

HML EYES SALES OF 8,000 UNITS IN 08-09

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Mumbai/ Nashik: With an aim to expand its sales network across the country, Hindustan Motors Ltd (HML), the flagship company of the C K Birla Group, is planning to open six new dealership facilities in major cities across the country by December 2008.

HML has set the target of selling 8,000 units during the current FY 2008-09. The company has set the deadline of September 2008 for the launch of its new Sports Utility Vehicle (SUV) Outlander. HML just launched its 44th dealership facility in Nashik, which will cater to the ever-growing demand for performance vehicles in Nashik. This dealership facility, which will provide impeccable customer service to Nashik as well as to the surrounding towns of Jalgaon, Dhule and Malegaon, will offer sales, spare-parts and service facilities to its customers under one roof.

Speaking to Business Standard, Y V S Vijay Kumar, Executive Vice-President, Hindustan Motors Ltd, Chennai car plant, said, "We are planning to expand our sales network. As part of this, we are opening new six dealership facilities in major cities across the country, including one in Maharashtra by December 2008. The company will launch its new SUV Outlander by September end in the current calendar year."

"HML sold close to 4,000 units during the FY 2007-08. As we are expanding our sales network across the country, we expect to sell around 8,000 units during the current FY 2008-09," Kumar said. The company has been recording the growth of 40 per cent for the last three consecutive years. This current financial year too (FY 2008-09), we expect to maintain the growth of 40 per cent," he added