



Hindustan Motors launches its CNG vehicles' road show in three states, India News Cast, October 12

The multi-billion-dollar CK Birla Group's automobile major Hindustan Motors' Ltd. (HM) launched a road show comprising its three CNG-powered vehicles from its 34-acre plant in Pithampur. The one-month-long event will cover important cities in Maharashtra and Gujarat and will return to Pithampur via Indore. The road show was flagged off by B C Mishra, General Manager, Corporate Finance. Also present at the launch ceremony were Ashish Garg, Head of Pithampur factory, and other company employees.

The road show is part of the Kolkata-headquartered India's oldest car company's sustained campaign to create awareness about its existing, upgraded and new vehicles both in the passenger and commercial segments. Launched in June 2011, HM's road shows have, so far, received enthusiastic market response in West Bengal, Assam, Orissa, Bihar, Tamil Nadu and Puducherry. The company showcased its diesel and petrol-powered Ambassador, one-tonne payload commercial vehicle Winner 1.5 XD PLUS and the newly launched 800-kg payload carrier VEER and VEER LX. More promotional activities are in the pipeline.

<http://www.indianewscast.com/india-news-cast/Business/hindustan-motors-launches-its-cng-vehicles-road-show-in-three-states/>