



## PRESS INFORMATION

### **Honda celebrates Amaze success with release of peppy #HondaAmazeSong**

- Interactive Contest to go live on official Honda Car India – Amaze Song microsite and Social media
- Association with popular online music library Gaana
- Winners stand a chance to win vouchers upto Rs 20,000

**30<sup>th</sup> October, New Delhi:** Honda Cars India Limited today announced the release of peppy #HondaAmazeSong and an interactive contest to celebrate the success of All New Honda Amaze in India with its sales crossing 50,000 units in 5 months. The contest has been rolled out in association with popular online music library 'Gaana' which goes live from 30<sup>th</sup> October 2018 and will be on till 30<sup>th</sup> November 2018 and the winners stand a chance to win gift vouchers upto Rs 20,000.

The lyrics of the #HondaAmazeSong have been penned and music composed by Sameer Uddin and sung by talented singer Abhishek Nailwal. The song can be downloaded for personal collection and caller tune.

The contest is open to all Indian residents, who need to submit video entries of them singing/recreating or dancing to the Amaze sound track on Amaze Song microsite or on their social media handles using #HondaAmazeSong and tagging @HondaCarIndia. The contest will be adjudged by a panel of judges from Honda Cars India, who will select 10 overall winners.

**Mr Makoto Hyoda, Director, Sales and Marketing, Honda Cars India Ltd** said, *'The #HondaAmazeSong is a result of lot of feedback we received on our social media platforms who liked the TV commercial of All New Amaze and wanted a complete song based on the jingle. We are happy to dedicate this song to our customers who have chosen the All New Amaze as their car of choice. The contest gives all the Honda fans a chance to be a part of the Amaze success celebrations.'*

#### **About Honda Cars India Ltd**

Honda Cars India Ltd., (HCIL) leading manufacturer of premium 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 CBU 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.

#### **For further information, please contact:**

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