



CK Birla led Hindustan Motors hints at new launches, Indian4Ever, July 15

KOLKATA: CK Birla controlled automobile major [Hindustan Motors](#) on Friday launched roadshows from its Uttarpara plant in Hooghly (West Bengal) as a precursor to its plans of unveiling new commercial vehicles soon. The initiative is also aimed at increasing customer awareness about Hindustan Motors' existing and forthcoming products.

The roadshows will showcase different variants of the iconic Ambassador and the commercial diesel vehicle HM Winner 1.5 XD Plus across West Bengal, Assam, Orissa and Bihar during the next 15 days. The company also intends to launch these road shows in Tamil Nadu, Gujarat, Maharashtra, central and north India.

In a mediastatement issued on Friday, Hindustan Motors' managing director Manoj Jha stated, "Hindustan Motors has opted for a multi-pronged strategy which will witness consolidation and expansion of existing products like Ambassador and Winner and almost simultaneous introduction of new vehicles in the current quarter. We intend to grow our bouquet of offerings. The focus on auto components is being sharpened further. The vehicle armouring unit is being rejuvenated. Research and design has been imparted a new fillip. We need to deal both with the present and the future."

The lively road shows will have show anchors make use of quizzes, lucky dips, and interesting games to provide useful unknown pieces of information about its vehicles and will target prospective buyers and general public.

The east-north east road shows will cover different locations in Durgapur, Asansol and Siliguri in West Bengal, and Guwahati in Assam. Locations in and around Bhubaneswar, Puri, Sambalpur and Bargarh will be covered in Orissa. Bihar shall witness HM road shows in Patna, Hazipur and nearby areas.

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