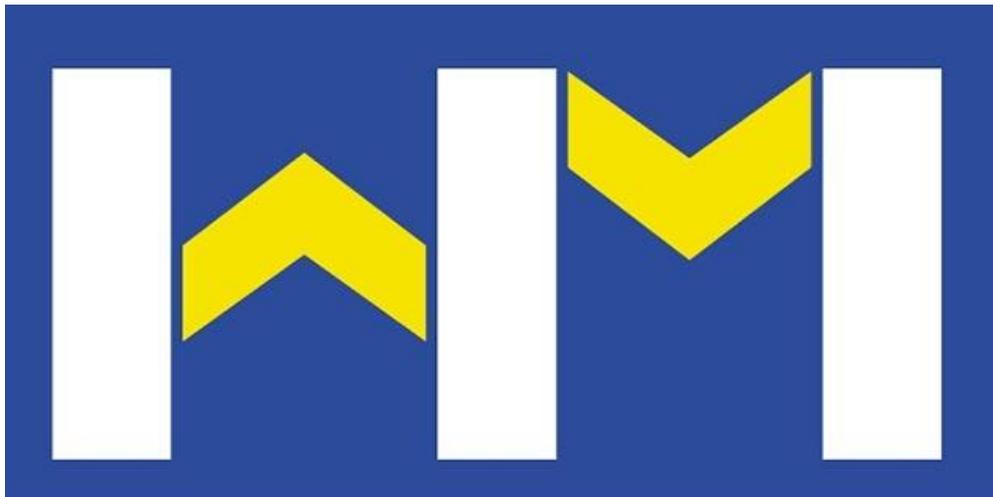


Hindustan Motors 90 percent sales increase in April 2013, Gowheels, May 07

Current economic scenario, higher interest rates and slowdown in auto market has not affected sales of HM adversely during Q1 period and in month of April as well. Home based auto manufacturer owned by C K Birla Group reported that sales during April reached 534 units, up 90.71 per cent as compared to 280 units sold in April 2012.



Hindustan Motors

YoY sales growth for Q1 period January to March 2013 saw increase of 104.37 per cent, 166.45 per cent and 24.33 percent respectively. This noteworthy growth since start of this year was mainly due to product excellence, augmentation of quality of products based on consumers' feedback along with company's foray into untapped markets in hinterlands of country.



Reaching a low point previously, HM, headquartered in Kolkata, has also shifted focus to commercial vehicles. Company introduced 0.8 tonne commercial vehicle Veer and now has plans to bring in Ambassador BS IV compliant with diesel engine into auto markets in the country which should be launched by the end of the month of June. Apart from focusing on Mitsubishi, in past 6 months, HM has augmented their dealer network. Twenty new dealers in smaller towns of Bihar, Orissa and in North East have been added taking totals to 70. Company is also entering into contracts with banks to provide easy loan schemes to buyers in a bid to increase sales.

HM's Managing Director & CEO, Mr. Uttam Bose, commented, "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 HM'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."

<http://www.gowheels.com/car-news/2013/hindustan-motors-90-percent-sales-increase-in-april-2013-2828.html>