



Press Information

Honda Siel Cars India registers highest ever monthly sales of 11016 units in March 2012 ~ Record growth of 208%~

New Delhi, April 1, 2012: Honda Siel Cars India (HSCI) Ltd., leading manufacturer of premium cars in India, recorded its highest ever monthly sales in March 2012. The company sold **11,016** units in March 2012 as against **3,576** units sold during the corresponding month last year registering a **growth of 208%**.

Expressing delight over the company's performance **Mr Jnaneswar Sen, Sr. Vice President – Sales & Marketing, Honda Siel Cars India Ltd.** said, *"Our sales performance in the month of March has been very impressive and is a testimony to our customer's trust and confidence in our product and services. Brio has emerged as an exemplary performer and this steady increase in the sales signifies the success of our models launched recently. This month, our focus was on production of Brio so as to maximize delivery of Brio to all our waiting customers. We are confident that we would continue this performance in the new financial year and Brio and new City will propel growth for Honda in the near future."*

The cumulative sales of the company during the Financial Year period April'11 – Mar' 12 was 54,427 units as against 59,463 units sold in Apr'10 – Mar '11. Owing to the Tsunami in Japan and floods in Thailand, Honda Siel Cars India was going through production cut at its Greater Noida plant during the year 2011.

Sales and Distribution Network

Honda Siel Cars India Ltd. expanded its sales and distribution network across the country during the fiscal year 2011–12 to 135 facilities in 83 cities.

Model wise sales break-up for March 2012:

Brio	6355
Jazz	535
City	3920
Civic	104
Accord	101
CRV	01

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 an installed capacity of 100,000 cars. HSCI's second manufacturing facility is in Tapukara, Rajasthan.

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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