



## PRESS INFORMATION

### **Honda Cars India ties up with IndusInd Bank to offer lucrative financing schemes ahead of festive season**

**New Delhi, 31<sup>st</sup> August 2021:** Honda Cars India Limited (HCIL), leading manufacturer of premium cars in India has partnered with IndusInd Bank to offer a gamut of convenient, affordable and personalized finance schemes for its customers, addressing their varied financing and payment needs. The partnership will facilitate customers to avail custom-built financing solutions on purchase of Honda Amaze and Honda City such as Low EMI, Flexi term, upto 100% ex showroom funding and customised schemes for specific customer groups like Farmers etc.

Considering the auspicious festive period ahead of us, HCIL has tied up with multiple financiers including PSU Banks, Retail Financiers and NBFCs, with a keen focus on semi-urban and rural regions, to offer competitive interest rates and flexible repayment options to enhance customer convenience during their car purchase. Special schemes have also been offered to make this buying season even more attractive and rewarding. These schemes will offer easy to buy options for customers in the prevailing COVID scenario, where more and more customers are opting for personal mobility to keep themselves safe and healthy.

Commenting on this partnership and roll out of special schemes, **Mr Rajesh Goel, Senior Vice President & Director, Marketing & Sales, Honda Cars India Limited**, said, *"The partnership with IndusInd Bank is an extension of our efforts towards making personal mobility more accessible and affordable to diverse set of customers, both salaried and self employed. We anticipate increased demand during festive period, and with this partnership we will be offering easy, hassle – free and personalised financing solutions designed to encourage purchase and elevate car ownership experience."* He further added *"Leveraging IndusInd Bank's wide network of distribution points and branches, we will be increasing our reach and penetration across the country while making the brand interaction and purchase process much easier for customers."*

Speaking about the partnership, **Mr. S. V. Parthasarathy, Head – Consumer Finance Division, IndusInd Bank**, said, *"We are proud and excited to be partner with Honda Cars India. With this, our customers will have a seamless journey towards financing and ultimately driving their dream cars."* Elaborating further on the partnership, **Mr. T.A.Rajagoppalan, Executive Vice President, IndusInd Bank**, said, *"Our association with Honda Cars India will further enrich customer experience and aid the journey to purchase their dream cars with our pocket-friendly financial schemes, warm customer service and extensive market*



*knowledge. These lucrative and customized financial schemes can be availed by all customers through an easy documentation process followed by our network pan-India.”*

#### **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 passenger car models and technologies, to the Indian customers. HCIL's corporate office is based in Greater Noida, UP and its state-of-the-art manufacturing facility is located at Tapukara, District. Alwar, Rajasthan.

The company's product range include Honda Jazz, Honda Amaze, Honda WR-V, and Honda City catering to diverse needs of its discerning buyers across different segments. Honda's models are strongly associated with advanced design and technology, apart from their established qualities of durability, reliability, safety and fuel-efficiency. The company has a strong sales and distribution network spread across the country.

Besides the new car business, Honda offers one stop solution for buying and selling pre-owned cars through its business function Honda Auto Terrace. The Honda Certified Pre-owned cars come with an assurance of quality and peace of mind that caters to the diverse and burgeoning needs of pre-owned car buyers across the country.

#### **About IndusInd Bank**

IndusInd Bank, which commenced operations in 1994, caters to the needs of both consumer and corporate customers. Its technology platform supports multi-channel delivery capabilities. As on March 31, 2021, IndusInd Bank has 2,015 Branches/ Banking Outlet and 2,872 ATMs spread across geographical locations of the country. The Bank also has representative offices in London, Dubai and Abu Dhabi. The Bank believes in driving its business through technology. It enjoys clearing bank status for both major stock exchanges - BSE and NSE - and major commodity exchanges in the country, including MCX, NCDEX and NMCE. IndusInd Bank was included in the NIFTY 50 benchmark index on April 1, 2013.

#### **Domestic Rating:**

- CRISIL AA + for Infrastructure Bonds programme
- CRISIL AA for Additional Tier I Bonds programme
- CRISIL A1+ for certificate of deposit programme / short term FD programme
- IND AA+ for Senior bonds programme by India Ratings and Research
- IND AA for Additional Tier I Bonds programme by India Ratings and Research
- IND A1+ for Short Term Debt Instruments by India Ratings and Research

#### **For further information, please contact:**

<b>Honda Cars India Ltd</b> Saba Khan <a href="mailto:saba@hondacarindia.com">saba@hondacarindia.com</a> Vivek Anand Singh; <a href="mailto:vasingh@hondacarindia.com">vasingh@hondacarindia.com</a>	<b>AvianWE</b> Dhirendra Negi, M:9818628096, E-mail: <a href="mailto:dhirendra@avianwe.com">dhirendra@avianwe.com</a> Akshaye Chopra,
---	---



	M: 9915855064, E-mail ID: <a href="mailto:akshaye@avianwe.com">akshaye@avianwe.com</a>
--	---