

Hindustan Motors' sales up 96.2 per cent in April 2013, Zigwheels, May 06

The iconic Ambassador revs up Hindustan Motors' sales figures in April 2013 by a staggering 96.2 per cent in April 2013 on a Y-o-Y basis



The Indian automobile industry maybe experiencing a slowdown but a handful of car makers are still managing to ride a strong surge in sales owing to attractively priced new models such as the Honda Amaze and the introduction of new premium models such as the 2013 Audi Q5.

Hindustan Motors on the other hand claims to have taken a third route to boosting sales by tapping into remote markets and also by improving quality based on feedback. Hindustan Motors' claims must be true as the company managed to sell 407 units of the Ambassador in April 2013 compared to a mere 68 it sold in April 2012.

The other model that contributed to the company's strong sales growth in April 2013 was the Mitsubishi Pajero Sport. While HM and Mitsubishi managed to sell 113 units of the Pajero Sport in April 2013, it fell short of the SUV's sales figure in April 2012 when 125 units were sold.

Hindustan Motors production and sales figures for April 2012 and April 2013

	Production April 2012	Production April 2013	Domestic Sales April 2012	Domestic Sales April 2013
Passenger Vehicles				
Ambassador	68	402	68	407
Lancer Cedia	0	0	10	0
Pajero	41	0	40	0
Pajero Sport	120	211	125	113
Outlander	19	0	19	0
Montero	3	0	3	0
Total	251	613	265	520
Light Commercial Vehicle				
Winner	16	0	15	14
Total	16	0	15	14

The company registered a growth in sales of 96.2 per cent in April 2013 on a Y-o-Y basis. The growth in sales is not a one off moment for the country's oldest car maker either as Hindustan Motors has been posting strong growth figures consistently for the past four months with growth in March 2013 being pegged at 24.6 per cent on a Y-o-Y basis while a growth rate for February and January were pegged at 166.4 per cent and 104.3 per cent respectively.



HM's managing director and CEO, Uttam Bose, backed the company's performance figures 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 the 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, HM is all set to introduce its BS IV-compliant Ambassador by June-end."

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