



## **In a first ever venture with a private player, Hindustan Motors join hands with IndusInd Bank**

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One of the oldest automobile companies in the country, the vintage Hindustan Motors, has recently made a deal with IndusInd bank, in its path breaking maiden tie-up with a private body. If the terms of the deal are made good, it will provide customized and attractive financial solutions to customers of Hindustan Motors across India. The Memorandum of Understanding for the same has been inked very recently.

The joining of hands by these players should not be viewed in isolation. This does not only entail hassle-free and smooth financing facilities to all commercial and passenger vehicles from HM-Mitsubishi and HM. The new tie-up will provide lots of preferential services exclusively for the customers of Hindustan Motors through the bank's wide network spread over 180 locations in 28 different states and several union territories through 224 branches.

The recent deal is viewed in more specific terms as the joint venture between Hindustan Motors and Mitsubishi is expected to roll out several variants during the course of this year.



The deal was inked by, GM-Finance of Hindustan Motors, Mr. Dibyendu Chatterjee and Senior Vice-President (Consumer Finance), Mr. T A Rajagopallan.

At the ceremony, GM of Hindustan Motors was quoted as saying, that the tie-up will help the company to cater to the needs of a wider population with smoother and speedier finance options, which will be provided by its partner IndusInd bank through the wide network it has across the country which will be supplemented by consumer-friendly attitude and competitive rates. He was upbeat about the deal being beneficial to both the parties and proving instrumental in their venture to achieve bigger heights by way of leveraging the strength of the other party.

While Mr. T A Rajagopallan was of the view, that the deal was a source of pride for the bank as it has been the preferred choice by the oldest car company in India and also this being the first partnership of Hindustan Motors with any private player. He further added that delighting the customer with superior services is what binds the two companies and he was optimistic about the prospect of making it through successfully.

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