

Business Standard

Hindustan Motors cuts Cedia price by Rs 1.31 L, Business Standard, April 17

Car maker Hindustan Motors on Monday cut the prices of sedan Cedia of its Japanese partner Mitsubishi's portfolio by Rs 1.31 lakh with immediate effect. The car, which was earlier priced at Rs 9.30 lakh, will now be available for Rs 7.99 lakh (ex-showroom, Delhi). "In order to boost our sales, we have decided to cut the prices of Cedia. We have not launched any strip down version, but the earlier variant will now be available for a reduced price," a spokesperson said.

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