



## Press Information

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### **Honda Siel Cars India Ltd. registers an impressive growth of 83% in February 2012**

#### ***Strong demand for the New City***

**New Delhi, March 1, 2012:** Honda Siel Cars India Ltd. (HSCI), leading manufacturer of premium cars in India, registered a remarkable growth of **83%** in February 2012. The company reported robust sales of **8,856 units** in the month of February 2012 as against **4,843 units** in the corresponding month last year backed by strong demand for the new City which posted a growth of **65%** during this month.

**Mr. Jnaneswar Sen, Sr. Vice President – Sales & Marketing, Honda Siel Cars India** said *“February month has been very exciting as well as rewarding for us. With normal production resuming in our Greater Noida plant from middle of last month, we are working towards normalizing the supplies and cater to the growing demand of our cars. Our sales in February have been very impressive and reflect customer trust and confidence in our product and services. The Honda Brio and New City have received an overwhelming response from the market and we are positive that the growth momentum will continue in the coming months with increased demand for all our products.”*

#### **Model wise sales break-up:**

Brio	2046
Jazz	356
City	6052
Civic	208
Accord	94
CRV	100

#### **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 450 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 has a strong sales and distribution network spread across the country. The network includes 135 facilities in 84 cities. HSCI dealerships are based on the "3S Facility" (Sales, Service, Spares) format, offering complete range of services to its customers.

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

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