

## **Hindustan Motors sales rise in February, World's Luxury Guide, March 07**

Sales of C K Birla group company rose to 826 units of passenger car and LCVs compared with 310 units in corresponding period last year.



Kolkata: Sales of C K Birla group company Hindustan Motors (HM) increased during the month of February 2013. The company sold 826 units of passenger car and LCVs in the month as compared to 310 units in previous February, the company said in a statement.

In January 2013, the company sold 748 vehicles compared to a sale of 366 vehicles in January 2012. Uttam Bose, Managing director and CEO of HM said that the company was heading steadily towards a turnaround.

HM had posted a profit of Rs 20.36 crore in the quarter ending December 31, 2012, against a loss of Rs 42.81 crore for the corresponding period in the previous financial year. "This has been achieved by leveraging the strengths of brand loyalty and operational excellence. With steady and continuous growth in HM's sales numbers, the company's march towards a revival has become more pronounced and promising", Bose said.

Cost efficient production, increase in sales through expanding distribution and financing networks would contribute to the cause, he said.

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