

Press release



Hindustan Motors

Transport Minister launches HM's BS IV Ambassador *Encore*

Gifts Ambassador car to state's star athlete Asha Roy

KOLKATA, September 24, 2013: Hindustan Motors Limited's newly introduced BS IV-compliant vehicle Ambassador *Encore* was formally launched by Mr. Madan Mitra, West Bengal's Minister for Transport & Sports, here today.

HM has priced the base-model of the 1.5-litre diesel-powered Ambassador *Encore* taxi at Rs. 4,97,996. Buyers in the normal replacement taxi segment will be able to avail the usual benefits as in the past. It is also available in 'no-refusal' taxi category with air conditioning and power steering.

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. HM expects a good share of sales from these lots. The overall bookings for Ambassador *Encore* have crossed the 450 mark so far.

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 value. The company made significant investment in terms of money and man hours to develop its 1.5-litre diesel engine of BS IV emission standards with OBD (on board diagnostics) 2. Through value engineering and cost-efficient manufacturing, HM is offering Ambassador *Encore* at this amazingly low price without any compromise on quality. And that too at a time when the economy and particularly the automobile industry are passing through difficult times, sales are falling, margins are getting squeezed and most automobile companies are announcing price increases."

"We are confident that the introduction of Ambassador *Encore* in the taxi segment will also create more work opportunities for West Bengal's youth in keeping with the state government's plans and the Chief Minister's mission *poribartan*," Mr. Bose added.

All taxi unions of Kolkata and West Bengal have already hailed the arrival of Ambassador *Encore*. Office-bearers of the taxi unions, who put the new car to rigorous test under difficult conditions recently, have found it a compelling proposition in terms of pricing, power and

torque, vehicle control with power steering, gradient negotiating capacity and overall driveability, that too with no compromise on fuel consumption.

Ambassador *Encore* has once again opened for Hindustan Motors 17 metropolitan cities where sale of BS III cars had been banned since April 2010. It is ramping up production at its Uttarpara plant in Hooghly to meet the surging demand for the *Encore*. The company has tied up with several banks including United Bank of India, Allahabad Bank, Overseas Bank of India, UCO Bank, IndusInd Bank to facilitate financing of *Encore* purchase by buyers. Measures are being taken on servicing, marketing and other fronts also to enhance customer delight.

Athletics star gifted Ambassador

Another significant feature of today's *Encore* launch ceremony included gifting of an Ambassador car by Mr. Madan Mitra to Ms. Asha Roy of Singur who had won the second place in the 200 metres event in Asian Athletics Meet held at Pune in July, 2013. "Hindustan Motors is proud to be part of the felicitation ceremony of Ms. Asha Roy who has brought honour and joy to the country and West Bengal, overcoming adverse circumstances since her childhood. HM's involvement reflects its abiding commitment to the state government's pro-people policies and the community," Mr. Uttam Bose stated.

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.

The company has recently launched BSIV-compliant 1.5-litre diesel-powered vehicle named Ambassador *Encore*.

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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