

**HM launches Ambassador Encore, costs Rs 4.98 lakh, rediff.com, September 02**



CK Birla group company Hindustan Motors (HM) has launched the BS IV compliant Ambassador.

The new model is called the HM Ambassador Encore. Bookings for the Ambassador Encore commence Monday onwards.

HM has priced the Encore at Rs 497,996 (ex-Showroom, Kolkata) for the 'No Refusal' taxi segment. Customers in the replacement taxi segment will get a further reduction in price.

<http://www.rediff.com/money/slide-show/slide-show-1-auto-hm-launches-ambassador-encore-costs-rs-498-lakh/20130902.htm>