

Hindustan Motors targets 5-fold hike in sales by FY14

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AILING CK Birla group company Hindustan Motors on Monday announced five-fold increase in vehicle sales to 50,000 by 2013-14 which would help the company to turnaround.

"We are expecting a rapid increase in sales with all these new launches. By 2013-14 we will hopefully sell about 50,000," Hindustan Motors managing director Manoj Jha said here.

HM has sold about a total of 10,000 units in the last fiscal.

"Our focus is more on commercial vehicle segment now. The sales ratio of passenger vehicles and commercial vehicles is about 80:20. We this will be around 50:50 in couple of years time."

The company has three plants at Uttarpara in West Bengal, Tiruvallur near Chennai and Pithampur in Madhya Pradesh. Five vehicles would be launched during the current fiscal, Jha added.

The company on Monday launched small commercial vehicle 'Veer'. Four more vehicles will also be launched this year from both Uttarpara and Chennai plants, Jha said.

Apart from two more commercial vehicles to be launched, Jha said, "By the third quarter we will introduce, a seven-seater Outlander from the Chennai plant. We are also working on another brand new sports utility vehicle (SUV) from the facility. This may come some time in January next year."