



HCIL kicks off 'The Great Honda Fest'

- ***Exclusive Festive Delight for New Honda Car Buyers***
- ***Exciting offers & exotic trip to London and Paris for winners***

New Delhi, September 1, 2018: Honda Cars India Ltd., leading manufacturer of passenger cars in India, today announced its annual celebration '**The Great Honda Fest**' for all customers who plan to buy new Honda cars this festive season. The promotion will run across all Honda dealerships from September 1st- November 7th, 2018. Customers can avail **exciting offers** and a chance to win a fully paid trip to **London and Paris***.

Speaking about the exciting offer, Mr. Rajesh Goel, Sr. Vice President & Director, Sales & Marketing, Honda Cars India Ltd, said, *"To add to the festive galore this season, we are happy to delight our valued customers with exciting offers. We would like to invite all customers to be a part of the 'Great Honda Fest' celebration and this is the best time to own a Honda car".*

To participate in 'The Great Honda Fest', the customers would need to register at the HCIL website www.hondacarindia.com within the specified period post the purchase of their Honda car. The contest is more exciting with monthly lucky draws along with a grand prize of a fully paid trip for winners to London and Paris*. The offer will be valid for customers who have bought any Honda car between September 1st- November 7th, 2018 and have the received the delivery till November 30th, 2018. The selection of winners will be through random computer selection, from the valid entries received for the contest under the supervision of appointed auditors.

** Terms and Conditions apply*

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 Jazz, Honda Amaze, Honda City, Honda WR-V, Honda BR-V and Honda CR-V – which are manufactured in India. The Accord Hybrid is being sold as a completely build unit imported from Thailand. 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 with 341 facilities in 241 cities across spread across the country.

For further information, please contact:

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