



## **Hindustan Motors reports 166 per cent increase in February 2013 sales, CarTrade, March 08**

Hindustan Motors, the CK Birla Group Company, has reported a significant growth of 166 per cent in its monthly sales for February 2013 after delivering 826 vehicles to the domestic buyers. Reportedly, during the year-ago period, the auto company managed to offer just 310 units in the Indian auto market. Moreover, the auto maker has witnessed an increase of 104.3 per cent in its year-on-year sales during January 2013.

Interestingly, in January 2013, Hindustan Motors sold 748 vehicles over 366 units delivered in the corresponding period of 2012. Owing to this, with sales of February 2013, the Managing Director and Chief Operating Officer of the company, Uttam Bose said that the HM is moving towards its goals, in spite of muted market conditions. It must be noted that the auto maker reported an increase of 147 per cent in its net profit, amounting to Rs. 20.36 crore, during the third quarter of ongoing fiscal ending on December 31, 2012 when compared against the loss of Rs. 42.81 crore incurred in the same tenure of previous fiscal.

He further added, "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."

Bose is of a view that more economical production techniques and increase in the number of dealerships would further help the auto maker in consolidating its position in the Indian auto market.

[http://www.cartrade.com/car-bike-news/hindustan-motors-reports-166-per-cent-increase-in-february-2013-sales-120074.html?nav\\_cat=footer&nav\\_query=in%20news%20today,Hindustan%20Motors%20reports%20166%20per%20cent%20increase%20in%20February%202013%20sales](http://www.cartrade.com/car-bike-news/hindustan-motors-reports-166-per-cent-increase-in-february-2013-sales-120074.html?nav_cat=footer&nav_query=in%20news%20today,Hindustan%20Motors%20reports%20166%20per%20cent%20increase%20in%20February%202013%20sales)