

# Introduction

Vision Motors Pvt Ltd (operating as **Vision Honda**) stands as one of Kerala's foremost and most trusted Honda car dealership networks. With a deep commitment to customer satisfaction and automotive excellence, we offer comprehensive sales, service, and ownership experiences across the state. Our network of 8 strategically located branches ensures that owning and maintaining a Honda is seamless and convenient, no matter where you are in Kerala.

Powered by Honda's global reputation for quality and innovation, Vision Honda bridges international standards with localized service, delivering a premium automobile experience to Kerala's discerning customers.

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## Company Profile

### Basic Information

- **Name:** Vision Motors Pvt Ltd (Vision Honda)
- **Industry:** Automobile Retail & Service (Authorized Honda Passenger Cars)
- **Headquarters / Key Office:** Ernakulam, Kerala, India
- **Network:** 8 branches across Kerala
- **Established / Expansion Timeline:**
  - First Honda dealership in Kottayam in 2009
  - Expanded to Thrissur (Trichur) in 2011, Pathanamthitta in 2014
  - In January 2016, launched dealership in Calicut, and in February 2016 acquired two existing dealerships in Ernakulam & Muvattupuzha
- **Recognition:**
  - Elite Diamond Circle of Excellence (2018–19)
  - Prestige Gold Dealership (2022–23)
  - Supreme Sapphire Dealership Award (2023–24)
- **Scale & Workforce:**
  - One of the largest authorized Honda passenger-car dealers in South India, and the largest in Kerala
  - Over 600+ employees

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## Branches & Reach

Vision Honda's network spans across Kerala, allowing broad geographical presence to serve customers across districts. Some of the key branches include:

Branch / Location	Highlights / Contact Info
<b>Aluva (Ernakulam District)</b>	Located at Door No. 15/440, NH 66, Muttom, Aluva.

Branch / Location	Highlights / Contact Info
<b>Palarivattom (Kochi / Ernakulam)</b>	Showroom & service operations at NH Bypass, Palarivattom.
<b>Kakkanad (Ernakulam)</b>	Branch at Athani, Kakkanad.
<b>Mallassery (Pathanamthitta District)</b>	Kumbazha Konni Road, Mallassery.
<b>Thiruvalla (Pathanamthitta / Pathanamthitta-adjacent region)</b>	Kalloorthazhchayil Building, MC Road, Thiruvalla
<b>Perumbavoor</b>	Joy Towers, SH 1, MC Road, Vattakattupady, Perumbavoor
<b>Ollukkara (Thrissur District)</b>	At No. 6/627/2, NH-4 Bypass, Mannuthy Junction, Ollukkara.
<b>Kozhikode (West Hill branch)</b>	Near Passport Seva Kendra, Chungam, Kozhikode

These branches cover key districts, improving accessibility for customers across Kerala.

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## Core Services & Capabilities

Vision Honda goes beyond being just a dealership; it positions itself as a full-service partner throughout the Honda ownership lifecycle. Its core offerings include:

- 1. New Car Sales**
  - Display and sale of latest Honda models (e.g. City, Amaze, Elevate)
  - Financing and insurance facilitation, including seamless insurance services through Honda Insurance with near cashless accident repairs
- 2. Certified Pre-Owned / Exchange Cars**
  - Rigorously quality-checked second-hand Honda cars, with assurances of reliability and transparency
- 3. After-Sales Service & Maintenance**
  - Full range of service operations including routine maintenance, repairs, genuine parts & lubricants, and body shop / accident repair work
  - Speedy roadside assistance and breakdown support
- 4. Spare Parts & Accessories**
  - Supply and installation of genuine Honda parts and approved accessories to maintain performance and warranty compliance
- 5. Customer Experience & Support**
  - Dedicated sales & service helplines (Sales: +91 9745 364 367, Service: +91 97786 50649)
  - Commitment to transparency, timely delivery and responsiveness as reflected in customer testimonials

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# Vision, Mission & Values

## Vision

To be the most trusted and customer-centric Honda dealership network in Kerala — delivering superior value, unmatched service, and seamless ownership journeys.

## Mission

- Provide customers access to top-tier Honda vehicles and services through convenient locations, modern infrastructure, and expert teams
- Deliver consistent, high-quality after-sales support and genuine parts to maximize vehicle performance and longevity
- Foster strong long-term relationships with customers built on trust, transparency, and respect
- Continuously innovate processes, systems and offerings to keep pace with industry standards and customer expectations

## Values

- **Customer First** — Understanding and meeting the needs of each customer
- **Integrity & Transparency** — Clear, honest dealings at every touchpoint
- **Professionalism & Excellence** — Upholding high standards in service, infrastructure, and staff competence
- **Innovation & Adaptability** — Evolving with technology and market trends to stay relevant