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Honda Production Affected, Output Cut



Honda has shut down production of the City and Brio in India, citing supply constraints from Thailand. The company has also cut down output of the Jazz and is looking at China and Japan to normalize supplies for production. December could be a bad month for Honda as far as sales go, since the company will produce only 5% of what it usually does. This 5% is being done to keep the plant running and the human resources engaged. Honda produces around 6000 units every month and the City and Brio account for a major chunk of the company's sales in India. Bookings for the Jazz have been halted temporarily and customers of the Brio have been informed about the delay in delivery. The launch of the City facelift looks skeptical next month.

"We are looking at China and Japan very keenly. We hope to firm up things soon and return to normalcy in the coming months, though nothing can be confirmed as of now," Jnaneswar Sen, senior vice-president, Honda India, said.



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