

HDFC Bank and JLR India Sign MoU for Auto Financing

Mumbai, September 02, 2024: HDFC Bank, India's leading private sector bank, and JLR India have signed a Memorandum of Understanding (MoU) for auto financing. The Bank will now be JLR's preferred vehicle financier. This will bring a host of benefits for consumers such as special financing schemes, exclusive offers/ events, and priority services / engagements.

By leveraging the combined strengths of both brands, the aim is to provide customers with seamless financing options and a modern luxury car buying experience. The MoU which encompasses offerings for the entire range of JLR models, was signed by Mr. Rajan Amba – Managing Director JLR India and Mr. Arvind Vohra – Group Head, Retail Assets HDFC Bank. Present on the occasion were other senior executives from HDFC Bank including Mr. Akhilesh Kumar Roy – Business Head, Auto Loans & Inventory Finance HDFC Bank.

The services will be available across all JLR exclusive showrooms and dealerships.

Speaking on the development, **Mr. Arvind Vohra, Group Head – Retail Assets, HDFC Bank** said, *"We are excited about this partnership with an iconic and aspirational automotive brand like JLR. The Bank will leverage its robust execution capabilities to offer a seamless customer experience."*

Mr Rajan Amba, Managing Director, JLR India said, *"Our dealer partners are integral to our business, and we are pleased to be able to develop solutions to help them in ease of doing business."*

"Together, we aim to further grow the market and offer our portfolio to an increasing set of clients. To that effect, we are excited to partner with HDFC Bank for this financing program, which will further strengthen the access of our dealer partners to increased working capital. By integrating HDFC Bank's expertise and extensive reach, we aim to offer our clients a tailored range of financial choices that cater to their individual needs."

Mr. Akhilesh Kumar Roy, Business Head, Auto Loans & Inventory Finance HDFC Bank, said, *"The coming together of the two organisations will elevate the car buying experience. Customers will now enjoy a host of tangible and intangible benefits."*

About HDFC Bank

Please click here: www.hdfcbank.com

For media queries, please contact:

Madhu Chhibber

Head, Corporate Communications

HDFC Bank Limited

Email: madhu.chhibber@hdfcbank.com



We understand your world

NEWS RELEASE

HDFC Bank Ltd.
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013.
CIN: L65920MH1994PLC080618

Shripad Sukenkar

Senior Manager, Corporate Communications

HDFC Bank Limited

Email: shripad.sukenkar@hdfcbank.com