



## **Press release**

# **HM makes dreams come true for slum children**

## ***Organizes joy-ride for children across the 'City of Joy'***

**KOLKATA, September 21, 2013:** Around two dozen children from the city's under-privileged sections of the society had a joyous time courtesy a joy-ride organized for them by Kolkata-based Hindustan Motors Ltd. (HM) today. The 'City of Joy' really lived up to its name for the enthusiastic youngsters in the 8-12 years age group.

Children from schools run by the Missionaries of Charity in Kolkata's different slums went around the city aboard seven HM's Ambassador cars, including its latest vehicle Ambassador *Encore*. Starting from Missionaries of Charity's Shishu Bhawan on AJC Bose Road, the convoy weaved its way through the city covering Nehru Children's Museum, Akashvani Bhawan, Eden Garden, Raj Bhawan, Princep Ghat and Victoria Memorial. The ride ended on an exciting note for the kids when they visited a renowned F.M. radio station's studio where they got a chance not only to view the process of radio programme recording but also to participate in a show and share their views with thousands of listeners of the F.M. radio channel.

The children enjoyed every moment of the day. They were eager to know the history and significance of places like Raj Bhawan and Victoria Memorial and were delighted to visit the Nehru Children's Museum. One nine-year-old was not willing to believe that the Victoria Memorial was not the Taj Mahal which he must have been seeing only in magazines and movies so far. At Princep Ghat, most of the kids mistook the Ghat's pillared structure for a palace, the broad-spanned Hooghly for the sea and mid-size launches for real ships. It was imagination going wild. However, the trip to Nehru Museum evoked more realistic response as the children saw dolls attired in customary dresses of the country's different regions. They also found the dolls' houses and surroundings fairly believable.

However, the day's joy ride remained a pleasant dream for most of the tiny tots. Commenting on the event, Mr. Uttam Bose, Managing Director & CEO, Hindustan Motors Ltd., stated, "HM has always been deeply conscious of its corporate social responsibility. It will always be our endeavour to make dreams come true for all, especially the under-privileged lot of the society."

### **About Hindustan Motors Limited**

Hindustan Motors Limited, the flagship venture of the multi-billion dollar CK Birla Group, was established during the pre-Independence era at Port Okha in Gujarat. Operations were moved in 1948 to Uttarpara in district Hooghly, West Bengal, where the company began the production of the iconic Ambassador.

Equipped with integrated facilities such as press shop, forge shop, foundry, machine shop and aggregate assembly units for engines, axles etc, the company currently manufactures Ambassador (1500 and 2000 cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment, light commercial vehicle 1-tonne payload mini-truck Winner 1.5 XD PLUS (diesel) and Winner 1.8 XD PLUS (CNG), and auto components at its Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces both variants of Winner.

The company has recently launched BSIV-compliant 1.5-litre diesel-powered vehicle named Ambassador *Encore*.

Hindustan Motors entered into technical collaboration with Mitsubishi Motors Corporation of Japan in 1998. Under this license, HM manufactures/markets premium Mitsubishi passenger vehicles from its third plant situated at Tiruvallur and office in Chennai in Tamil Nadu. Lancer was the first Mitsubishi vehicle to be introduced in India by HM in 1998 and it was followed by Montero (2001), Pajero (2002), Cedia (2006), Outlander (2008) and Lancer Evolution X in 2010. Special edition variants of some of these vehicles were also launched in between. Pajero Sport, was launched on March 12, 2012, and has been heartily welcomed by customers. Its Anniversary Edition was launched in August 2013.

Hindustan Motors is committed to core values of quality, safety, environmental care and holistic customer orientation.

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