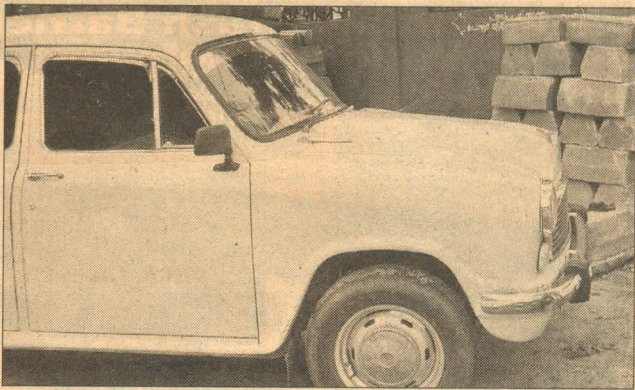


Hind Motors to Launch New Models in FY12



OUR BUREAU KOLKATA

Hindustan Motors, makers of the iconic Ambassador car, is all set to launch a range of new models and variants in the current financial year. It is in the process of launching four new vehicles in the financial year 2011-12, including a new generation Pajero sports utility vehicle from the Mitsubishi portfolio, a seven-seater Outlander and an upgraded Montero from its Chennai unit.

Speaking to mediapersons during the launch of a 0.8-tonne small commercial vehicle christened Veer from the Ambassador platform in Kolkata, Hindustan Motors' managing director Manoj Jha said: "The SUV from the Mitsubishi stable will be launched in the fourth-quarter of 2011-12 fiscal and will be priced below ₹30 lakh."

The seven-seater Outlander is likely to hit the roads in the third quarter of 2011-12.

The company's Uttarpara unit in West Bengal is all set to roll out a 7-9 seater commercial passenger carrier from the Ambassador stable and a 9-10 seater passenger carrier from LCV Winner platform sometime in October 2011. It intends to launch both CNG and diesel versions of these variants.

Efforts are also on to develop a Euro IV compliant diesel engine on CRDI platform in collaboration with a European

company and will be ready for use in 2011-12.

"We plan to unveil sub-4 metre CS version of passenger car Ambassador in 2012-13 for the upwardly mobile. The much talked about 'retro' Ambassador being developed with the help of reputed European design house will be launched next year," Jha added.

Going forward, Hindustan Motors hopes to be able to sell equal numbers of passenger and commercial vehicles from 2011-12 compared to 80:20 ratio now. With the bouquet of offerings set to expand from this

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year, the car-maker hopes to be able to increase its earnings from commercial vehicles.

On the company's financial, Jha said: "If we manage to sell some 50,000 units per annum by 2013-14 fiscal compared to 11,000 units per annum now, the company will start making profits."

Incidentally, the CK Birla-controlled automaker clocked a net profit of ₹17.20 crore in the first quarter ended June 30, 2011, by transferring some 120 acres of prime property at Halol in Gujarat, compared to a net loss of ₹19.73 crore in the earlier corresponding period.