



Press Information

Honda Siel Cars India Ltd.'s sales affected by production cuts during November 2011

Thai floods disrupt supply of components

New Delhi, December 1, 2011: In the wake of the recent floods in Thailand, Honda Siel Cars India Ltd. is operating with severe production constraints since the beginning of November 2011, impacting its monthly sales.

Honda Automobile (Thailand) Co., Ltd. (HATC), the Honda automobile production subsidiary in Thailand (headquartered in the Rojana Industrial Park, Ayutthaya province) has suspended its production since October 4, due to flooding of the plant. This has resulted in disruption of the supply of components from Thailand. The parts shortage has affected all the models manufactured in India, but the impact is much more on the Honda Brio, Jazz and City because of their larger volumes.

Mr. Jnaneswar Sen, Sr. Vice President – Marketing & Sales, Honda Siel Cars India said “As announced earlier, the Thailand floods have severely impacted our production in the month of November due to the parts shortage and this is expected to continue in December as well. We regret the inconvenience faced by our customers due to this situation and seek their understanding in the matter. HSCI is making concerted efforts to resume full production as soon as possible.”

The company reported sales of **1,982** units during the month of November 2011.

Model wise sales break-up: Brio: 666; Jazz: 382; City: 652; Civic: 161; Accord: 91; CR-V: 30

About Honda Siel Cars India Ltd

Honda Siel Cars India Ltd., (HSCI) leading manufacturer of passenger cars in India was established in December 1995 as a joint venture between Honda Motor Co. Ltd (Japan) and Siel Limited with a commitment to provide Honda's latest passenger car models and technologies, to the Indian customers.

HSCI's first state-of-the-art manufacturing unit was set up at Greater Noida, U.P in 1997 with an investment of Rs. 450 crore. The total investment made by the company in India till date is Rs. 1620 crores. At present, the company has a capacity of manufacturing 100,000 cars.

HSCI's second manufacturing facility is in Tapukara, Rajasthan. The first phase of this facility was inaugurated in September 2008 and is spread over 600 acres. It has fully operational state of the art, press shop and power train to make body panels and engine components for Brio, Jazz and City. Plant has been awarded with "National Energy Conservation Award" for their efforts in energy conservation in automobile manufacturing sector for the year 2010.

The company's product range includes Honda Brio, Honda Jazz, Honda City, Honda Civic and Honda Accord which are produced at the Greater Noida facility with an indigenization level of 80%, 77%, 76%, 74% and 28% respectively. The CR-V is imported from Japan as Completely Built Units.

Honda's models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency.

The company operates under the stringent standards of ISO 9001 for quality management and ISO 14001 for environment management.

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