



## Press Information

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### **Honda India's sales affected by production cuts during January 2012**

#### **Production to reach peak output from March 2012**

**New Delhi, February 1, 2012:** The disruption in supply of components due to the Thailand Floods continues to affect the production at Honda Siel Cars India Ltd. impacting its sales in the month of January 2012. HSCI has been operating under severe production constraints since November 2011 due to the shortage of components.

**Mr. Jnaneswar Sen, Sr. Vice President – Marketing & Sales, Honda Siel Cars India Ltd.** said “Our production for the month of January was curtailed due to the recent impact of the Thailand floods. Further to our efforts, we have managed to source the crucial components from alternative locations and have already resumed the production of New City. The production of Brio and Jazz will start from February and we are confident we will achieve peak production output by March 2012.”

The company reported sales of **1,784** units during the month of January 2012.

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

Brio	0
Jazz	0
City	1503
Civic	176
Accord	98
CRV	7

#### **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 has a strong sales and distribution network spread across the country. The network includes 135 facilities in 83 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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