



Hindustan Motors' sales surge 90 % in April, Silobreaker, May 04

KOLKATA: C K Birla Group's flagship company Hindustan Motors Ltd. continued its sales growth during the January-March quarter in April as well.

The company registered an increase of 90.71 percent in its total sales in April 2013 which stood at 534 units as against 280 units in April 2012. Significantly, Hindustan Motors had registered year-on-year sales growth of 104.37 percent, 166.45 percent and 24.33 percent in January, February and March 2013 respectively.

HM's Managing Director & CEO, Mr. Uttam Bose, said, "Operational excellence, improvement in quality based on customer feedback and foraying into remote markets, which were hitherto untapped, are some of the measures which have contributed to continuous rise in HM's sales during the past four months. The growth is all the more encouraging as it is happening despite a general downturn in the passenger car segment across the country.

"We know that challenges like general economic slowdown, high interest rates and low buyer sentiment are quite formidable for the entire automobile industry, especially the passenger car segment. However, Hindustan Motors is all set to introduce its BS IV-compliant Ambassador by June-end."

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