



Maharaja of Indian Roads: A Brand Story

Hindustan Motors Limited



Simple! Authentic! Timeless!

Ride with Pride

History

Hindustan Motors Limited is the ancestor to all automobile manufacturing companies of India. It was established in 1942 before India's independence. It was a flagship company of C.K. Birla group. Originally the company had a small assembling plant at Port Okha, Gujarat. Main purpose was to reduce transportation costs because all parts were imported from foreign companies. Later it was shifted to Uttarpara, West Bengal due to cheaper raw materials and low labor cost. This later resulted in one of the most successful motor cars of India, the ambassador.

Hindustan Motors manufactured the Ambassador and Landmaster motorcars (based on 1956 Morris Oxford series III), both immensely popular Indian automobiles, from 1957–2014.

One of the original three car manufacturers in India, founded in 1942 by Mr. B.M. Birla, it was a leader in car sales until the 1980s, when the industry was opened up from protection. All through its history, the company has depended on government patronage for its sales and for survival by eliminating competition.

Evolution of Logo



The logo from its initial days to now is what one can say 'simple', but 'iconic'.

The TM is registered under the category of device mark under 12 category.

There is one difference and similarity as well in respect to the evolution of the logo of Hindustan Motors between the previous and the recent one.

The former and the latter logos have written Hindustan Motors in bold capital form and the short form of HM alongside. But the older logos do not have any color combinations or any design formation in the words. Wherein the latest logo, comprises a combination of yellow, dark blue and white color combination and the way 'HM' is written is also more modern and unique.

Evolution of India's pride



From being the 'lal peeli' gaadi to the 'lal batti' gaadi, the Ambassador was a true beacon of Indian indigenous automotive manufacturing. It was also recognized as a symbol of Swadeshi for the two following reasons, firstly it was entirely manufactured in India and lastly the Hindustan Motors was owned by the Birlas, an industrial house which played an active role in India's freedom movement.

It was in 2014 that Hindustan Motors finally ended the production of Ambassador, following a failed attempt at re-branding the car in a more compact and swanky version titled 'Amby'.

Hindustan Motors currently does not own any trademark registrations related to the word 'Ambassador'. The earlier mark owned by HM was not renewed, and applications for the new mark bearing numbers 2803570 and 2803571 have been advertised with the opposition period getting over on February 9, 2017 and February 9, 2016 respectively and no opposition have been filed against the same. While the brand name awaits its revival, the iconic Ambassador brand (including its trademarks) was sold for a sum equal to Rs.80 crore.

India's - Desi Muscle Car

The Contessa or Conti was the country's first luxury sedan. It was a 'foreign-looking' stylish car that Indians craved for and especially those Indians who were stuck with domestic choices of a big, fat Ambassador or a basic Premier Padmini. But this was an affordable desi car with videshi pretensions.

Based on Vauxhall cars, the Contessa was Hindustan Motors' more upmarket alternative to the Ambassador at the turn of the last century. The sedan was introduced in the 1980 and was continued till the 2000s.

The first application for the CONTESSA trademark was made in 1983. It can be observed that the first wordmark of CONTESSA is very modest as only bold and capital letters are there.

Making a comeback?

If recent TM applications are to be believed, then YES! The iconic Indian sedan is on its way back to the market as the company has executed a brand transfer agreement with SG Corporate Mobility Pvt Ltd on June 16, 2022 for the transfer of the Contessa brand, including the trademarks having application number and certain related rights of the brand, Hindustan Motors. The transfer of the brand shall be effective upon fulfillment of the terms and conditions as prescribed in the agreement. Hindustan Motors have recently trademarked the iconic 'Contessa' name.

APPLIED FOR CONTESSA	APPLICATION NO 405579	CLASS 12,	N.A.
STATUS Registered		TYPE Word Mark	
APPLICATION DATE 17-05-1983	DATE OF USAGE Proposed	VALID UPTO 17-05-1990	
PROPRIETOR Hindustan Motors Limited Address: 9/1, r. n. mukherjee road, calcutta - 700 001, west bengal, india.,			OPPOSITIONS 0
GOODS AND SERVICE DETAILS [CLASS : 12] MOTOR LAND VEHICLES AND PARTS THEREOF INCLUDED IN CLASS 12.			

10. CONTESSA - 5372807			
APPLIED FOR CONTESSA	APPLICATION NO 5372807	CLASS 12,	N.A.
STATUS Accepted & Advertised		TYPE Word Mark	
APPLICATION DATE 16-03-2022	DATE OF USAGE Proposed	VALID UPTO N.A.	
PROPRIETOR Hindustan Motors Limited Address: Birla building, 14th floor, 9/1, r n mukherjee road, kolkata- 700 001,			OPPOSITIONS 0
GOODS AND SERVICE DETAILS [CLASS : 12] Vehicles for land transport.			

Book your Contessa today

Hindustan Motors Limited have launched the Contessa through their dealer network.

In order to ensure fair and equitable distribution to genuine customers the procedure for order booking by the dealers is given here

In order to avoid long delay in owning a Contessa, please book your order early

Price : Rs 83,437.50

The price mentioned above is ex-factory including excise duty and does not include central or state sales tax. Octroi, other taxes, transit insurance and transportation charges, as applicable, are chargeable extra. The price quoted herein is subject to change without notice.

Advance

To meet genuine requirements, orders will be booked by HM dealers against an advance of Rs.15,000/- (Rupees Fifteen Thousand) only by a Demand Draft in favour of HINDUSTAN MOTORS LIMITED payable at Calcutta on a scheduled bank which will be adjusted against the value of the car. The advance money will carry simple interest @ 13% per annum — subject to deduction of Income Tax if applicable.



Hindustan Motors Limited
/1, R.N. Mukherjee Road, Calcutta 700 001

Contessa
HINDUSTAN MOTORS
For detailed terms contact your nearest HM dealer.