



## PRESS RELEASE

# HM launches Mitsubishi show window in the heart of Kolkata

**KOLKATA, March 22, 2013:** Hindustan Motors Ltd. (HM) launched its first Mitsubishi range show window in the heart of the city today.

The second outlet of the only Mitsubishi dealership in Kolkata, M/s Shah Automobiles, was inaugurated by Mr. Uttam Bose, Managing Director & CEO, Hindustan Motors Ltd. The show window will be exhibiting Mitsubishi's globally acclaimed sport utility vehicle Pajero Sport which recently bagged reputed auto magazine BBC Top Gear's 'Off-roader of the Year 2012' award. Mr. Bose was accompanied by Mr. Ashish Kaul, HM-Mitsubishi's Head of Sales and Channel Expansion.

Speaking on the occasion, Mr. Bose said, "Seeing the City of Joy's love for this Mitsubishi SUV, we decided to launch the second outlet here. For people who are known for their fondness and enthusiasm for travelling, the rugged Pajero Sport's ability to tackle any terrain any time is definitely alluring. No wonder, this robust vehicle appeals to the spirit of those who want to explore the back of the beyond braving challenging conditions. At the same time, Pajero Sport serves as the most comfortable, refined and luxurious mode of travel on city roads like those of Kolkata."

M/s Shah Automobiles is owned by Mr. Sanjay Shah who has significant experience in automotive sales and service business and has been associated with Hindustan Motors as an authorized dealer since year 2000. Spread over 1000 sq. ft., the show window is located at 85, Fazlul Haque Sarani (Jhowtalla Road), Park Circus – one of Kolkata's bustling commercial hubs. It will function not only as a

show case but also as a point of sale where orders for Pajero Sport will be booked and deliveries made. Customers will be attended to by expert sales personnel.

Shah Automobiles has its main 2800-sq. ft 3S (sales, service, spares) showroom at New Township Road, VIP Teghoria near City Centre II. Thus, the new show window will give existing and potential customers of Pajero Sport from central and south of Kolkata easy access to the dealership.

With the opening of this show window in Kolkata, HM-Mitsubishi's network now consists of 40 dealerships along with six show windows across the country.

On this occasion two new customers were handed over keys of Pajero Sport. Mr. Uttam Bose gave away the key to one of them while the other was given by the honourable justice of Calcutta High Court, Justice B. Samaddar, who is a long time connoisseur of Ambassador and Pajero SUVs.

### **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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