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‘Future Ready’**Hyundai Partners with HDFC bank Offering Customised Online Car Financing Solutions on ‘Click to Buy’**

- ***First OEM to offer retail financing solutions on online car buying platform***
- ***Eliminates customer need to visit HDFC Bank/ Branch to avail car financing solutions***
- ***Customised retail financing solutions available at the click of a button***

New Delhi, June 22, 2020: Hyundai Motor India Limited (HMIL), country’s first smart mobility solutions provider and largest exporter since inception, announced its **partnership with HDFC Bank offering industry first online auto retail financing solutions to the customers** on India’s only end-to-end online automotive retail platform ‘Click to Buy’.

Under the ambit of this partnership, Hyundai will offer its customers customised car financing solutions from HDFC Bank directly on the ‘Click to Buy’ online car buying platform. Through this partnership, customer can opt for loans and get the requisite funding to complete life goals of buying their Favourite Hyundai car. The integration of HDFC Bank’s car finance solutions on ‘Click to Buy’ adds further comfort to customers as it eliminates the need for customers to visit HDFC Bank/ Branch to avail loans.

Commenting on the partnership, Mr W S Oh, Executive Director – Corporate Planning, Hyundai Motor India said “Keeping our promise of providing a holistic digital car buying experience to our customers, our partnership with HDFC bank will forge a new beginning for the customer purchase journey from any virtual location with the most lucrative finance deals. Since the launch of Click to Buy, we have received **over 9 lakh visitors** on the platform and have recorded **over 17 000** Registrations in two months.

Speaking on the alliance Mr. Arvind Kapil, Country Head for Retail Lending at HDFC Bank, "The partnership with Hyundai Motor India is in line with our belief that a digital eco-system needs to be created to enhance customer experience, particularly in the current environment. An eco-system that brings OEMs, dealerships and financiers together and enables a customer to purchase a new car sitting in the comfort of their homes. At the core of our digital strategy is Analytics and

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APIs .Analytics helps us understand our customers better and give them customized product offerings and services. While APIs enables us to create a seamless connect between various stakeholders keeping the customer at the centre. We are happy to say the association with Hyundai Motors India is a win-win not just for customers but all players in the auto industry”

‘Click to Buy’ is designed to facilitate end-to-end retail of Hyundai cars online making owning a new car – contactless, safer, convenient and hassle free. With **‘Click to Buy’** Hyundai is offering access to its complete range of car models and is the only platform that covers all stages of customer purchase journey in an even more seamless and convenient manner. Through this online car buying platform, Hyundai is offering customer delight with features such as on-road prices, dedicated sales consultants, online finance options, fastest loan approval for pre-approved customers, unique deal codes for customer discounts, estimated time of delivery, special online promotions, online booking for test drive cars (Fully Sanitized) and home delivery of completely sanitized cars.

About HMIL

Hyundai Motor India Limited (HMIL) is a wholly owned subsidiary of Hyundai Motor Company (HMC). HMIL is India’s first smart mobility solutions provider and the number one car exporter since inception in India. It currently has 11 car models across segments SANTRO, GRAND i10, GRAND i10 NIOS, ELITE i20, AURA, VENUE, Spirited New VERNA, All New CRETA, ELANTRA, New 2020 TUCSON & KONA Electric. HMIL’s fully integrated state-of-the-art manufacturing plant near Chennai boasts of advanced production, quality and testing capabilities.

HMIL forms a critical part of HMC’s global export hub. It currently exports to around 88 countries across Africa, Middle East, Latin America, Australia and Asia Pacific. To support its growth and expansion plans, HMIL currently has 517 dealers and more than 1,330 service points across India. In its commitment to provide customers with cutting-edge global technology, Hyundai has a modern multi-million-dollar R&D facility in Hyderabad. The R&D centre endeavours to be a centre of excellence in automobile engineering.

Log on to www.hyundai.co.in for more information
Click to Buy - <https://clicktobuy.hyundai.co.in/>

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For further information, contact:

Hyundai Motor India Ltd

Ravi Sharma (+91 9899290497)

Email: ravisharma@hmil.net

First Partners

Poonam Tibrewal (+91 9811029543)

Email: poonam@firstpartners.in

About HDFC BANK

For information please log on to: www.hdfcbank.com

Rajiv Banerjee

Vice President, Corporate Communications

HDFC Bank Ltd., Mumbai.

Tel: 91-22-66521307(D)/66521000(B)

Mobile: 09920454102

rajivshiv.banerjee@hdfcbank.com