

PRESS RELEASE

Hindustan Motors launches VEER

A small commercial vehicle with comfort of car

Diesel version's inaugural offer price Rs. 3.30 lakh

Launch to begin from East India

KOLKATA, August 8, 2011: India's pioneering car company Hindustan Motors Ltd. (HM) launched VEER, a 0.8-tonne (800 kg) small commercial vehicle (SCV) here today, kick-starting the company's plans to introduce more vehicles in the current financial year.

Notably, the company's Chairman, Mr. C K Birla, had announced the imminent launch of a slew of new vehicles at HM's annual general meeting held here on August 4.

"We have honoured our commitment by launching VEER. More new vehicles will follow suit. These will come both from our Uttarpara plant in West Bengal, where we manufacture the iconic Ambassador and other vehicles, and our Chennai facility where we build the Mitsubishi range of vehicles. Our bouquet of offerings is set to expand at a fast pace due to our reinforced emphasis on new product development," stated Mr. Manoj Jha, HM's Managing Director, after unveiling the new vehicle.

The robust VEER is built on the tried and tested Ambassador platform, incorporating changes in transmission and suspension systems required for a sturdy load carrier. The vehicle is available in both diesel (BS III) and CNG (BS IV) versions and in two models – VEER and VEER LX. While VEER has a separate load tray, VEER LX's load tray is seamlessly integrated with the front cabin.

The uniqueness of VEER lies in the fact that it also offers the comfort of a car. In fact, the three-seat bench provided in the front cabin offers distinctly superior comfort level compared to other vehicles in this segment. In view of its Ambassador lineage, VEER will obviously enjoy the traditional benefits of low cost maintenance and easy availability of spare parts. The vehicle is also available as a drive-away chassis (DAC) with front cabin.

Hindustan Motors is launching VEER initially in East India with plans to go pan-India over the current financial year.

Initially available in marshall cream and stack brown colours, Veer diesel's inaugural price for the month of August 2011 is pegged at Rs. 3.30 lakh ex-showroom Kolkata.

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, aggregate assembly units for engines, axles etc and a strong R&D wing, the company currently manufactures the Ambassador (1500 and 2000 cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment and light commercial vehicle 1-tonne payload mini-truck Winner 1.5 XD PLUS (diesel) and Winner 1.8 XD PLUS (CNG) at its Uttarpara plant. The company also runs operations in Pithampur near Indore in Madhya Pradesh where it produces both variants of Winner.

The company also manufactures automotive components at its Uttarpara plant.

Hindustan Motors has technical collaboration with Mitsubishi Motors Corporation of Japan and, under this license, produces premium passenger cars viz. Lancer, Pajero, Cedia, Montero, Outlander, and EVO X at its third plant situated at Tiruvallur near Chennai in Tamil Nadu.

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

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