

## INDIAN BUSINESS REVIEW

### HM offers BS IV-compliant 1.5-litre diesel Ambassador taxi at far below Rs. 5 lakhs, Indian Business Review, September 02

Hindustan Motors Ltd. has priced its newly-introduced BS IV-compliant diesel Ambassador at Rs. 4,97,996 (ex-showroom Kolkata) for the 'no-refusal' taxi segment. Bookings for the vehicle, named Ambassador Encore, have already started from September 2.

Buyers in the replacement taxi segment will be able to avail of a handsome reduction in the announced price.

Significantly, the West Bengal Government has recently issued 2000 permits for the no-refusal taxi segment. Another set of 2000 similar permits is expected to be released in November. HM expects a good share of sales from these lots.



Mr. Uttam Bose, Managing Director & CEO, Hindustan Motors Ltd., stated: "It is a game-changing offer from HM which has always accorded highest priority to customers' needs and purchasing power. The company made significant investment in terms of money and man hours to upgrade its BS III 1.5-litre diesel engine to BS IV standards and OBD 2 level. Yet it has chosen not to pass on the expenditure to customers. Through value engineering and cost-efficient manufacturing, HM is able

to offer Ambassador Encore at this amazingly low price without any compromise on quality."

Mr. Chandan Bose, Hindustan Motors' National Sales Head, recently announced the price at a meeting of office-bearers of the State's different taxi associations.

Said Mr. Bimal Kumar Guha, General Secretary of Bengal Taxi Association: "The new vehicle offers higher power and torque, better vehicle control with power steering, improved gradient negotiating capacity and overall better driveability with no compromise on fuel consumption. The smoke issue has also been resolved by the BS IV engine."

Mr. Tarak Nath Bari, Secretary of Calcutta Taxi Association, said: "Ambassador Encore is positively better than the current BS III vehicle. It fully matches the technical specifications provided by HM and certified by ARAI. It is real value for money and will positively make better business sense to buyers, particularly in the taxi segment. Kolkata had been waiting for BS IV diesel Ambassador for quite some time."

Ambassador Encore has once again opened for Hindustan Motors 17 metropolitan cities where sale of BS III cars had been banned from April 2010. It is ramping up production at its Uttarpara plant in Hooghly to meet the surging demand for the Encore. Several other steps are being taken on the financing, servicing, marketing and other fronts to facilitate transactions for buyers.

<http://www.ibrnews.biz/2013/09/hindustan-motors-offers-bs-iv-compliant.html>