

Isuzu Motors-HML pact

statesman news service

CONTRACT MANUFACTURING

KOLKATA, 29 JUNE: Isuzu Motors India Private Limited, a subsidiary of Isuzu Motors Limited, Japan, today signed an agreement with Hindustan Motors Limited (HML), flagship of the CK Birla Group, for contract manufacturing of Isuzu SUVs and pick-up trucks in India. The components for producing these vehicles will be imported by Isuzu Motors from Thailand and assembled in HML's factory at Thiruvallur, near Chennai, according to company sources.



Mr Takashi Kikuchi, president, Isuzu Motors India Private Limited, said on the occasion: "We are very confident about the growth prospects of the SUV and LCV market in India, notwithstanding the current slowdown. We are also very happy with the positive feedback of the market to our MU7 SUV and DMAX pick-up truck, which we launched in Coimbatore and Hyderabad in March this year by importing these as CBU's from Thailand.

"We would now like to accelerate and carry forward this positive momentum and expand our sales operations in other parts of India, starting with the Southern region. The collaboration with Hindustan Motors will support us by carrying out assembly of our products at Thiruvallur which is about 70 km from Sri City, Andhra Pradesh, where our own local manufacturing facility

- Isuzu Motors India and Hindustan Motors pact for contract manufacturing of Isuzu SUVs and pick-up trucks in India
- The components for producing the vehicles will be imported by Isuzu Motors from Thailand and assembled in HML's factory at Thiruvallur
- The operations will enable HML to utilise its

spare capacity at Thiruvallur at a time when the automobile industry is passing through a crisis

- The tie-up with HML will support Isuzu Motors by carrying out assembly of its products at Thiruvallur which is about 70 km from Sri City, AP, where Isuzu Motors' own manufacturing facility is planned to come up

is planned to come up. We can thereby advance the scope of our sales operations and increase the scale of supply volumes without waiting for our local manufacturing facility to be ready."

Hindustan Motors Limited and Isuzu Motors have good historical relationship, and know each other as business partners. The Thiruvallur facility is one of the best automotive manufactur-

ing facilities in India. The company claims, and can meet the high quality standards of Isuzu Motors.

Commenting on the development, Mr Uttam Bose, managing director & CEO of Hindustan Motors Ltd, stated: "Our agreement for contract manufacturing of Isuzu's globally renowned vehicles is a testimony to the state-of-the-art manufacturing

Our agreement for contract manufacturing of Isuzu's globally renowned vehicles is a testimony to the state-of-the-art manufacturing facilities at our Thiruvallur plant

~ Mr Uttam Bose, managing director & CEO, Hindustan Motors

We are very confident about the growth prospects of the SUV and LCV market in India, notwithstanding the current slowdown

~ Mr Takashi Kikuchi, president, Isuzu Motors India

facilities at our Thiruvallur plant. The operations will enable HML to optimally utilise its spare capacity at Thiruvallur and make eminent business sense at a time when the Indian economy and the automobile industry, in particular, are passing through testing times. Today's agreement with Isuzu is a strategic move to keep Hindustan Motors on the growth path."