

HM launches Mitsubishi dealership in Hyderabad, Wheelsology, February 22

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



The authorised 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.

"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," said P. Vijayan.

The 3,000 sq ft showroom is located in Hyderabad at 1-10/4, 1-10/4A & 1-10/4B, Madhapur. The dealership's 12,000 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.wheelsology.com/2013/02/hm-launches-mitsubishi-dealership-in.html>