

HM Launches Mitsubishi Dealership In Amritsar, InfiBeam, August 23

Hindustan Motors Ltd. (HM) launched its Mitsubishi range dealership in Amritsar here today, thus bringing the number of dealerships in the country to 39 of which 12 are located in north India.

Hindustan Motors is already successfully running four Mitsubishi dealerships in Punjab. Those are located in Chandigarh, Ludhiana, Jalandhar and Mohali.



Inaugurating M/s Kapoor Motors, HM's Managing Director, Mr. Uttam Bose, said, "Punjab has always nurtured a special fondness for the macho Mitsubishi sports utility vehicles. Our vehicles and the people of Punjab share the rare mix of strength and go-getter ability. The rugged Mitsubishi SUVs can take you anywhere any time. No wonder, these renowned automobiles appeal to the spirit of those who want to explore the back of the beyond racing across the most difficult and challenging terrains. At the same time, our SUVs serve as most comfortable and luxurious modes of travel on city roads."

Mr. Bose was accompanied by Mr. Ashish Kaul, HM's Head of Sales and Channel Expansion.

Owned by Mr. Revant Kapoor, who is an MBA and belongs to a respected family involved in automotive business, M/S Kapoor Motors is located in the heart of the city on G.T. Road, NH 1. The 3S (sales, service and spares) dealership consists of all facilities required to run a successful automotive business. The showroom on plot number 12 at National City Homes is spread over an area of 6000 square feet with a service area sprawling across 16,650 square feet with 14 bays and a capacity of servicing 25 vehicles a day. It also has 800-square feet space for spare parts.

M/s Kapoor Motors employs 26 personnel - eight in sales department and 18 in service department. All of them are trained up to L1 and L2 standards.

Famous for its high standard of living and passion for premium auto brands, Amritsar will find the presence of HM-Mitsubishi's Pajero Sport, Montero, Outlander etc a welcome addition to its glamorous image.

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