

## Hindustan Motors Registers 90% growth in April 2013, Car Dekho, May 04

Car Birla Group's company Hindustan Motors Ltd. continued its sales growth during January-March and now in April as well. The homegrown auto maker has recorded a 90.71 per cent growth in its total sales in April 2013. It sold 534 units as against 280 units sold in the same month a year-ago. Hindustan Motors had registered year-on-year sales growth of 104.37%, 166.45% and 24.33% in January, February and March 2013 respectively.



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."

Hindustan Motors is also working on a compact car based on the iconic Ambassador platform. In the middle of very bad market, the homegrown auto-major aims to revive its lost glory, and the aforementioned sales figure gives an idea about the growth of HM in past 4 months. The company is planning to launch the smaller variant of Ambassador by December 2013, and wants to make most of the benefits from the lower excise duty on smaller cars. It is expected that the new Ambassador will be priced around Rs. 4 lakh.

<http://www.cardekho.com/india-car-news/hindustan-motors-registers-90-growth-in-april-2013-10295.htm>