



PRESS INFORMATION

Honda Cars India rings in the festivities with The Great Honda Fest

New Delhi, October 09, 2020: Honda Cars India Limited (HCIL), leading manufacturer of premium cars in India, announced its annual festive celebration '**The Great Honda Fest**' for all customers who plan to buy new cars this festive season. As part of the festival promotions, HCIL is providing **many exciting offers on its models** which can be availed at all authorised Honda dealership across India and are valid till October 31st, 2020.

Sharing his thoughts on the exciting offers, **Mr. Rajesh Goel, Senior Vice President & Director, Marketing & Sales, Honda Cars India Ltd**, said, *"In order to make this festive season more rewarding and enjoyable for our customers during these tough times, we have rolled out super exciting offers on our cars this month as part of our Great Honda Fest, making it the best time for buying cars. During the COVID health crisis, when there is an enhanced need for personal mobility, I am sure our customers will find these benefits appealing and it will propel demand for new cars. In order to support easy buying options for our customers, smart financing options have been developed with several finance partners offering long tenure and easy EMI options."*

BRAND	OFFER
Honda Amaze	Up to INR 47,000
5 th Gen Honda City	Up to INR 30,000
Honda Jazz	Up to INR 40,000
Honda WR-V	Up to INR 40,000
Honda Civic	Up to INR 2,50,000

These offers to customers are in form of Cash Discounts, Extended Warranty and Honda Care Maintenance programme on new car purchase. There are additional benefits for existing Honda customers including Loyalty Bonus and Special Exchange benefits who trade in their old Honda car.

The company has also tied up with multiple banks and financial institutions to assist the customers by offering them up to 100 per cent on-road financing, low EMI packages and long-tenure loans.

For more information, customers can visit <https://www.hondacarindia.com/offers>



About Honda Cars India Ltd.

Honda Cars India Ltd. (HCIL), a leading manufacturer of premium 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 at Tapukara, Distt. Alwar, Rajasthan.

The company's product range includes Honda Jazz, Honda Amaze, Honda WR-V, Honda City, Honda Civic and Honda CR-V, which are manufactured in India. Honda's models are strongly associated with advanced design and technology, apart from their established qualities of durability, reliability and fuel-efficiency.

For further information, please contact:

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