

Hindustan Motors passenger and light commercial vehicles 166.45% sales growth for February 2013, RushLane, March 08

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As compared to last year Hindustan Motors registered an increase in net profit of Rs. 20.36 crore for the quarter that ended on December 31, 2012 as opposed to net loss of Rs. 42.81 crore suffered during the similar period last year. In regards to sales, HM sold 826 passenger and light commercial vehicles in February 2013, as compared to 310 vehicles sold in February 2012. This equates to 166.45 sales growth. This positive sales trend was also experienced in January 2013 with sales pegged at 748 units. For the same period last year, HM sold 366 vehicles. The corresponding sales growth was 104%.



Current sales trends have been filled with despair, and current records show Mahindra, Renault, Hindustan Motors, and Audi being the only automobile company's in India to have registered sales

growth in Feb 2013, with HM having a triple figure growth story. These figures have been achieved after implementing marketing strategies and capitalizing on brand loyalty. Last year saw Hindustan Motors suffering quite a bit and with this revival in sales figures it could expect to turnaround a new leaf for the following fiscal year. Improvement of sales has been achieved due to expansion of its distribution network, cost effective production, financial strategies and customer support services. Considering sales in February 2013, HM sold a total of 826 passenger and commercial vehicles vis-à-vis 310 vehicles sold in 2012.

Hindustan Motors manufactures the Ambassador and LCV Winner at its plant in West Bengal. The latter is also manufactured at their MP Pithampur plant. HM in collaboration with Mitsubishi Motors Corporation of Japan manufactures/assembles vehicles like Pajero Sport, Montero, Outlander from its facility in Tiruvallur. It also markets these premium passenger vehicles from this brand.

Hindustan Motors' Managing Director & CEO, Mr. Uttam Bose had this to say, "This has been achieved by leveraging the strengths of brand loyalty and operational excellence. With steady and continuous growth in HM's sales numbers, the company's march towards a revival has become more pronounced and promising. Regular ramping up of cost-efficient production, increase in sales through expanding distribution and financing networks, and focus on voice of customer have contributed to the sharp growth in the past few months. With several strategic and tactical measures striking roots, Hindustan Motors is all set to continue and sustain the improvement trend in the coming months."

<http://www.rushlane.com/hindustan-motors-passenger-and-light-commercial-vehicles-166-45-sales-growth-for-february-2012-1268821.html>