

Hind Motors sales up 91% in April

statesman news service

KOLKATA, 3 MAY: CK Birla Group's flagship company Hindustan Motors registered an increase of 90.71 per cent in its total sales in April 2013 which stood at 534 units as against 280 units in April 2012.

The company had reported a year-on-year sales growth of 104.37 per cent, 166.45 per cent and 24.33 per cent in January, February and March 2013 respectively. According to a top official of the company, Hindustan Motors is all set to introduce its BS IV-compliant Ambassador by the end of June.

HM's managing director & CEO Uttam Bose, said in a statement: "Operational excellence, improvement in quality based on customer feedback and foraying into remote markets, which were hitherto untapped, are some of the measures which have contributed to the continuous rise in HM's sales during the past four months.

"The growth is all the more encouraging as it is happening despite a general downturn in the passenger car segment across the country. We know that challenges such as general economic slowdown, high interest rates and low buyer sentiment are quite formidable for the entire automobile industry, especially the passenger car segment."