



PRESS INFORMATION

Honda Cars India introduces 'Honda from Home' Online Booking Platform

- Seamless and Secure Online Car Booking experience in 5 easy steps
- Comprehensive and Easy to access Product & Dealer information with multiple payment options
- Customers can conveniently book their Honda car from the comfort of their homes

New Delhi, April 27, 2020: In its endeavor to offer a convenient purchase experience to its customers, Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today announced its '**Honda from Home**' online booking platform through its corporate website <https://www.hondacarindia.com/honda-from-home>. With this digital solution, backed by robust sales process of the dealership, customers can manage their car purchase from the comfort of their homes without having to visit the dealership.

The platform allows customers to browse through the product options, select their preferred dealership and proceed to book their car online. Designed to simplify the booking process by offering round-the-clock access from any location, this digital booking platform will soon integrate HCIL's pan-India dealerships.

Mr. Rajesh Goel, Senior Vice President and Director, Sales and Marketing, Honda Cars India Ltd said, *"At Honda, providing 'Joy of Buying' to our customers is at the core of our corporate philosophy. Our newly introduced 'Honda from Home' facility offers a simplified and secure booking experience for the ever-evolving digital consumer who makes his purchase decisions online. Customers can now conveniently book their Honda car from the comfort of their homes. This platform is part of Honda's digitalization efforts in car retail experience that not only drives convenience but also efficiency."*

5 easy steps for 'Honda from Home'

Step 1: Log on to www.hondacarindia.com

Step 2: Select a model

Step 3: Select your dealership

Step 4: Share your details

Step 5: Pay and Book Online

Customers can now book their car online by following a simple process:

Interested customers can visit the Honda Cars India's website and select **Book Now** option. After customer information validation, they can select the car model of their choice along with its variant/fuel type, transmission (AT/MT) and colour. Customers can then select their city and dealership where they intend to make the purchase. After verifying the information summary page, the customer can proceed to the payment gateway, choose a payment option and book online. A booking confirmation id is generated which is sent to the customer via SMS/ Email and the selected dealer receives the customer details including booking id. The next stage involves a sales executive - from the chosen HCIL dealership - who will contact the customer to work out further documentation and discuss finance or payment options. Once the formalities regarding documentation and payment are done, the car will be home-delivered to the customer at a later date.

**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. The company has a strong sales and service network with 375 facilities in 263 cities across spread across the country.

For further information, please contact:

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