



PRESS INFORMATION

Honda announces festival delight for its customers with 'The Great Honda Fest'

New Delhi, 6 October 2021: Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today rolled out its festive offers under 'The Great Honda Fest' for its customers across India at the onset of the auspicious period of 'Navratri'. During these festive promotions, customer can avail a host of attractive offers while purchasing their favourite Honda car across all authorised Honda dealerships till October 31, 2021.

Commenting on the exciting offers, **Mr. Rajesh Goel, Sr. Vice President and Director, Marketing & Sales, Honda Cars India Ltd.** said, *"Festivals give us a reason to celebrate and always have a special place in our lives. This festive season we are delighted to provide exciting offers and promotions for our entire Honda product line to make car purchase more rewarding bringing the much-needed joy during these times."* He further added, *"The improvement in consumer sentiment and the current sales momentum have proven that there is a good demand for our products in the market. We are hopeful that festive fervor will give the necessary boost to the overall auto industry."*

BRAND	Offers
5 th Generation Honda City	Upto INR 53,500
4 th Generation Honda City	Upto INR 22,000
New Honda Amaze	Upto INR 18,000
New Honda WR-V	Upto INR 40,100
New Honda Jazz	Upto INR 45,900

These special offers for customers will be in form of Cash Discounts, Accessories, Loyalty bonus and special Exchange benefits. The company has also tied up with 17 banks and financial institutions to assist the customers by offering them over 50 attractive and affordable finance schemes for on-road financing with low Rate of Interest, low EMI packages, special moratorium schemes and long tenure loans.

For more information on festive offers, 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 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.

For further information, please contact:

Honda Cars India Ltd Saba Khan saba@hondacarindia.com Vivek Anand Singh; vasingh@hondacarindia.com	AvianWE Dhirendra Negi, M:9818628096, E-mail: dhirendra@avianwe.com Akshaye Chopra, M: 9915855064, E-mail ID: akshaye@avianwe.com
---	--