

HM posts 166.45% growth in February sales

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CK Birla Group's flagship company Hindustan Motors has recorded a 166.45 per cent growth in February sales at 826 units, as against monthly sales of 310 units in corresponding month of last year.

The sales of iconic Ambassador too has seen a significant growth, clocking a sales figure 544 units in February, as against 159 units in last February.

January 2013 witnessed the company selling 748 vehicles compared to a sale of 366 vehicles in January 2012.

"Regular ramping up of cost-efficient production, increase in sales through expanding distribution and financing networks, and focus on voice of customer have contributed to the sharp growth in the past few months. With several strategic and tactical measures striking roots, Hindustan Motors is all set to continue and sustain the improvement trend in the coming months," managing director & CEO of Hindustan Motors (HM) Uttam Bose said, in a company statement.

India's pioneering automobile company manufactures the iconic Ambassador sedan and light commercial vehicle Winner at its fully integrated plant at Uttarpara in West Bengal. Winner is also manufactured at HM's facility at Pithampur in Madhya Pradesh. Also, HM in technical collaboration of Mitsubishi Corporation of Japan at present produces passenger cars like the Pajero, Motero, Outlander at Tiruvallur plant.