

Maruti Suzuki signs MoU with J&K Bank to strengthen its smart car finance platform



J&K Bank and Maruti Suzuki representatives after signing MoU.

STATE TIMES NEWS
SRINAGAR: Strengthening its end-to-end car financing platform, Maruti Suzuki India Limited announced partnership with J&K Bank to ease car loan facilitation for its customers via the company's Smart Finance digital platform.

This collaboration between Maruti Suzuki Finance and J&K Bank will allow customers to avail hassle-free affordable financing options across 984 branches of the bank. Since its inception in 2020, Maruti Suzuki Smart Finance has disbursed over Rs 39,000 crore worth of loans, allowing over 6.4 lakh customers to easily finance their cars from the partnered banks.

Through J&K Bank, Maruti Suzuki customers can avail loans of up to 90% of the on-road price of a car, besides availing benefits of zero processing charges and the option of repayment

tenures of up to 84 months at competitive interest rates. Ashutosh Sareen, General Manager (Credit), J&K Bank, signed the MoU and said, "This partnership will increase accessibility and accelerate the process of availing loans for customers, to fulfill their aspirations of buying Maruti Suzuki cars. Our latest association with Maruti Suzuki Smart Finance will allow us to simultaneously leverage J&K Bank's digital platform to provide a modern and convenient financing option for today's cus-

tomers who intend to avail a J&K Bank loan from the comfort of their homes. We have recently reviewed and revised our Car Loan product to accommodate the needs of varied clientele across the country, and expect a positive impact from this agreement."

Commenting on the partnership with J&K Bank, Shashank Srivastava, Senior Executive Officer (Marketing & Sales), Maruti Suzuki India Limited, said, "Strengthening our end-to-end customer servicing

approach, this partnership is aimed to make the vehicle buying journey easy through the various benefits that the bank offers. Since its launch in 2020, Maruti Suzuki Smart Finance has been a one-stop solution where customers can view, compare, and apply for a loan at a competitive rate of interest, and customize their EMI as per their requirements. Since inception, under the tie-up with partner financiers, we disbursed over INR 39,000 crores worth of loans. We are confident that the latest tie-up with J&K Bank will help bolster our customer base even further."

Senior Executive of Maruti Suzuki India Limited, Vikas Kohli, Vice President (Allied Business) and Ashutosh Sareen, General Manager (Credit), J&K Bank were present with their respective teams on the occasion of signing of the partnership.

JKAACL presents cultural programme on conclusion of MTMP Programme



Shubham Banerjee singing songs during a programme.

STATE TIMES NEWS
JAMMU: J&K Academy of Art Culture and Languages (JKAACL) presented a colourful cultural programme at the concluding day of My Town My Pride (MTMP) Programme held at Gulshan Ground, here besides Book Exhibition of Academy publications.

Shubham Banerjee, the young talent of the soil, enthralled the audience with his Dogri and Punjabi singing along with the group of musicians.

The special attraction of the programme was Dogri folk Geetru presented by Om Parkash and group.

The cultural program was done under the guidance and efforts of Bharat Singh Manhas, Secretary JKAACL and was coordinated by Dr. Shahnaawaz and Anil Tickoo.

The cultural presentation showcased the ethos of Dogra Culture through the traditional Dogri folk dance and singing form Geetru and Dogri, Punjabi songs by young local artists. Lt Governor, Manoj Sinha visited the various stalls installed by

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