



HM delivers 10 golden yellow taxis

CHINSURAH (Hooghly), October 18, 2012: India's pioneering automobile company, Hindustan Motors Ltd. (HM), delivered 10 Ambassador golden yellow metered taxis to enthusiastic customers at its dealership M/s Aniket Automobiles here today. The timely delivery on the eve of Durga Puja will enable the customers to put the taxis on road during the festive season.

The much sought after vehicles were handed over to the customers by Mr. Ramesh Vishwakarma, Chief Operating Officer and Strategic Business Unit Head of Hindustan Motors' Uttarpara and Pithampur (M.P.) units. Speaking on the occasion, the auto industry veteran said, "HM's golden yellow taxis provide unmatched value for money to customers. The low cost of acquisition and maintenance, sturdiness, spaciousness and suitability for Indian roads have made these taxis the favourite of cab owners not only in this region but also in other parts of the country. Our golden yellow cabs make eminent business sense for the passenger taxi segment. No wonder, competition has not been able to slacken HM's hold over the taxi market despite offering myriad inducements and allurements to cab owners. Let me assure you that Hindustan Motors will keep adding value to its products so that they continue to remain a compelling proposition for buyers."

All the taxis handed over today were financed by Howrah and Kaikhali branches of United Bank of India (UBI). HM and UBI, both trusted and established corporate players head-quartered in Kolkata, had recently signed a memorandum of understanding to facilitate purchase of golden yellow taxis by existing and potential cab owners. The customers expressed their satisfaction over the dealership's performance in providing efficient service and genuine parts. While the dealership's promoter, Mr. Animesh Halder, assured customers about better after sales service, Mr. Vishwakarma vouched for the commitment. "Customer satisfaction is of paramount importance for Hindustan Motors. We are determined to take the trust built between HM and its customers to a higher level," he added.

The function was also attended by Mr. Rakesh Goel, Marketing Head for HM's Uttarpara and Pithampur plants, and Mr. Dibyendu Chatterjee, Controller Finance of these units.