



## **Hindustan Motors inks alliance with IndusInd Bank, IIFL, March 26**

The tie-up shall facilitate prompt financing facility to potential customers in rural and semi-urban areas for buying cost-effective HM vehicles at competitive interest rates.

Hindustan Motors Ltd. (HM), India's pioneering automotive major, has signed a deal with reputed IndusInd Bank in a bid to provide easy and trouble-free financing facilities to its customers all across the country.

The tie-up shall facilitate prompt financing facility to potential customers in rural and semi-urban areas for buying cost-effective HM vehicles at competitive interest rates. According to the agreement, the bank will work in close coordination with the HM dealers for providing car loans for both commercial and passenger vehicles.

The facility will be available through IndusInd Bank's country-wide network of 254 branches spread across 180 geographical locations in 28 states and 6 union territories.

The memorandum of understanding was signed by HM's Uttarpara unit Financial Controller & Head IT, Dibyendu Chatterjee, and T.A Rajagopallan, Senior VP-Consumer Finance of IndusInd Bank, here on March 25.

Commenting on the development, Uttam Bose, MD & CEO, Hindustan Motors Ltd., said, "Customer-centricity is HM's credo. Our objective is to make purchase of HM 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."

<http://www.indiaonline.com/Markets/News/Hindustan-Motors-inks-alliance-with-IndusInd-Bank/5647501860>