

## Hindustan Motors ready with a new vehicle?, Cartrade India, July 16

Erstwhile leading Indian **car** manufacturer in India **Hindustan Motors** on Friday initiated road shows beginning from its Uttarpara plant in Hooghly (West Bengal). The on-road exhibition was a precursor to its intentions of disclosing a new commercial automobile shortly. The unique way of marketing is intended at growing consumer consciousness about the company's present and future products.

The old world Hindustan Motors will be represented by the ever young **Ambassador** and commercial diesel vehicle HM Winner 1.5 XD Plus in West Bengal, Assam, Orissa and Bihar in the coming 15 days, after which it will continue its journey of road shows in Tamil Nadu, Gujarat, and Maharashtra, central and north India.



Hindustan Motors' managing director Manoj Jha stated in a media statement, "Hindustan Motors has opted for a multi-pronged strategy which will witness consolidation and expansion of existing products like Ambassador and Winner and almost simultaneous introduction of new vehicles in the current quarter. We intend to grow our bouquet of offerings. The focus on auto components is being sharpened further. The vehicle armouring unit is being rejuvenated. Research and design has been imparted a new fillip. We need to deal both with the present and the future."

As per the plans of HM, the road shows will have anchors making use of quizzes, lucky draws, and exciting games to give people insight to its portfolio with the aim to lure potential buyers and the general public.

Hindustan Motors plans to first cover the eastern states from various locations like Durgapur, Asansol and Siliguri in West Bengal, Guwahati in Assam, Bhubaneswar, Puri, Sambalpur and Bargarh in Orissa and Patna, Hazipur and nearby areas in the Bihar state.

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