

PRESS RELEASE

Mitsubishi offers 120-minute Xpress Service

Novel experience for customers during service time

KOLKATA, October 09, 2013: City-based Shah Automobiles, dealer of Mitsubishi passenger vehicles in Kolkata, have decided to greet their existing and potential buyers in a truly customer-centric manner on the eve of Durga Pujo.

The dealership today launched a 120-minute Xpress Service for its customers at its specially face-lifted 12,000-square feet service facility at 173, Laskarhat, Picnic Garden Road, here. The new setup was inaugurated by Mr. Uttam Bose, Managing Director & CEO of Hindustan Motors Ltd. which also manufactures and markets Mitsubishi passenger vehicles in India. Also, present on the occasion was Mr. P. Vijayan, COO of Hindustan Motors' Chennai car plant where Mitsubishi vehicles are built.

Speaking on the occasion, Mr. Uttam Bose stated, "We have always tried innovative and effective ways to delight our customers. The revitalized facility will welcome the customers to a furnished lounge where they may relax and enjoy while their vehicle gets overhauled within 120 minutes. The reception area promises to the customer novel experience of inspecting his vehicle even as it is being worked upon. The relaxed customer can then drive back home in a freshly serviced vehicle."

The refurbished in-house body shop with upgraded paint booth will provide best of repair and painting facilities in the city. The spacious spare parts area will, as ever, be offering genuine Mitsubishi parts. The increased and well-trained manpower will now be able to service 10 cars a day instead of six.

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 1.5 XD PLUS (diesel) and Winner 1.8 XD PLUS (CNG), and auto components at its Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces both variants of Winner.

The company has recently launched BS IV-compliant 1.5-litre diesel-powered vehicle named Ambassador *Encore*.

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 Thiruvallur 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, was launched on March 12, 2012, and has been heartily welcomed by customers. Its Anniversary Edition was launched in August 2013.

Hindustan Motors signed a memorandum of agreement with Isuzu Motors India Pvt. Ltd. in June 2013 for contract manufacturing the latter's SUV and pickup truck at its Thiruvallur plant.

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

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