



Hindustan Motors Offers BS IV-compliant 1.5-litre diesel Ambassador taxi for below Rs. 5 lakh

- *Vehicle named Ambassador Encore*
- *Bookings to begin from September 2*

KOLKATA, September 1, 2013: C. K. Birla Group's Hindustan Motors Ltd. has priced its newly introduced BS IV-compliant diesel Ambassador at Rs. 4, 97, 876 (ex-showroom Kolkata) for the 'no-refusal' taxi segment. Bookings for the vehicle named Ambassador Encore will begin from tomorrow (September 2, 2013).

Buyers in the replacement taxi segment will be able to avail of a handsome reduction in the announced price.

Significantly, the West Bengal government has recently issued 2000 permits for the no-refusal taxi segment. Another set of 2000 similar permits is expected to be released in November.

Mr. Uttam Bose, Managing Director & CEO, Hindustan Motors Ltd., stated, "It is a game-changing offer from HM which has always accorded highest priority to customers' needs and purchasing power. The company made significant investment in terms of money and man hours to upgrade its BS III 1.5-litre diesel engine to BS IV standards and OBD 2 level. Yet it has chosen not to pass on the expenditure to customers. Through value engineering and cost-efficient manufacturing, HM is able to offer Ambassador Encore at this amazingly low price without any compromise on quality."

Hindustan Motors' National Sales Head, Mr. Chandan Bose, formally announced the price at a meeting of office-bearers of the state's different taxi associations late last night. Leaders of the taxi organisations, who had extensively tested the vehicle even before its recent certification as BS IV-compliant by Automotive Research Association of India, once again endorsed the upgraded vehicle's features and value for money.

According to Mr. Bimal Kumar Guha, general secretary of Bengal Taxi Association, "The new vehicle offers higher power and torque, better vehicle control with power steering, improved gradient negotiating capacity and overall better driveability with no compromise on fuel consumption. The smoke issue has also been resolved by the BS IV engine."

Mr. Tarak Nath Bari, secretary of Calcutta Taxi Association, stated, "Ambassador Encore is positively better than the current BS III vehicle. It fully matches the technical specifications provided by HM and certified by ARAI. It is real value for money and will positively make better business sense to buyers, particularly in the taxi segment. Kolkata had been waiting for BS IV diesel Ambassador for quite some time."

Ambassador Encore has once again opened for Hindustan Motors 17 metropolitan cities where sale of BS III cars had been banned from April 2010. It is ramping up production at its Uttarpara plant in Hooghly to meet the surging demand for the Encore. Several other steps are being taken on the financing, servicing, marketing and other fronts to facilitate transactions for buyers.

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.

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

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

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