



## Honda Cars India registered growth of 123% in February' 14

### 4<sup>th</sup> Generation Honda City receives tremendous response, Deliveries begin for Petrol City

**1<sup>st</sup> March, 2014:** Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, recorded a **monthly domestic sales of 14,543 units in February 2014** registering a **growth of 123%** owing to the success of the all new Honda City and strong sales momentum for Honda Amaze. The company sold **6510 units** in the corresponding month last year.

Expressing delight on the company's performance **Mr. Jnaneswar Sen, Sr. Vice President – Marketing & Sales, Honda Cars India Ltd. said**, "We are happy to see the huge demand for the all new Honda City which has gained the leadership position in its segment from the first month itself. The deliveries for the Petrol City have begun from February and with both our car manufacturing plants in operation, it will aid in quick delivery of cars and cater to the strong demand from our customers. The excise duty reduction announced during Interim budget last month has made all our cars even more attractively priced for our customers."

HCIL registered an overall growth of **83%** in **Apr'13 – Feb'14** with **115,913 units** as against **63,439 units** during the corresponding period last year.

HCIL also **exported** a total volume of **252 units** during February 2014.

<b>Model wise sales break-up for February 2014:</b>	
Brio	1235
Amaze	6030
City	7213
CRV	65
<b>Domestic Total</b>	<b>14543</b>
Exports	252
<b>Grand Total</b>	<b>14795</b>

### 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.



**HONDA**

The company's product range includes Honda Brio, Honda Amaze, 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 165 facilities in 105 cities spread across the country.

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