



PRESS RELEASE

Hindustan Motors' sales surge 90 % in April

Significant growth for the fourth month in succession

KOLKATA, May 3, 2013: C K Birla Group's flagship company Hindustan Motors Ltd. continued its sales growth during the January-March quarter in April as well.

The company registered an increase of 90.71 % in its total sales in April 2013 which stood at 534 units as against 280 units in April 2012. Significantly, Hindustan Motors had registered year-on-year sales growth of 104.37 %, 166.45 % and 24.33 % in January, February and March 2013 respectively.

HM's Managing Director & CEO, Mr. Uttam Bose, commented, "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."

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.

Hindustan Motors entered into technical collaboration with Mitsubishi Motors Corporation of Japan in 1998. Under this license, HM manufactures/markets premium Mitsubishi passenger vehicles from its third plant situated at Tiruvallur and office in Chennai in Tamil Nadu. Lancer was the first Mitsubishi vehicle to be introduced in India by HM in 1998 and it was followed by Montero (2001), Pajero (2002), Cedia (2006), Outlander (2008) and Lancer Evolution X in 2010. Special edition variants of some of these vehicles were also launched in between. Pajero Sport, which was launched on March 12, 2012, is the latest member of the HM-Mitsubishi group of vehicles in India. It has won BBC Top Gear's 'Off-roader of the Year 2012' award.

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

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