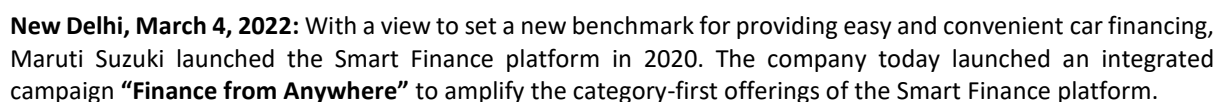


- *The core thought of the campaign stems from the ease and convenience of **‘financing your favourite Maruti Suzuki car from anywhere’***
- *Since its inception in 2020, **over INR 15,000** crores worth of loans have been disbursed, and 2.6 lakh customers have financed their cars from Smart Finance platform*
- *Maruti Suzuki Smart Finance is an AI driven, online end-to-end car finance market place with multiple financiers*
- *Customers can explore loan offers from multiple financiers, get pre-approved and customized loan offers, track their loan status in real time with Maruti Suzuki Smart Finance*



Speaking on the campaign, **Mr Shashank Srivastava, Senior Executive Director (Marketing & Sales), Maruti Suzuki India Limited**, said, *“Maruti Suzuki Smart Finance since its launch disrupted the market with an evolved digital solution that empowered customers, to avail financing easily and conveniently. We identified that there are three major customer pain points in the car finance process—lack of proper information, lack of transparency and lack of convenience. In a revolutionary move to enrich the customer experience, we have addressed each of these challenges innovatively and thoughtfully with Maruti Suzuki Smart Finance.”*

Maruti Suzuki has onboarded 16 financiers including State Bank of India, HDFC Bank, Mahindra Finance, IndusInd Bank, ICICI Bank, Cholamandalam Finance, Axis Bank, Bank of Baroda, Kotak Mahindra Prime, Sundaram Finance,

AU Small Finance Bank, YES Bank, HDB Financial Services, Toyota Financial Services (India), Federal Bank and Karur Vysya Bank.

The platform is available for Arena and NEXA customers and covers a wide range of customer profiles to meet the demands of a diverse range of customers across India.

The multimedia campaign will be launched across TV and digital platforms. The campaign aims at building awareness for the innovative offering from MSIL while highlighting the convenience associated with Maruti Suzuki Smart Finance in an interesting manner. All the campaign collaterals will be amplifying the transformative benefit of being able to conveniently finance your Maruti Suzuki vehicles from anywhere.

[CLICK HERE FOR CAMPAIGN VIDEO](#)

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