



PRESS INFORMATION NOTE

HCIL to shift Honda City production to its Tapukara facility

New Delhi, August 05, 2014: Honda Cars India Limited (HCIL), leading manufacturer of premium cars in India, has decided to shift the entire production of the all-new Honda City to its Tapukara plant in Distt. Alwar, Rajasthan, in order to meet the rising demand of its models.

There will be no production of the Honda City in the month of August 2014. The production of Honda City will resume in first week of September 2014.

With the commencement of production of the newly launched mid-size stylish MPV Honda Mobilio at the Greater Noida plant, it was decided to shift the production of Honda City to the Tapukara to be able to cater to the strong demand for all the models. HCIL's Tapukara plant has an installed capacity of 1,20,000 units /annum and is currently running on single shift. It is currently producing the Honda Amaze since February 2014 when the assembly operations began in this plant.

Speaking on this development, Mr. Jnaneswar Sen, Senior Vice President, Marketing and Sales Honda Cars India, said ***“The shift of City production to Tapukara will ensure better availability and timely deliveries of Honda City and the newly launched Mobilio. We have received an overwhelming response to both the City and the Mobilio, and it is necessary to maximise production at both the plants for the benefit of the customer.”***

The 4th generation Honda City has been extremely successful in the Indian market since its launch in January this year and has firmly established itself as the segment leader with more than 50% market share in its segment. The cumulatively sales of Honda City for January - July 2014 period stood at 53,605 units.



HCIL plant in Tapukara is spread over an area of 450 acres. The facility is an integrated manufacturing unit including all functions of Forging, Press Shop, Powertrain shop, Weld shop, Paint shop, Plastic Moulding, Engine assembly, Frame assembly and Engine Testing facility. This plant employs optimum automation for achieving high standards of quality. The plant has best ergonomics, improved operational efficiency and safety while being equally focused on conservation of the environment and efficient use of energy & other natural resources.

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 180 facilities in 115 cities spread across the country.

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