

Hindustan Motors Ltd. (HML), the flagship company of the C.K. Birla Group and a pioneer of the automobile revolution in India, launched its brand new 2.3 ton GVW mini truck HM Shifeng Winner at a glittering ceremony in Kolkata on December 2.

Mr. Buddhadeb Bhattacharjee, West Bengal Chief Minister, unveiled the modern mini-truck in the presence of Mr. C.K. Birla, Chairman of Hindustan Motors Ltd., Cabinet colleagues and other dignitories.

The HM-Shifeng Winner is a stylish, swift and reliable mini-truck with a one-ton payload capacity. Its interiors and noise, harshness and vibration levels are car like. Its design has taken into account the comfort and regulation requirements in the segment and meets the ARAI norms on safety and homologation.

Manufactured at HM's Uttarpara plant in West Bengal, the Winner will be rolled out across the country over the next six months and at an attractive introductory price of Rs. 3.90 lakhs, ex-showroom Kolkata. A CNG version of the vehicle is also planned for launch in the next few months.

Speaking on the occasion, Mr. Revi Sandianam, Meneging Director, said: "The HM Winner will contribute meaningfully to the emerging mini truck category and will be a vehicle of choice for its end users. Jointly developed with Shandong Shifeng, a China-based automotive & agricultural equipment company, we are confident that the Winner will turn out to be a winner both for our customers and for our company".

