

MSIL: COS: NSE&BSE: 2021

15th January, 2021

Vice President

National Stock Exchange of India Limited

"Exchange Plaza", Bandra- Kurla Complex

Bandra (E)

Mumbai - 400 051

General Manager

Department of Corporate Services

BSE Limited

Phiroze Jeejeebhoy Towers

Dalal Street, Mumbai- 400 001

Sub: Press Release

Dear Sir,

Please find enclosed herewith as Annexure -"A", a copy of the press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For **Maruti Suzuki India Limited**



Sanjeev Grover

Vice President &

Company Secretary

MARUTI SUZUKI INDIA LIMITED

Head Office:

Maruti Suzuki India Limited,

1, Nelson Mandela Road, Vasant Kunj,

New Delhi - 110070, India.

Tel: 011- 46781000, Fax: 011-46150275/46150276

E-mail id: contact@maruti.co.in, www.marutisuzuki.com

Gurgaon Plant:

Maruti Suzuki India Limited,

Old Palam Gurgaon Road,

Gurgaon - 122015, Haryana, India.

Tel: 0124-2346721, Fax: 0124-2341304

Manesar Plant:

Maruti Suzuki India Limited,

Plot No.1, Phase - 3A, IMT Manesar,

Gurgaon - 122051, Haryana, India.

Tel: 0124-4884000, Fax: 0124-4884199

PRESS RELEASE

Maruti Suzuki Smart Finance rolls out one-stop online finance facility for Maruti Suzuki ARENA customers

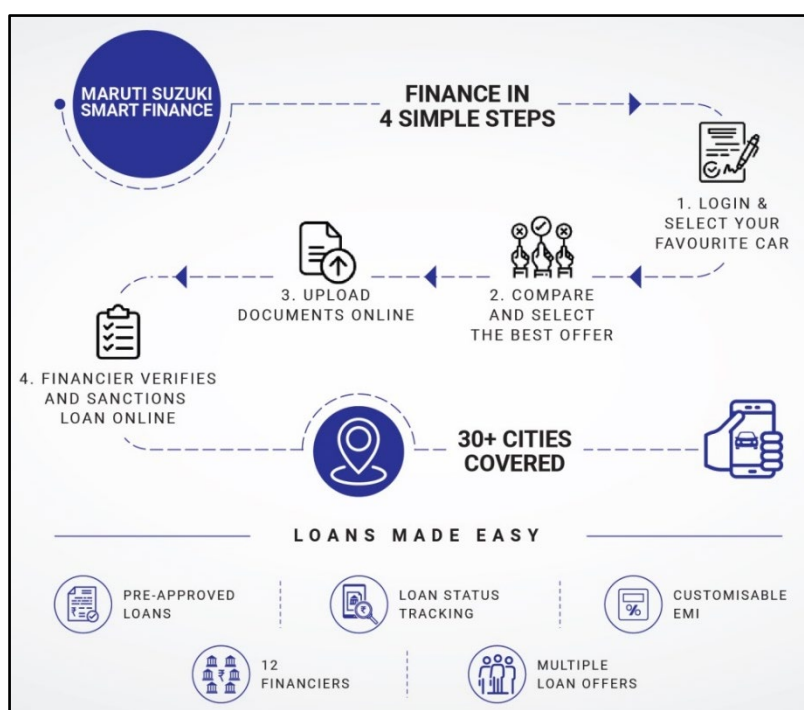
- Choose a car and get access to seamless finance on the Maruti Suzuki website
- One-stop platform with the option to compare loan offerings from multiple financiers, enabling them to make an informed choice

New Delhi, January 15, 2021: Maruti Suzuki India Limited today announced the launch of their online financing platform – **Smart Finance** - for Maruti Suzuki ARENA customers across 30+ cities.

Maruti Suzuki has consistently spearheaded the digital journey for its customers. With the launch of Smart Finance, now 24 out of 26 steps in the customer vehicle purchase journey have been digitised.

Smart Finance offers customers a ONE-STOP-SHOP solution for the vehicle finance needs. The services include option to choose among wide range of finance products based on customer needs, selecting the best-suited loan product, completion of all finance related formalities and disbursement of loan, with just a few clicks.

Maruti Suzuki website will act as a facilitator between the customer and the financier providing real time status updates and in turn provide a hassle free and transparent financing solution.



Going forward, different structured schemes such as balloon and step-up offers, among others can also be reviewed on one screen. Smart Finance also offers transparency in loan tracking, consumers will be able to check the status of the loan online at each stage of the process in real-time.

For this, Maruti Suzuki has currently partnered with twelve financiers: State Bank of India, HDFC Bank, Mahindra Finance, ICICI Bank, IndusInd Bank, Bank of Baroda, Cholamandalam Finance, Kotak Mahindra Prime, Axis Bank, AU Small Finance Bank, Yes Bank and HDB Financial Services. Subsequently, the Company will on-board other key financiers

Speaking on the initiative, **Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India** said, "Maruti Suzuki is India's first OEM to offer an online end-to-end real time car finance service facility. We are overwhelmed with the response to our Smart Finance platform from our NEXA customers. Now, we want to extend the ease of a car buying journey for our ARENA customers as well. The pandemic situation in the country has further increased the usage of digital platforms. With Smart Finance, we aim to reach out to a larger audience, assist them and make every stage of the loan process transparent."

The Smart Finance service is now available for ARENA customers in 30+ cities including Delhi, NCR, Jaipur, Ahmedabad, Pune, Mumbai, Bangalore, Chennai, Hyderabad, Lucknow, Indore, Kolkata, Cochin, Chandigarh, Guwahati, Goa, Bhubaneswar, Bhopal, Coimbatore, Surat, Vadodara, Ranchi, Raipur, Nagpur, Trivandrum, Vishakhapatnam, Udaipur, Kanpur, Vijayawada and Dehradun.