

## Hindustan Motors road shows focus on forthcoming and current product portfolio, Rush Lane, July 16

Hindustan Motors despite having the iconic 'Ambassador' to their credit have in the recent past failed to do enough to stay lodged in public discussion. HM has now launched roadshows at its Uttarpara plant in Hooghly district of West Bengal. It's a prelude of the company's plans to unveil new commercial vehicles shortly.

Hindustan Motors road shows will also work towards increasing customer awareness about the company's forthcoming and current product portfolio. The initiative will showcase Ambassador variants, and the HM Winner 1.5 XD Plus, a commercial diesel vehicle across Orissa, Assam, Bihar, and West Bengal over the next two weeks.



The CK Birla controlled auto group looks forward to launching road shows in Maharashtra, Gujarat, Tamil Nadu, Central and North India. The interactive road show format will have hosts who engage the general public and prospective buyers by making use of games, lucky draws and quizzes to get public attention as well as impart knowledge about Hindustan Motors vehicles.

Manoj Jha, MD of HM said, "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."

<http://www.rushlane.com/hindustan-motors-road-shows-focus-on-forthcoming-and-current-product-portfolio-1217224.html>