

Ambassador variant to be unveiled by Dec

Our Bureau

Kolkata, Nov. 19

CK Birla group-owned Hindustan Motors (HM) will reveal the first prototype of its new variant Ambassador, the company's flagship car, by December.

The first of the new variants will be launched by the first quarter of the next fiscal, Mr Manoj Jha, Managing Director, HM, said here on Friday.

All the new variants of the Ambassador will be available with an engine size ranging between 1500 cc and 2000 cc.

In the previous fiscal, the company had sold 8,000 units of the Ambassador, while it expects to cross over 10,000 units this fiscal.

The company is also mulling options to manufacture a hatchback in the coming months. However, the "manufacture of the car will depend mainly on feedback from customers", he added.

Mr Jha was speaking at the inauguration of the HM pavilion at the 2nd Regional Auto Show East, organised jointly by the Confederation of Indian

Industry (CII) and Society of Indian Automobile Manufacturers (SIAM).

HM, which launched the diesel and CNG variants of its light commercial vehicle (LCV), Winner XD, will start manufacturing two tonne LCVs in the coming months.

CONTRACT MANUFACTURING

Ruling out any contract manufacturing for the Chennai and Indore plants, Mr Jha said: "We are going to launch several variants of the Ambassador as well as commercial vehicles, the plant capacities will be filled up with our own products."

The company currently has three plants, Uttarpara (West Bengal), Tiruvallur (Chennai) and Indore (Madhya Pradesh), and around 80 dealers.

Its Indore unit, which was lying unused for several years, was made operational last month, while attempts are being made to increase the capacity utilisation of its Chennai unit to 80 per cent from 40 per cent.

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