

Hindustan Motors sales grow by 90.71 per cent in April 2013, Car Trade, May 04

Hindustan Motors Limited, the Indian automobile manufacturer and C K Birla Group's flagship firm, has revealed its sales figures recorded in the domestic passenger car market for the month of April this year. The company has stated that its last month sales numbers have continued the healthy trend of regular growth witnessed during the first quarter (January to March) of 2013. The announcement came in Kolkata on May 3, 2013.



As per reports, Hindustan Motors Limited registered an impressive growth of 90.71 per cent in its total sales last month that stood at 534 units. On the other hand, the company managed to sell just 280 units during the April month of 2012. Interestingly, Hindustan Motors Limited has had a highly successful 2013 year with Year-on-Year (YoY) surge in sales of 104.37 per cent, 166.45 per cent and 24.33 per cent during January, February and March months, respectively.

Expressing his delight at the impressive sales growth recorded by the company in April 2013, Uttam Bose, Managing Director (MD) and Chief Executive Officer (CEO) at Hindustan Motors Limited, was quoted as saying, "Operational excellence, improvement in quality based on customer feedback and foraying into remote markets, which were hitherto untapped, are some of the measures which have contributed to continuous rise in HM's (Hindustan Motors') sales during the past four months. The growth is all the more encouraging as it is happening despite a general downturn in the passenger car segment across the country. We know that challenges like general economic slowdown, high interest rates and low buyer sentiment are quite formidable for the entire automobile industry, especially the passenger car segment. However, Hindustan Motors is all set to introduce its BS IV-compliant Ambassador by June-end."

Hindustan Motors is the manufacturer of India's iconic Ambassador sedan. The humble Ambassador model is offered in both petrol and diesel power variants, within a price band of Rs. 4.4 lakh to Rs. 6.10 lakh in the country. Hindustan Motors is also a retail partner of Mitsubishi, through which the Japanese auto maker sells its popular products in the domestic car market.

<http://www.cartrade.com/car-bike-news/hindustan-motors-sales-grow-by-90-71-per-cent-in-april-2013-120530.html>