



Press Release

SUZUKI TWO-WHEELERS AND INDUSIND BANK TIE UP FOR RETAIL FINANCE

New Delhi, July 24, 2012: Suzuki Motorcycle India Pvt. Ltd. (SMIPL), a subsidiary of one of the world's leading two-wheeler manufacturers Suzuki Motor Corporation, Japan, entered into a preferred tie-up with IndusInd Bank to extend retail finance to Suzuki two-wheeler customers across all 250 SMIPL dealerships. The preferred tie up will provide Suzuki customers an easy retail finance option.

The MOU was signed on July 18, 2012 by SMIPL representative Mr. Rakesh Kumar, National Head - Sales Planning and Dealer Development and IndusInd Bank representative Mr. S.V. Parthasarathy, Executive Vice President - Consumer Finance. Mr. C Ramesh Babu, VP and Head – two-wheeler finance, IndusInd was also present.

Mr. Rakesh Kumar, National head – Sales Planning and Dealer Development, SMIPL says, “Suzuki two-wheelers is delighted to be associated with IndusInd Bank. This tie-up gives us an opportunity to serve our customers better by providing easy retail finance for SMIPL products.”

The venture will also enable Suzuki two-wheelers to leverage the reach, expertise and support of IndusInd Bank in order to finance a larger set of customers and help Suzuki's future plans.

Mr. S. V. Parthasarathy, Head -Consumer Finance Division, IndusInd Bank said, “IndusInd Bank is happy to strengthen its association with Suzuki Motorcycles India Pvt Ltd (SMIPL) by being the preferred financier to extend retail finance to SMIPL's two wheeler customers across the country. We are confident that this will bring lots of value and growth prospects to both the organizations in the long run. IndusInd Bank is a leader in retail financing of vehicles which includes commercial vehicle, passenger vehicles, two wheelers and construction equipment in the country. The groundbreaking financing options offered by IndusInd Bank will bring plenty of excitement and cheer to the customers of SMIPL.”

ABOUT SUZUKI MOTORCYCLE INDIA PVT LTD (SMIPL)

Suzuki Motorcycle India Private Limited is a subsidiary of Suzuki Motor Corporation, Japan wherein they have the same manufacturing philosophy of VALUE PACKED PRODUCTS right from the inception. SMIPL manufactures two-wheelers best suited for Indian customers. The Company started its India operation in February, 2006.



SMIPL has its India manufacturing plant at Gurgaon (Haryana) with an annual plant capacity of 4,50,000 units. In a short span of time, today SMIPL can boast of a robust and expanding network of 250 dealers across India.

ABOUT INDUSIND BANK

IndusInd Bank, which commenced its operations in 1994, caters to the needs of both consumer and corporate customers. It has a robust technology platform supporting multi-channel delivery capabilities. IndusInd Bank has 421 branches, and 735 ATMs spread across 288 geographic locations of the country as on June 30, 2012. The Bank also has 2 Representative offices, one each in London and Dubai.

The Bank believes in driving its business through technology. It enjoys clearing bank status for both major stock exchanges - BSE and NSE - and three major commodity exchanges in the country - MCX, NCDEX, and NMCE. IndusInd Bank also offers DP facilities for stock and commodity segments. The Bank has been bestowed with the mandate of being a Settlement Banker for six tea auction centres.

AWARDS:

- CIO Magazine – Top Green IT Enterprise Award 2012
- Panasonic Green Globe foundation Award 2012 in the “Business Enterprise Services” (UNEP/TERI/KPMG)
- NASSCOM IT User Award 2012 for “Environmental Sustainability” (Frost & Sullivan)
- The CII Environmental Best Practice Award 2012 for the “Most Innovative Project”
- Most Improved Bank Performance of the Year” at Financial Leadership Awards 2012 (Bloomberg UTV)
- Winner of India Best Mid-Sized Bank Award by Business World - PwC Best Banks Survey and Business Today- KPMG, Best Banks Survey.
- ‘Star Brand 2011’ ICMR Star Brands of India Survey
- ‘Best Bank in New Generation Category’ by the STATE FORUM OF BANKERS CLUB, KERALA
- M.IT.R- 50 Marketing & IT Recognition Program amongst top 50 brands- (Paul Writer & IBM)

RATINGS:

‘ICRA AA’ for Lower Tier II subordinate debt program and ‘ICRA AA-’ for Upper Tier II bond program by ICRA. ‘CRISIL A1+’ for certificate of deposit program by CRISIL. ‘CARE AA’ for Lower Tier II subordinate debt program by CARE. ‘Fitch AA-’ for Long Term Debt Instruments and ‘Fitch A1+’ for Short Term Debt Instruments by Fitch Ratings.



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