



Honda Cars India releases first episode of new web series “Discover Amazing India in Honda Amaze” with Chetan Bhagat

New Delhi, December 23, 2014: Honda Cars India Ltd, leading manufacturer of premium cars in India, today released the first episode of “**Discover Amazing India in Honda Amaze**” - a web series with renowned Indian author Chetan Bhagat. The web series features exploring some of the beautiful and amazing places in India. The first episode of the web series features Chetan Bhagat visiting the unexplored Holy Rosary Church at Shettihalli village in Hassan district of Karnataka which is submerged in water of the Hemavathy River. The church was submerged during the construction of the Hemavathy Reservoir at Gorur, Karnataka 20 years back. The church emerges out of water every summer when it becomes accessible. Despite being submerged in water for long durations in last 20 years, some parts of the church are still intact and have become an emerging tourist attraction. Locals celebrate the re-emergence of church with a feast in the month of April every year. The web series will try to identify some similar unexplored locations in the country while travelling in Honda Amaze.

Talking about his unique association with an automobile company, Chetan Bhagat said, “It is very exciting to associate with Honda Cars India and getting to drive to amazing places, which are hidden jewels in this wondrous country, through this campaign. The concept of the web series is very innovative and compelling. I hope to discover some amazing places in this journey with the Honda Amaze.”

Mr. Jnaneswar Sen, Senior Vice President, Marketing and Sales, Honda Cars India Ltd. said, “Digital as a medium has gained significantly in the recent past. Smart phones have given a new dimension to digital browsing as so many users have straight moved from a ‘no internet’ to ‘mobile internet’. Honda has been a very active car brand in the digital space and this new campaign of Honda Amaze will excite and entertain the consumers thoroughly.”

The next three episodes will be developed after identifying amazing locations in India through a contest inviting participation from the viewers. The viewers can nominate an amazing place of their choice which they would like to visit and the reason for their selection. They can submit their entries on official website of Honda Cars India and the Facebook page. The contest for submission of entries is open till 10th January 2015 on www.amazelongestdrive.com .



The three most amazing entries will be selected for the remaining webisodes. These webisodes will feature the winning participant travelling to their selected locations in the Honda Amaze.

“Discover Amazing India in Honda Amaze” is part of HCIL’s “Amazingly Indian” campaign which includes a TV commercial, Guinness World Record winning ‘Longest drive through Amazing India’ and a host of other ATL and BTL activations.

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 206 facilities in 133 cities spread across the country.

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