



HM Launches Road Shows across India as it Gets Ready for Launch of New Commercial Vehicles, Liquida, July 15

Hindustan Motors Ltd. recently began road shows that will cover regions of Bihar, Orissa, Assam and West Bengal to promote launches of their new vehicles. They will also be launching more such shows across states like north and central India, Maharashtra, Gujarat and Tamil Nadu.

One such show from one of the oldest car company's facility Uttarpara in Hooghly is to showcase the different variants of the Ambassador and their new Winner 1.5 XD Plus, a diesel LCV, in four north-eastern and eastern states in the upcoming 15 days. This initiative also aims to increase awareness among customers of HM's forthcoming and existing products.

The MD of the company, Manoj Jha said that they have opted to have a multi-approach strategy that will see the expansion and consolidation of their existing models like Winner and Ambassador, along with the launch of their new models this quarter. They intend to expand their current portfolio in India, with a sharpening focus on auto parts. The auto armouring unit is also being rejuvenated, with new design and research. They now need to deal with the future and the present.

The company has planned lively shows for targeting the general public and prospective target buyers. Managers of the company, along with anchors of the show, will have interesting games, lucky dips and quizzes for providing useful and somewhat unknown information about HM and their vehicles.

These road shows will also cover diverse locations in Siliguri, Asansol and Durgapur in West Bengal, as well as Guwahati, located in Assam. In Orissa, the locations to be covered include Puri, Bargarh, Sambalpur, and areas within and around Bhubaneswar. Meanwhile, in Bihar, the locations covered will be Hazipur and the nearby areas, and Patna.

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