



PRESS INFORMATION

Honda Cars India reaches milestone of 1.5 Million happy customers in India

New Delhi, September 9, 2018: Honda Cars India Ltd, leading manufacturer of passenger cars in India today announced reaching a significant milestone of achieving 1.5 million satisfied customers in India.

Honda entered the Indian car market with its premium sedan Honda City in year 1998 and the model has been the largest contributor to the company's cumulative sales followed by the compact family sedan Amaze and premium hatchback Honda Jazz as the next two contributing models. With a rich product portfolio of 8 models in various segments, 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 of 341 facilities in 231 cities across the country.

With first car sold in January 1998, HCIL reached the first 5 Lakh sales milestone in March 2012 (14 years 3 months). The journey to the next 5 lakh sales (cumulative 10 lakh) was much quicker in October 2015 (3 years 7 months) and the latest 5 lakhs (cumulative 15 lakh) have been the fastest in just 34 months.

Speaking about this achievement of HCIL in India, **Mr. Rajesh Goel, Sr Vice President & Director, Honda Cars India Ltd** said, *"Reaching 1.5 million milestone is a proud moment for all of us at Honda Cars India Limited. This has been a phenomenal journey and at this juncture, I would like to thank all our customers, dealer partners and our supplier chain for their immense support and belief in the Honda brand. The success in the Indian market is strongly associated with Honda's advanced design and technology, reliability, durability and fuel-efficiency that characterizes our DNA. I would like to reiterate our commitment to all our customers in India offering them the best of technology, product and services."*

HCIL has been maintaining strong sales momentum in the current fiscal year and has sold 79,599 units during April – Aug 2018 with a cumulative growth of over 9% as against 73,012 units in the corresponding period April – August 2017.



Honda Cars India Limited journey in India to 1.5 million cumulative sales in India and beyond:

Cumulative sales Milestone	Timeline for Achievement
First introduction	January 1998
500,000 Sales	March 2012
10,00,000 Sales	October 2015
15,00,000 Sales and counting	August 2018

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 341 facilities in 231 cities across spread across the country.

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