



Hind Motors to enter small commercial vehicle segment **DNA, November 18, 2010**

Hindustan Motors has announced plans to enter the small commercial vehicle (SCV) segment in the sub-one tonne category. It would launch the vehicles in the first quarter of next fiscal and produce the vehicles at its Indore plant.

“Our Indore facility was not operational for the past seven years. We are now reviving it for the production of SCVs,” said Manoj Jha, managing director of Hindustan Motors during the launch of Mitsubishi Lancer Evolution X.

The company has three plants in Chennai, West Bengal and Indore. Jha said the Indore plant will have a capacity of producing 1,000 vehicles month, which can be extended to 2,000 vehicles.

Currently, the company has two products in the commercial vehicle segment. To increase its distribution reach, Hindustan Motors will add commercial vehicle dealers pan India. “Currently, we have 35 dealers and we plan to double this figure by end of this year,” Jha said.

He said the products will be in the range of one tonne in CNG and diesel variants. Hindustan Motors is planning to launch four variants of Ambassador in the next 18 months. “Next financial year is very crucial for us as we have a lot of new plans for the Indian market. We are focusing on three aspects; enhancing the existing product portfolio, increasing the market presence and operational improvement,” said Jha.

Hindustan Motors has a technical tie-up with Japanese automaker Mitsubishi. HM-Mitsubishi offers Outlander, Pajero, Lancer, Cedia and Montero in the Indian market.