



## Press Information

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### HSCI resumes normal production at Greater Noida plant

#### Aims to clear current Brio bookings by March 2012

**New Delhi, February 15, 2012** - Honda Siel Cars India Ltd., leading manufacturer of premium cars in India, announced that it has resumed normal production with two shift operations from today. In the wake of disruption in supplies from Thailand, the company had been working under severe production constraints since November 2011.

*"We are delighted to announce that we have resumed two shift operation from today. We will have production of 370 cars per day from today **and from next week** it will ramp up to 440 units per day. We are confident to achieve peak production output in March 2012. We are thankful to our valued customers for their patience and understanding during these challenging times. Honda has been carefully monitoring the part supply process and have taken all the necessary recovery actions to normalize production situation with critical components now being sourced from Japan & China", **Honda Siel Cars India Ltd. Senior Vice-President (Marketing & Sales) Jnaneswar Sen** said.*

*"Our top priority at the moment is to reduce the backlog and closely work with our dealers to ensure prompt deliveries. We are hopeful to clear most of the current Brio bookings within March 2012 and deliver cars to these waiting customers. We will also be launching a comprehensive communication campaign to communicate the Brio availability and increase activities **at dealerships** to enhance touch and feel experience with the car." he further added.*

The production of the new City has already been resumed and more than 1500 units were rolled out in January 2012. The production of Honda Brio is resuming from mid February 2012 while the production of Honda Jazz will start towards the end of February 2012.