



## **Hindustan Motors to focus on commercial vehicle segment, TwoCircles, August 08**

Kolkata : Eyeing a 500 percent increase in its vehicle sales by 2013-14, ailing C.K. Birla group company Hindustan Motors has decided to focus more on the commercial vehicle segment now, a top company official said here Monday.

Speaking at the launch of the company's small commercial vehicle 'Veer', HM Managing Director Manoj Jha said: "Our focus is more on the commercial vehicle category now".

The company proposes to make the sales ratio of passenger vehicle and commercial vehicle to 1:1 within a couple of years. The ratio is 4:1 now.

Besides the small commercial vehicle rolled out Monday, the company has plans to launch four other vehicles from its Uttarpara and Chennai plants this fiscal, Jha said.

"We expect our sales to go up rapidly after these new launches. By 2013-14, we hope to sell about 50,000," he said. In the 2010-11 fiscal the company sold 10,000 vehicles.

Jha said the company would launch two more commercial vehicles, and introduce a seven-seater Outlander by December, 2011 from the Chennai plant. In January next year the company is planning to come out with a new sports utility vehicle from Chennai.

[http://twocircles.net/2011aug08/hindustan\\_motors\\_focus\\_commercial\\_vehicle\\_segment.html](http://twocircles.net/2011aug08/hindustan_motors_focus_commercial_vehicle_segment.html)