



## PRESS RELEASE

# Hindustan Motors' sales growth continues

## *166 % jump in Feb. 2013 sales following Jan. upswing*

**KOLKATA, March 7, 2013:** CK Birla Group's flagship company Hindustan Motors Ltd. (HM) bolstered its sales performance by registering 166.45 per cent growth in February vis-a-vis its sales in February last year (2012). Significantly, the company's year-on-year sales had surged by 104.37 per cent this January (2013) as well.

Heading steadily towards a turnaround, HM posted a 147 per cent increase in net profit to Rs. 20.36 crore in the quarter ending December 31, 2012, against a net loss of Rs. 42.81 crore for the corresponding period in the previous financial year.

Hindustan Motors' Managing Director & CEO, Mr. Uttam Bose, stated, "This has been achieved by leveraging the strengths of brand loyalty and operational excellence. With steady and continuous growth in HM's sales numbers, the company's march towards a revival has become more pronounced and promising. Regular ramping up of cost-efficient production, increase in sales through expanding distribution and financing networks, and focus on voice of customer have contributed to the sharp growth in the past few months. With several strategic and tactical measures striking roots, Hindustan Motors is all set to continue and sustain the improvement trend in the coming months."

During the month under review (February 2013), HM sold 826 passenger and light commercial vehicles compared with 310 vehicles in February last year. January 2013 witnessed the company selling 748 vehicles compared to a sale of 366 vehicles in January 2012.

India's pioneering automobile OEM manufactures the iconic Ambassador sedan and light commercial vehicle Winner at its fully integrated plant at Uttarpara in West Bengal. Winner is built also at HM's facility at Pithampur in Madhya Pradesh. Under a technical collaboration with Mitsubishi Motors Corporation of Japan, HM manufactures/assembles and markets premium Mitsubishi passenger vehicles like Pajero Sport, Outlander, Montero, etc from its third plant situated at Tiruvallur and office in Chennai in Tamil Nadu.

### 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 (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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