



## PRESS INFORMATION

### **Honda Cars India Ltd. registers 23% growth in sales in January 2019**

**New Delhi, February 1<sup>st</sup>, 2019:** Honda Cars India Ltd. (HCIL), leading manufacturer of passenger cars in India, registered a **growth of 23%** with **monthly domestic sales of 18,261 units** in **January 2019** against **14,838 units** in the corresponding month in 2018.

HCIL also **exported** a total of **200 units in January 2019**.

During the ongoing financial year, the company has registered a **cumulative growth of 5.7%**, selling **153,058 units during Apr'18 - Jan'19**, against **144,802 units** in the corresponding period last year.

**Mr. Rajesh Goel, Senior Vice President and Director, Sales and Marketing, Honda Cars India Ltd said,** *"HCIL sales efforts backed by excellent support from dealers, helped us achieve the sales growth of 23% in January. Responding to the tepid market situation with extensive marketing efforts including on-ground activations focusing on Tier 2&3 markets, drove sales of all Honda models in the month."* *"With additional benefits in Direct Taxes announced in today's Interim Budget, we expect the consumer sentiment to improve in the coming months," he added.*

#### **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 Jazz, Honda Amaze, Honda City, Honda WR-V, Honda BR-V and Honda CR-V – which are manufactured in India. The Accord Hybrid is being sold as a completely build unit imported from Thailand. 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 350 facilities in 239 cities across spread across the country.



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