



PRESS RELEASE

Honda Cars India begins car production from its Tapukara plant in Rajasthan

- **Spread over 450 acres with installed production capacity of 1,20,000 units/annum**

Tapukara, Feb 24, 2014: Honda Cars India Limited (HCIL), leading manufacturer of premium cars in India, today started the production of cars from its Tapukara Plant in Distt. Alwar, Rajasthan. Honda Amaze is the first car to roll out from the new plant. The grand ceremony was attended by **Ms. Vasundhara Raje, Hon'ble Chief Minister, Government of Rajasthan** and **Mr. Yasuhisa Kawamura, Minister & Deputy Chief of Mission, Embassy of Japan in India.** The event also witnessed the attendance of Senior officials from Govt. of Rajasthan, Honda senior management and their business partners.

HCIL plant in Tapukara is the **first car manufacturing plant** in the state of Rajasthan. 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 is the culmination of the best manufacturing know-how and practices gathered from Honda's global operations. It employs optimum automation, latest equipment and best layout for achieving high quality, best ergonomics, improved operational efficiency and safety. The plant is highly focused on conservation of the environment and efficient use of energy & other natural resources.

With a cumulative investment of Rs 3526 crores, Tapukara plant currently employs about more than 3200 associates.

The Tapukara plant is the 2nd plant of HCIL which started its Phase I operations in September 2008 with Press Shop and Power Train Unit for engine components. With the start of production of cars in the 2nd plant, HCIL's total installed production capacity has been increased to 240,000 units/ annum in India. During the current fiscal year 2013-14, HCIL set a new record



of crossing 1 lakh unit sales for the first time in a financial year by selling 101,370 units in Apr'13– Jan 14 period registering a growth of 78% over same period last year which is the highest growth among other brands in the industry.

Speaking on the occasion **Mr Yoshiyuki Matsumoto, Managing Officer, Honda Motor Co. Ltd., Japan and Representative of Development, Purchasing and Production in Asia & Oceania Region** said, "India is an important market for Honda and with the beginning of car production at Tapukara plant, we are advancing our commitment to expand Honda's business in India. We are thankful to the Government of Rajasthan for extending all the support to participate in the industrialization of the state." "Through our products and operations, our goal is to make Honda a company that society wants to exist," he added.

Mr Hironori Kanayama, President & CEO, Honda Cars India Ltd. said, "The beginning of car production from our 2nd plant is a significant milestone for HCIL. With overwhelming response to our current models like Honda Amaze & all-new City and promising future line-up, we are ready to cater to the strong demand for Honda cars from our customers in India."

About Tapukara Plant :

- Location - Tapukara Industrial Area, Distt. Alwar, Rajasthan,
- Area – 450 acres
- Installed production capacity – 1,20,000 units /annum
- Employment – Approximately 3200 associates
- Cumulative Investment – Rs. 3526 crores

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 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 162 facilities in 103 cities spread across the country.

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