

## HM Launches Mitsubishi Dealership ' Shreenidhi Automobiles' In Coastal City, Mangalore, September 30

Hindustan Motors (HM), the flagship venture of the multi-billion dollar CK Birla Group, which is committed to core values of quality, safety, environmental care and holistic customer orientation, launched its Mitsubishi range dealership in Mangalore today September 29, 2012, thus raising the number of dealership in India to 40.



The authorized dealership, M/s Shreenidhi Automobiles, a 2000 sq ft showroom is located at Prem Rose Complex, Mary Hill here, was launched with the inauguration of its showroom by P Vijayan, Hindustan Motor Chief Operating Officer and also the Strategic Business Unit Head ( Chennai Car Plant). But Shreenidhi Automobiles is not new to Mangalore, because it has been HM-Mitsubishi's authorized service outlet here since December 2008, and now it has been upgraded to a full-fledged 3S ( Sales, Service, Spares) dealership in view of its good performance and expanding market for Mitsubishi vehicles. The showroom presently will be dealing with four Mitsubishi SUVs namely Pajero Sport, Montero, Cedia Sports, and Outlander.



Speaking during the launching ceremony, P Vijayan said, " Mitsubishi's SUV's have a legendary and unmatched pedigree. Vehicles like Montero, Pajero Sport, and Outlander need no introduction not just in India but even around the globe. Pajero holds the record of 13 consecutive victories in Dakar Rally, one of the most difficult inter-continental automobile racing contests. No terrain is forbidden territory for Mitsubishi's robust SUV's. While these vehicles are maestros of off-road driving, they are, at the same time, more than a match for the best sedans when it comes to traversing city roads and lanes. Their state-of-the-art designing and manufacturing as per the highest Japanese standards make them the best choice for customers".



Vijayan, further said, " So whether it be the great outdoors with its sandy, slushy, rocky, icy, hilly landscape, or the urban world with its congested and clogged traffic, Mitsubishi SUV's have proven their mettle in both scenarios. Ruggedness and comfort have never been so easily available as one will find them in our SUVs. If you allow me to quote a popular advertising tagline of past years, then I will assert that Mitsubishi SUVs are indeed the neighbour's envy and the owner's pride".





P Vijayan who was also accompanied by Yoshiaki Wada, Head-Marketing and Channel Development, Mitsubishi (Japan) also spoke saying, that he is proud about the sales of Mitsubishi SUVs in India. Although right now there are 40 outlets in India, many more dealerships will be added around the country in the nearest future. He also said that Mitsubishi right now doesn't have any specific plans to manufacture smaller cars, they are mostly concentrating on SUVs; and in the year 2013, Pajero Sport will be manufactured at the Chennai Plant.



Prem Raj, of Shreenidhi Automobiles welcomed/thanked the gathering and the introduced the guests. Shreenidhi Automobiles is owned and managed by three partners, namely Sampath Kumar Jain, Harishchandra , and Prasanna Kumar. These three entrepreneurs have tremendous knowledge and experience in automobile business, and they are ready to take care of any customers needs. They also manage a 7000 sq ft service workshop which is located at Padukodi Village, Kuloor here comprising of 7 bays, a paint boot, and they can service 15 cars per day.









So, if you think that your next SUV vehicle would be Mitsubishi, then for more details please give Shreenidhi Automobiles a call at 0824-2217718/ 2454718 or visit their showroom at Prem Rose Complex, Mary Hill, Mangalore..



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