

# HM can regain its past glory

**P.THARYAN**

Spread over more than 700 acres of land, Hindustan Motors' premises near Uttarpara in West Bengal on the outskirts of Kolkata was once a bustling and commercially viable hub for automobile manufacturing. How many car companies in

Ambassador is manufactured. The HM premise also has a huge forging plant which employs a large number of people.

HM may not be in the pink of health. But efforts are being made to lift the image of the company on all fronts. Manoj Jha, the current Managing Director is full of energy and has some very exciting plans for the company. December

and the Mitsubishi range of vehicles. Though he did not divulge any plans, he sounded very confident that he could take HM on to a glorious path.

To assist Jha, several new people have been roped in with expertise in areas of corporate communications, engineering, technology, human resources etc. HM's corporate communications head Rajiv Saxena is a

channels in India and abroad. Being an erudite journalist, his skills and contacts have helped HM salvage some of its lost glory. HM's good fortunes do not end there. There are a number of skilled people who have joined the company at different levels to ensure that Jha is able to fulfill his dreams.

The main worry for any company is the attitude of its workforce. In Left-oriented



**Manoj Jha, Managing Director, Hindustan Motors**



**The Hind Motor railway station**

India can actually boast of a railway station named after it? The HM railway station Hind Motor is an extremely busy station which connects to the main Howrah station. Both local and express trains run through this station. Hundreds of people get off here to make their way to HM's Uttarpara plant where the iconic

2010 could see the beginning of some positive changes on the product front. New models are expected to be rolled out. Sometime in 2012 a brand new model is expected from the HM stable. This will herald a revolution of sorts within the company. Motown India met Jha briefly and he was excited about both the Ambassador

veteran in his field. With an impeccable track record in journalism, Saxena has worked in several leading English newspapers and has contributed significantly while working in cement major ACC. He has been able to get a lot of positive news on his company in newspapers, magazines and television

West Bengal one can expect workers to be a difficult lot to handle. But Jha is not worried. He is confident of veering them towards progress. When he talks about his employees he has a smile on his face. With such confidence, exuberance and determination it is very likely that HM days of glory are round the corner.