

Press Release

Maruti Suzuki Smart Finance announces 2.5 million car loan disbursement milestone

- 2.5 million car loans worth over ₹ 1,70,000 crore disbursed by Maruti Suzuki Smart Finance since its introduction in 2020
- 35 finance partners available pan-India for Maruti Suzuki ARENA and NEXA customers

New Delhi, 17 November, 2025: Maruti Suzuki Smart Finance (MSSF), India's first digital car financing platform, has reached a significant milestone - surpassing 2.5 million car loan disbursements since its inception in FY 2020-21. Conceptualised to address key challenges of traditional car financing, MSSF has revolutionised the customer journey in car financing with a seamless, transparent, and fully digital experience.

Commenting on this milestone, **Mr. Partho Banerjee, Senior Executive Officer, Marketing and Sales, Maruti Suzuki India Limited**, said, *"Today, most car buyers start their journey online, exploring models and financing options before visiting a dealership. Recognising the magnitude of this shift early on, Maruti Suzuki pioneered a multi-financier, end-to-end digital car financing solution with Maruti Suzuki Smart Finance. Over the past five years, this platform has transformed the car-buying experience. Over 40% of our customers availed loans through Maruti Suzuki Smart Finance across ARENA and NEXA. MSSF's 'anytime-anywhere' convenience has provided Joy of Mobility to over 2.5 million customers, amounting to more than ₹1,70,000 crore, reflecting our commitment to innovation and customer delight."*

"This success is powered by the unwavering support of our finance partners, enabling seamless financing nationwide. Together, we continue to redefine automotive retail through customer-centric digital solutions", he added.

Maruti Suzuki Smart Finance offers a comprehensive digital journey for Maruti Suzuki customers from the stage of loan application to disbursement. Customers can avail the complete range of services from the comfort of their home or anywhere; with facilities such as loan application, online loan sanction and disbursement with real-time progress tracking, all with just a few clicks. MSSF facilitates Credit Score-Based Interest Rates, Pre-approved and Customised Loan offers for salaried and self-employed individuals, who can compare & choose from multiple financiers.

To further simplify the loan application process, QR codes for both ARENA and NEXA channels have been circulated nationwide, enabling customers to begin their car financing journey with a simple scan.

ARENA MSSF QR CODE



NEXA MSSF QR CODE



Issued by:

PR & Communications,
Maruti Suzuki India Limited,
#1 Nelson Mandela Road, Vasant Kunj, New Delhi
Ph: 91-11-4678 1000
Email: corp.comm@maruti.co.in
Website: www.marutisuzuki.com
X: @Maruti_Corp