

Hindustan Motors launches the second phase of its all-India road shows in Tamil Nadu, Yahoo Lifestyle, July 21

Continuing ahead with its pan-India promotional drive, the multi-billion-dollar CK Birla Group's automobile major Hindustan Motors Ltd. launched its road show for Tamil Nadu from Thursday. The road shows are a precursor to launch of new vehicles by Hindustan Motors in the near future. The first phase, which had started from the company's Uttarpara plant near Kolkata on July 15, 2011, is currently covering West Bengal, Orissa, Assam and Bihar. More road shows will be launched soon in Gujarat, Maharashtra, central and north India.

The Tamil Nadu road show was launched by Hindustan Motors' Managing Director, Manoj Jha, from the Ayyappan Temple, Nungambakkam, on Thursday. The 22-day event will be showcasing the 2.0 diesel Ambassador Grand and HM Winner 1.5 XD PLUS, a light commercial diesel vehicle introduced relatively recently, during the next 22 days. The initiative is aimed at increasing customer awareness about Hindustan Motors' existing and forthcoming products.

The road show will cover cities like Chennai, Vellore, Tiruchirapally, Pattukottai, Madurai, Palayamkottai, Nagercoil, Coimbatore and also Puducherry. The company's MD, Jha, stated, "Tamil Nadu has been a very important market for us for long, contributing a major share to our total sales. The iconic Ambassador has always enjoyed high brand equity in various sections of the society here. It has proved its mettle over the years in all modes of transport – personal, official and business. Hindustan Motors wants to consolidate, reinforce and expand its position in the market. We feel there is a large untapped potential. Our relatively new mini truck HM Winner is also attracting enquiries from relevant sections of the market and is geared up to create a unique position for itself with its ability to be used for multiple purposes. We are poised to enhance our bouquet of offerings soon. Focus on our auto components business has been sharpened and R&D capability has been rejuvenated."



The road shows have been planned to target prospective buyers and general public. Show anchors and Hindustan Motors managers will make use of quizzes, lucky dips and interesting games to provide useful and also some hitherto unknown pieces of information about the company and its vehicles. Significantly, Hindustan Motors also manufactures at Tiruvallur (Tamil Nadu) Mitsubishi's legendary vehicles like Pajero, Cedia, Outlander, Montero and Lancer in technical collaboration with Japan's Mitsubishi Motors Corporation. HM will also be launching some of the much-awaited Mitsubishi cars in the current financial year.

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