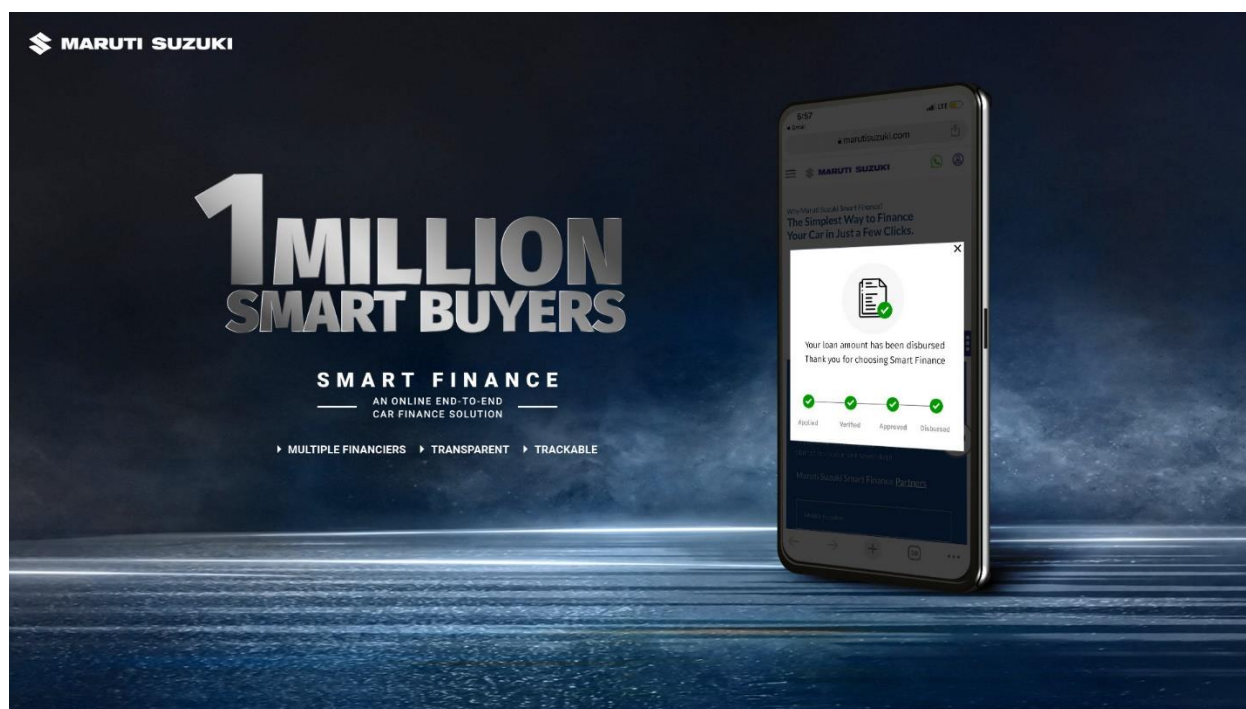


## Maruti Suzuki Smart Finance Achieves Milestone; Enables 1 million customers with INR 64,000 crore worth of loans through its finance partners

- Maruti Suzuki Smart Finance (MSSF) through its 23 finance partners facilitated more than 1 million loans worth over INR **64,000** in three years\*
- End-to-end digitised car financing at your fingertips, from anywhere, at any time
- Available pan India for NEXA and Arena customers



**New Delhi, August 4, 2023:** Empowering customers with convenient car financing solutions, Maruti Suzuki Smart Finance (MSSF) online platform achieves a landmark milestone of facilitating one million car loans through its 23 finance partners, within a short span of three years. Since its inception in 2020, collaborating with its finance partners, MSSF has enabled hassle-free loans worth over INR **64,000 crores** to customers across NEXA and Arena channels. MSSF is a cutting-edge AI-driven, end-to-end digitised platform that facilitates and enables customers to avail car finance in a convenient and transparent way.

Commenting on this milestone, **Mr. Shashank Srivastava, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, said, *“Back in 2020, Maruti Suzuki was the first automobile company to introduce a multi-financier, end-to-end, digitised car financing online solution with Maruti Suzuki Smart Finance. In the last three years, this online platform has redefined the modern car-buying experience and currently about 35% of Maruti Suzuki customers avail car loans through Maruti Suzuki Smart Finance Portal, across Arena and NEXA channels. Customers are delighted by the ‘anytime-anywhere’ convenience of MSSF. Crossing over one million loan milestone, amounting to more than INR 64,000*

*crore through finance partners, is a testament towards our efforts to enhance the overall customer experience with new and innovative digital solutions.”*

*He added, “We are thankful to our 23 finance partners who have helped us provide hassle-free financing solutions all over the country. This momentous customer centric journey is indeed a result of their unwavering support and partnership with our Smart Finance platform.”*

With MSSF, Maruti Suzuki has simplified the car financing journey, making it more transparent by enabling customers to design their own customised loan plans and selecting the best suited finance partner from a range of financing options. The platform offers a line-up of industry-first features like On-Road Price Configuration, Credit Score-Based Interest Rates, Pre-approved, Customised Loan offers for Salaried and Self-employed where the customers can compare and choose from multiple financiers, Digital Document Update, Digital Sanction Letter and Real-Time Loan Status Tracking. MSSF is also the only one-stop platform offering customers the choice of availing loans from any of the 23 financiers.

**Issued by:**

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\*Since inception in 2020 till July 2023