



HONDA

PRESS INFORMATION

**HCIL expands its 'Honda from Home' online platform
Facilitates Online Car Buying experience**

- Car Buying Journey in 6 easy steps from the comfort of home
- Comprehensive one stop digital solution from Search till Delivery

New Delhi, 12th October, 2020: After the success of its online car booking platform, Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, today announced the launch of its comprehensive online car buying platform of 'Honda from Home' to offer an extremely convenient, safe and secure car buying experience to its customers. With the new Online Retail Platform, backed by robust sales process of the dealership, customers can complete their car buying journey in 6 easy steps from the comfort of their homes, without having to visit the dealership. The company had launched the first phase of 'Honda from Home' platform with the start of Online Booking in end of April'20.

The new digital solution will provide comprehensive retail experience to customers with one-stop information and interface for car prices, dealer selector, special promotional offers including loyalty, exchange and corporate benefits, finance options from leading banks, EMI calculator, dedicated sales representative, on-road price and preferred delivery location option for the car to be purchased. The company had launched the "Honda Virtual Showroom" last month which has also been integrated into this platform.

Mr. Rajesh Goel, Senior Vice President and Director, Sales and Marketing, Honda Cars India Ltd said, *"Since the launch of 'Honda from Home', we have cumulatively received over 240,000 high intent customers visiting the platform in the past 5 months. This indicates interest in web services with continuous rise in digital leads and bookings. To cater to this behavioural shift, we have been progressively investing and enhancing our online platforms, focusing on delivering a holistic, customer centric digital journey."* *"With the new comprehensive 'Honda from Home' solution, we have now digitised the car buying journey for our customers, personalising and streamlining each interaction from search till delivery including car selection, getting a quote, finance information and initial online payment. We believe this simplified, secure and contactless experience from the comfort of their homes will enhance peace of mind for our customers especially during this COVID-19 health crisis. All our pan-India dealerships are integrated into the platform," he added.*

6 easy steps for 'Online Car Buying Platform'

Step 1 - Choose your Honda car

Step 2 - Select applicable offers

Step 3 - Create Quote



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- Step 4 - Check finance options
- Step 5 - Choose delivery options
- Step 6 - Buy Online

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

Interested customers can visit the Honda Cars India website and select Buy Online option. The user can create his profile to login. Post information validation, users can select a car model of their choice along with its variant/ fuel type, transmission and colour. Most importantly, the portal comes with a price range selector allowing the user to choose his/ her car, as per the available budget. Customers can then select their city and dealership where they intend to make the purchase.

There is a detailed offers section provided to the user wherein all monthly offers are available. If the customer already owns a Honda car, choosing a loyalty offer option is also provided. This buying journey also includes the option for corporate customers to indicate their eligibility. If a customer is exchanging an old car, its details can be uploaded for evaluation. Customer can also customise the selected car with a detailed and exclusive Honda accessory section with pricing. Extended warranty and Roadside assistance packages with prices as Add-ons to the overall buying journey are also included before generating a quote.

The customer is assigned a dealer sales representative who assist in documentation and creating an online customer offer with on-road price information. The platform also provides a list of financing options from leading banking partners with loan information. Once the car delivery location preference is selected, the customer proceeds to complete the payment formalities and the car will be delivered at a later date.

Website Link: - <https://www.hondacarindia.com/honda-from-home>

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 Amaze, Honda Jazz, 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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