



Robust sales yet again for Honda Cars with 11,223 units

Monthly sales growth of 156% in July'13

1 August, 2013: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India reported a sales growth of 156% during July 2013 by selling 11,223 units as against 4,386 units sold during the corresponding month in 2012.

The company sold 40,350 units and posted a cumulative growth of 65% during April – July 2013 as against 24,462 units sold during the same period last year.

HCIL also exported a total volume of 756 units during July 2013.

Commenting on the overwhelming company's performance **Mr. Jnaneswar Sen, Sr. Vice President – Marketing & Sales, Honda Cars India Ltd.** said, "Honda Amaze has clocked its highest monthly sales of 6,515 units during July 2013 and is maintaining very good growth momentum having sold more than 24,000 units since its launch. As a strategic decision, the company plans to start a third shift from November 2013 to reduce the waiting period of the Amaze. The idea is to ensure customer's convenience and amplify production for the overwhelming demand. "

Model wise sales break-up for July 2013	
Brio	2602
Amaze	6515
City	1953
Accord	20
CR-V	133
Domestic Total	11223
Exports	756
Grand Total	11979

**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, Honda Accord and Honda CR-V which are produced and assembled at the Greater Noida facility. 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 of 154 facilities in 98 cities and is further strengthening its after sales network in Tier II and III cities to 162 outlets in 102 cities during 2013 – 14.

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