



## **Hindustan Motors Witnessed Growth of 90% in April 2013, Indian Drives, May 05**

Hindustan Motors is our home based carmaker and is doing things since long back, owned by the Ck Birla Group, it too was seen dwindling on some downwards pointing sales figure note, but as of now the organization has claimed a growth of 90% in the April 2013 sales report.

Moreover, the Ambassador tagged carmaker had sold 534 units in April 2013 as compared to 280 units sold in the same period of last year, concluding out to be precise at derivations with 90.71% growth witnessed in the last month. The increment of near to 100 per cent in this April is not such overwhelming when one will see the results of previous months that are stated in the following table below:



Commenting on achievement, HM's Managing Director & CEO, Mr. Uttam Bose, said, "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 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.”

That is not the end, Hindustan Motors is also planning to launch a compact Ambassador based sedan in Indian market, which we expect may roll-out until December 2013, helping it to gain some concession in the tax structure of government for making lucrative business in the Rs. 4-5 lakh pricing band. To an extent, we too also speculate another newbie acting as replacement for ongoing Ambassador sedan and that will be a facelift or the cosmetic overlapped version of the present generation bespoke model plate, because we seem the officials and workers of the company may also got tired seeing the same face over a long era of years, where present modernization is touching sky as its limit in every aspect, which for this Indian automotive brand would take a couple of years to happen, hopefully near to 2015 or so, or maybe later on as well, can't say.

<http://www.indiandrives.com/hindustan-motors-witnessed-growth-of-90-in-april-2013.html>