



PRESS RELEASE

HM launches Mitsubishi dealership in Hyderabad

HYDERABAD, FEBRUARY 21, 2013: Hindustan Motors Ltd. (HM) launched its Mitsubishi range dealership in Hyderabad here today, thus raising the number of dealerships in the country to 42.

The authorized 3S (sales, service and spares) dealership, M/s Pride Mitsubishi's showroom was inaugurated by Mr. P. Vijayan, Chief Operating Officer and Strategic Business Unit Head of HM's Chennai car plant. The dealership will be showcasing Mitsubishi's globally acclaimed sport utility vehicles Pajero Sport, Montero and Outlander.

Speaking on the occasion, Mr. P. Vijayan said, "Hindustan Motors is the flagship of the multi-billion-dollar CK Birla Group which has a significant presence in Hyderabad and the state. It is indeed a pleasure introducing world class Mitsubishi vehicles to this historic city which has over the years emerged also as a renowned hub of technology and business. We are confident that our vehicles will add a new dimension to the lives of Hyderabadis. No wonder, our latest vehicle, Pajero Sport, has as its tagline the phrase: Go. Play."

"Mitsubishi's SUVs have a legendary and unmatched pedigree. Vehicles like Montero, Pajero Sport and Outlander need no introduction not just in India but even around the globe. Pajero holds the record of 13 consecutive victories in Dakar Rally – one of the most difficult inter-continental automobile racing contests. No terrain is forbidden territory for Mitsubishi's robust SUVs. While these vehicles are maestros of off-road driving, they are, at the same time, more than a match for the best sedans when it comes to traversing city roads and lanes. Their state-of-the-art designing and manufacturing as per the highest Japanese standards make them the best choice for customers," Mr. Vijayan added.

M/s Pride Mitsubishi is owned and managed by Mr. Sudarshan Reddy and Mr. Suresh Reddy, two brothers who have significant experience in automotive sales & service and agro-products' business in Andhra Pradesh and Karnataka. The 3000-sq. ft. showroom is located in Hyderabad at 1-10/4, 1-10/4A & 1-10/4B, Madhapur. The dealership's 12000-sq.-ft. service workshop is located at Jai Hind Enclave in Madhapur and comprises 12 bays. The workshop can service 25 cars in a day. It also has a 300-sq.-ft. section for spare parts business. The dealership employs five personnel for sales and 20 for service.

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 lt. and 2.0 lt. diesel and Winner 1.8 lt. 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.

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 SFX (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.

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

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