindubusinessline.com/companies/hindustan-motors-april-sales-spurts-91-at-534-units/article4680479.ece>