



Hindustan Motors launches road shows to showcase its products, Zig Wheels, July 16

Hindustan Motors Limited the oldest car manufacturer in our country plans to reconnect with its customer base after what seems to have been an eternity. For this purpose HM has launched 15 day road shows that shall cover Assam (Guwahati), West Bengal (Durgapur, Siliguri and Asansol), Orissa (Bhubaneswar, Puri, Sambalpur and Bargarh) and Bihar (Patna, Hazipur and surrounding areas). The initiative is aimed at increasing customer awareness about its products which consist of the iconic Ambassador and a relatively recent product called the HM Winner 1.5. The road show will display different variants of the Ambassador like the 1.8 litre petrol version, 1.5 litre and 2.0 litre diesel variants and CNG variants, the HM Winner which is a Light Commercial Vehicle (LCV) will also be showcased.

Hindustan Motors also plans to display forthcoming products like the shorter Ambassador (by reducing the size of the boot), which plans to fall under the sub 4 meter category of cars to take advantage of lower excise. HM also plans to rework its 1.5 litre power plant so that they can meet the new emission norms and deliver better performance.



The road shows will be anchored by Managers from Hindustan Motors and will have quizzes, games and lucky dips to create interaction with prospective customers. Through these interactions, HM plans to educate customers about their existing product base and upcoming products.

Mr. Manoj Jha, the Managing Director of HM went on to say, "Hindustan Motors has opted for a multi-pronged strategy which will witness consolidation and expansion of existing products like Ambassador and Winner and almost simultaneous introduction of new vehicles in the current quarter. We intend to grow our bouquet of offerings. The focus on auto components is being sharpened further. The vehicle armouring unit is being rejuvenated. Research and design has been imparted a new fillip. We need to deal both with the present and the future."

Hindustan Motors Limited's plant that has been in Uttarpara, West Bengal, since 1948 was the first and only integrated automobile plant in India. The plant is equipped with everything from a press shop, forge shop, foundry, machine shop, aggregate assembly units for axles, engines, etc and an R&D unit. HM also has a fully owned armouring division for the Ambassador and Mitsubishi Pajero located elsewhere.

The road shows that will showcase Hindustan Motor's products will also be launched in Maharashtra, Tamil Nadu, Gujrat, Central and North India.

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