



## **Hindustan Motors ties up with IndusInd Bank to offer hassle free finance deals, CarTrade, March 29**

Hindustan Motors Limited, the well-appreciated Indian auto maker and joint venture partner of Mitsubishi, has signed an agreement with IndusInd Bank so as to facilitate quick and hassle free motor vehicle finance deals to its customers. The tie up will benefit the customers of Hindustan Motors, who wish to get their dream cars financed at suitable interest rates. IndusInd Bank, a part of Hinduja Group, is one of the leading next generation private banks that offer banking and financial Services in the country.

The tie up between Hindustan Motors and IndusInd Bank will help Indian consumers of rural, semi rural and urban areas, in availing easy loans and financial transactions of similar nature. Domestic consumers looking to invest on passenger or commercial vehicles manufactured by Hindustan Motors, can benefit from hassle free finance solutions and a systematic after sales service as well.

At present, Hinduja Group's IndusInd Bank has a strong nation wide network of 254 branches, which are present at 180 locations in the 28 Indian states and 6 Union Territories (UT). Hindustan Motors recently opened the doors of a Mitsubishi show window in Kolkata and is working towards increasing its pan Indian presence, in order to cater to domestic consumers in more appropriate manner.

Speaking on the company's tie up with IndusInd Bank, Uttam Bose, Managing Director (MD) and Chief Executive Officer (CEO), Hindustan Motors Limited, was quoted as saying, "Customer-centricity is Hindustan Motors' credo. Our objective is to make purchase of Hindustan Motors vehicles easy and pocket-friendly for customers. Our concern for customers extends beyond manufacturing of quality products. We make sure that the buyer gets hassle free financial support followed by smooth after-sales service no matter where he is based out of. IndusInd Bank's strong network will, therefore, help us serve our customers better."

As per reports, Hindustan Motors Limited recorded sales of 826 units of its passenger and light commercial vehicles in the Indian auto market, during February 2013. Accordingly, the company posted a record 166.45 per cent surge in unit sales, since it could sell just 310 units in the same month an year ago.

<http://www.cartrade.com/car-bike-news/hindustan-motors-ties-up-with-indusind-bank-to-offer-hassle-free-finance-deals-120246.html>