



Honda Cars India achieves highest ever monthly sales of 15714 units in January 2014

The newly launched Honda City clocks 7184 units in the first month of its launch

1st February, 2014: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, recorded its highest ever monthly sales with **15714 units** in January 2014 registering a growth of 188%, riding on the success of the newly launched all new Honda City. The company sold 5451 **units** in the corresponding month last year

The Jan'14 sales result reflects a strong growth over the past few months attributed to the enormous consumer response to the Honda Amaze and the all new Honda City.

Expressing delight on the company's performance **Mr. Jnaneswar Sen, Sr. Vice President – Marketing & Sales, Honda Cars India Ltd. said**, "We have started the year on a positive note. We have received an overwhelming response to all new Honda City and the Honda Amaze continues to do strong sales. We would like to thank our customers for their constant support in achieving our highest ever monthly sales."

HCIL also exported a total volume of 88 **units** during January 2014.

The company also achieved the milestone of crossing 1 lac units sales for the first time during the current financial year. It sold 101370 units in Apr'13– Jan 14 period registering a growth of 78% .The company's sales for the corresponding period last year was at 56929 units.

Model wise sales break-up for January 2014:	
Brio	1015
Amaze	7398
City	7184
CRV	117
Domestic Total	15714
Exports	88
Grand Total	15802

**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 City and Honda CR-V which are produced and assembled at the Greater Noida facility. 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 161 facilities in 102 cities spread across the country.

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