



## **Honda Cars India expands its network with Inauguration of 200<sup>th</sup> dealership in India**

*Plans to add 100 new dealers in next 16 months*

**Secunderabad, November 13, 2014:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today announced the opening of its 200<sup>th</sup> dealership in India with the inauguration of Metro Honda in Secunderabad. The state-of-art dealership, Metro Honda, was inaugurated by Mr. Hironori Kanayama, President and CEO, Honda Cars India. The company is aggressively expanding its network in the country focusing on existing & newer Tier III markets and announced its plans to add 100 new dealers in the next 16 months by March 2016. Mr. Shigeru Yamazaki, Director and Sr. Vice president, Marketing and Sales, Honda Cars India; Mr. Jnaneswar Sen, Sr. Vice President , Marketing and Sales, Honda Cars India and Mr. Nihar Mody, Managing Director, VSN Automobiles Pvt. Ltd. were also present at the inauguration event.

Speaking at the occasion, Mr Hironori Kanayama, President and CEO, Honda Cars India said *"We are delighted to reach the milestone of 200 dealers in India. Network expansion is a critical part of our larger business goal of achieving sales of 300,000 units per annum by March 2017. As we expand our business in the Indian market, we have to move closer to our customers to be able to provide them with best customer services at nationwide level."*

With the opening of the new dealership, HCIL now has network presence of 200 facilities in 130 cities in the country. Continuing the expansion drive, HCIL aims at expanding its dealership network by 35% during FY 2014-15 and take the number of dealerships to 230 in 150 cities by March 2015.

Backed by strong demand for cars like Honda City, Honda Amaze and recently launched Honda Mobilio, HCIL achieved more than 1 lac sales in the current financial year registering an overall growth of 43% during the period April – October 2014 with 1,01,442 units as against 70,831 units during the corresponding period last year.



Metro Honda dealership is conveniently located at Bowenpally, RR District, Secunderabad. With a built-up area of 58,000 Sqft, Metro Honda is a comprehensive 3-S facility designed and built to provide the complete range of Honda services to its customers – sales, service and spare parts. The facility boasts of a Showroom and a State of the art workshop with 25 workshop bays and facilities for Body & Paint, wheel alignment, wheel balancing and other services. The dealership constitutes a team of enthusiastic, trained & dedicated manpower to provide highest level of customer satisfaction. The dealership is designed to provide unique experience to customers with facilities like lounge area, kids play zone. The dealership also offers facilities like Auto Terrace – Honda's one-stop facility for Exchange & Pre-Owned Car Purchase and Honda Assure for all motor insurance requirements.

**MrNihar K Mody, Managing Director of Metro Honda** said *"We are extremely happy to partner with Honda Cars India for opening our dealership and it's indeed a proud moment to be the 200<sup>th</sup> Honda dealership in India. I am thankful to Honda Cars India for the support and confidence they have shown in our business. Our showroom boasts of best-in-class infrastructure and we are looking forward to provide world class service experience to our customers."*

#### **About Honda Cars India Ltd**

Honda Cars India Ltd., (HCIL) leading manufacturer of passenger cars in India was established in December 1995 with a commitment to provide Honda's latest passenger car models and technologies, to the Indian customers. HCIL has two state-of-the-art manufacturing facilities at Greater Noida, U.P and Tapukara, Distt. Alwar, Rajasthan.

The company's product range includes Honda Brio, Honda Amaze, Honda Mobilio, Honda City and Honda CR-V. Honda's models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency. The company has a strong sales and distribution network with 200 facilities in 130 cities spread across the country.

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