



HONDA

PRESS INFORMATION

Festive season continues to drive sales for Honda Cars India Ltd.

~Amaze to lead the fleet with sales of 9,564 units in October 2013~

November 1st, 2013: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, reported a sales growth of **39%** during **October 2013** selling **11,214 units** as against 8,085 units sold during the corresponding month in 2012.

HCIL registered an overall growth of **63%** in **April – October’13** with **70,831 units** as against 43,525 units during the corresponding period last year.

The company also exported a total volume of **365 units** in the month of **October 2013**.

Commenting on the company’s performance, **Mr. Jnaneswar Sen, Sr. Vice-President – Marketing & Sales, Honda Cars India Ltd**, said, “On the happy occasion of Diwali, we would like to thank our customers for making Amaze as the best selling model for HCIL which has registered its highest monthly sales of 9,564 units during October 2013. Adding to the excitement of this festive season and to offer greater convenience to our customers, HCIL is starting 3rd shift for production in our Greater Noida plant from this month to reduce waiting period and aid in quick delivery of cars.”

Model wise sales break-up for October 2013:

Brio	1472
Amaze	9564
City	31
Accord	60
CR-V	87
Domestic Total	11214
Exports	365
Grand Total	11579



HONDA

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 157 facilities in 100 cities and is further strengthening its after sales network in Tier II and III cities to 162 outlets in 102 cities by the end of 2013 – 14.

For further information please contact:

Saba Khan
Honda Cars India Limited
0120- 2341313
saba@hondacarindia.com

Ujjwal Bakshi/Akansha Verma
Perfect Relations
+91-9810707044/9711682099
ubakshi@perfectrelations.com/averma@perfectrelations.com