



HSCI Appoints Mr. Seki Inaba as Director - Marketing

New Delhi, March 28, 2011: Honda Siel Cars India Ltd., leading manufacturer of premium cars in India, has appointed Mr. Seki Inaba as Director, Marketing with effect from April 1, 2011.

He takes over from Mr. Tatsuya Natsume who moves to Philippines as President and CEO, Honda Philippines. Mr. Natsume had been associated with HSCI for the past four years and played a significant role in the growth of the company.

Talking about his experience in India, Mr. Natsume said, "India is one of the most dynamic economies and among the fastest growing automobile markets in the world. It has been a great experience and an exciting journey for me to be a part of HSCI. I will take back good memories of my stay in India and look forward to my new assignment"

Mr. Inaba will be one of the nine directors at HSCI and will be heading the Marketing, Sales and After-sales operations, reporting directly to the President and CEO, Mr. Takashi Nagai.

Mr. Inaba has been associated with Honda for more than two decades and brings with him excellent sales & marketing experience with an in depth understanding of consumer trends in different markets. Prior to joining HSCI, Mr. Inaba was looking after CIS, Middle East and Africa Sales Division.

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About Honda Siel Cars India Ltd.

Honda Siel Cars India Ltd., (HSCI) leading manufacturer of passenger cars in India was established in December 1995 as a joint venture between Honda Motor Co. Ltd (Japan) and Siel Limited with a commitment to provide Honda's latest passenger car models and technologies, to the Indian customers.

HSCI's first state-of-the-art manufacturing unit was set up at Greater Noida, U.P in 1997 with an investment of Rs. 450 crore. The total investment made by the company in India till date is Rs. 1620 crores. At present, the company has a capacity of manufacturing 100,000 cars.

HSCI's second manufacturing facility is in Tapukara, Rajasthan. This facility is spread over 600 acres and will have an initial production capacity of 60,000 units per annum, with an investment of about Rs 1,000 crore. The first phase of this facility was inaugurated in September 2008. Plant has been awarded with "National Energy Conservation Award" for their efforts in energy conservation in automobile manufacturing sector for the year 2010.

The company's product range includes Honda Jazz, Honda City, Honda Civic and Honda Accord which are produced at the Greater Noida facility with an indigenization level of 77%, 76%, 74% and 28% respectively. The CR-V is imported from Japan as Completely Built Units.

Honda Jazz is the company's first offering in the premium compact car segment. The Jazz is a segment-defining car that has won accolades and adoration all over the world. Honda's all-new Third Generation Honda City was launched in September 2008. It comes with a completely new design, new engine, spacious cabin and equipped with various active and passive safety features.

The new Honda City achieved milestone sales with 50,000 units sold within one year of its launch. HSCI launched the 1.8 S Civic in India in July 2006. The company launched the Sportier and More Aggressive New Honda Civic in September 2009. Honda launched a refreshed version of the 3rd generation CR-V in November 2009.

Honda's models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency.

The company operates under the stringent standards of ISO 9001 for quality management and ISO 14001 for environment management.