



HM launches Mitsubishi dealership in Hyderabad, IIFL, February 22

P. Vijayan said, "Hindustan Motors is the flagship of the multi-billion-dollar CK Birla Group which has a significant presence in Hyderabad and the state.

Hindustan Motors Ltd. (HM) launched its Mitsubishi range dealership in Hyderabad, thus raising the number of dealerships in the country to 42.

The authorized 3S (sales, service and spares) dealership, M/s Pride Mitsubishi's showroom was inaugurated by P. Vijayan, Chief Operating Officer and Strategic Business Unit Head of HM's Chennai car plant. The dealership will be showcasing Mitsubishi's globally acclaimed sport utility vehicles Pajero Sport, Montero and Outlander.

Speaking on the occasion, P. Vijayan said, "Hindustan Motors is the flagship of the multi-billion-dollar CK Birla Group which has a significant presence in Hyderabad and the state. It is indeed a



pleasure introducing world class Mitsubishi vehicles to this historic city which has over the years emerged also as a renowned hub of technology and business. We are confident that our vehicles will add a new dimension to the lives of Hyderabadis. No wonder, our latest vehicle, Pajero Sport, has as its tagline the phrase: Go. Play."

"Mitsubishi's SUVs 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 SUVs. 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 added.

M/s Pride Mitsubishi is owned and managed by Sudarshan Reddy and Suresh Reddy, two brothers who have significant experience in automotive sales & service and agro-products' business in Andhra Pradesh and Karnataka. The 3000-sq. ft. showroom is located in Hyderabad at 1-10/4, 1-10/4A & 1-10/4B, Madhapur.

The dealership's 12000-sq.-ft. service workshop is located at Jai Hind Enclave in Madhapur and comprises 12 bays. The workshop can service 25 cars in a day. It also has a 300-sq.-ft. section for spare parts business. The dealership employs five personnel for sales and 20 for service.

<http://www.indiainfoline.com/Markets/News/HM-launches-Mitsubishi-dealership-in-Hyderabad/5620196813>