



## **Hindustan Motors Ltd. Signs Memorandum of Agreement with Isuzu Motors India Pvt.Ltd, Hindustan Motors, June 28**

Isuzu Motors India Private Limited, a subsidiary of Isuzu Motors Limited, Japan, today signed an agreement with Hindustan Motors Limited (HML) for contract manufacturing of Isuzu SUVs and pickup trucks in India. The components for producing these vehicles will be imported by Isuzu Motors from Thailand and assembled in HML's factory at Thiruvallur, near Chennai, Tamil Nadu.

Mr. Takashi Kikuchi, President, Isuzu Motors India Private Limited, said, "We are very confident about the growth prospects of the SUV and LCV market in India, notwithstanding the current slowdown. We are also very happy with the positive feedback of the market to our MU7 SUV and DMAX pickup truck, which we launched in Coimbatore and Hyderabad in March this year by importing these as CBUs from Thailand. We would now like to accelerate and carry forward this positive momentum and expand our sales operations in other parts of India, starting with the Southern region. The collaboration with Hindustan Motors will support us by carrying out assembly of our products at Thiruvallur which is about 70 kms from Sri City, Andhra Pradesh, where our own local manufacturing facility is planned to come up. We can thereby advance the scope of our sales operations and increase the scale of supply volumes without waiting for our local manufacturing facility to be ready.

"Hindustan Motors Limited and Isuzu Motors have enjoyed good historical relationship, and know each other as business partners very well. The Thiruvallur facility is one of the best automotive manufacturing facilities in India, and can meet the high quality standards of Isuzu Motors," Mr Kikuchi added.

Commenting on the development, Mr. Uttam Bose, Managing Director & CEO, Hindustan Motors Ltd., flagship of the C K Birla Group, stated, "Our agreement for contract manufacturing of Isuzu's globally renowned vehicles is a testimony to the state-of-the-art manufacturing facilities at our Thiruvallur plant. The operations will enable HML to optimally utilize its spare capacity at Thiruvallur and make eminent business sense at a time when the Indian economy and the automobile industry, in particular, are passing through testing times. Today's agreement with Isuzu is a strategic move to keep Hindustan Motors on the growth path."

### **About Isuzu Motors India**

Isuzu Motors India Private Limited is a subsidiary of Isuzu Motors Limited, Japan. Known globally for its expertise in diesel engines and for the manufacture of tough and durable vehicles, Isuzu Motors will supply the MU7 sports utility vehicle and the DMAX pickup truck in India. The company started its operations in India in 2012-13 and has set up two dealerships – Hyderabad and Coimbatore – with a dealership soon opening in Chennai. The dealer network expansion will continue with 9-10 dealerships expected to come up by end of the year.

### **About Hindustan Motors Limited**

Hindustan Motors Limited, the flagship venture of the multi-billion dollar CK Birla Group, was established during the pre-Independence era at Port Okha in Gujarat. Operations were moved in 1948 to Uttarpara in district Hooghly, West Bengal, where the company began the production of the iconic Ambassador.

Equipped with integrated facilities such as press shop, forge shop, foundry, machine shop and aggregate assembly units for engines, axles etc, the company currently manufactures Ambassador (1500 and 2000 cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment, light commercial vehicle 1-tonne payload mini-truck Winner's 1.5-litre and 2.0 litre diesel versions and Winner 1.8 XD PLUS (CNG) model, and auto components at its Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces Winner.

In the late 1980's, Isuzu Motors had collaboration with Hindustan Motors for manufacture of Isuzu 1.8 and 2.0-L engines in India.

Hindustan Motors is committed to core values of quality, safety, environmental care and holistic customer orientation.

<http://hindustanvichar.blogspot.in/2013/06/hindustan-motors-ltd-signs-memorandum.html>