



Honda Cars India to increase prices of its models from April 2017

March 21, 2017: Honda Cars India Ltd. (HCIL) today announced a proposed price increase on its models by upto Rs 10,000. The revised prices will be effective from April 2017.

The prices of the newly launched Honda WR-V will remain unchanged.

Mr. Jnaneswar Sen, Sr Vice President, Marketing and Sales, Honda Cars India Ltd. said, "*Due to the increase in freight charges and input costs, we are forced to consider increasing the car prices for most of our models. The increased price will be effective from first week of April 2017.*"

The company's product range includes Honda Brio, Honda Jazz, Honda Amaze, Honda WR-V, Honda City, Honda BR-V, Honda CR-V and Honda Accord Hybrid.

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 WR-V, Honda Amaze, Honda City, Honda BR-V and the 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 336 facilities in 224 cities across spread across the country.

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