



## AU Small Finance Bank Limited

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**For Immediate Release**

## **AU Small Finance Bank ties up with Tata Motors for its passenger vehicles finance solutions**

*~Offers attractive finance schemes across the portfolio~*

### **Key Highlights:**

- *Best suited products as per customer profiles*
- *Application of car loans via AU 0101 App to avail pre-approved offers*
- *Applicable to a spectrum of customers like salaried, self-employed, Agri & Dairy farmers etc. including New to Credit customers.*
- *Available in rural, urban and metros*
- *Repayment tenor of up to 7 years*

**Mumbai/ Jaipur, 23 March 2022:** AU Small Finance Bank, India's largest Small Finance Bank, today signed an agreement with Tata Motors - India's leading automotive brand; offering exciting finance options to customers on the company's New Forever range of passenger cars and UVs.

This scheme will offer maximum financing on the vehicle as per each individual's requirements. Customers can also enjoy the benefit of unique EMI options with a repayment tenor of up to seven years. The Bank has designed certain exclusive features for Tata Motors car buyers availing the car finance option. This offer is applicable to a spectrum of customers like salaried, self-employed professionals, self-employed non-professionals, Agri and Dairy farmers etc. including new to credit customers. Furthermore, customers can also apply for a car loan via AU 0101 App to avail pre-approved offers.

**Speaking on the occasion, Mr. Bhaskar Karkera, Head of Wheels Business, AU Small Finance Bank,** "We are pleased to partner with Tata Motors as the desired financier for passenger vehicle loans. With this association, we are hopeful to leverage the extensive reach of both the brands in rural, semi-urban and urban markets and empower many Indians to fulfil their dreams of owning their vehicles. The Bank's tie-up with Tata Motors will be a win-win for customers as they can access best-in-class personal mobility solutions with the finest finance option from AU Bank. Customers will get attractive pre-approved offers at competitive pricing using AU 0101 App. With Electric Vehicles demand on the upswing, we are also excited to help contribute to a greener, brighter future by providing finance for such emission-friendly mobility. We strongly feel that our car loan facilities will appeal to the target markets in India. This tie-up is evidence of the Bank's ongoing endeavour to fulfil the needs of emerging India."



**Commenting on the association, Mr. Ramesh Dorairajan, Senior General Manager – Network Management & EV Sales, Tata Motors Passenger Vehicles Ltd, said, “We are delighted to partner with AU Small Finance Bank, India’s largest Small Finance Bank, to make our extensive range of vehicles available to a larger set of customers, with easy financing and flexible repayment options. This tie up is in line with Tata Motors’ aim to make mobility solutions more affordable and accessible for individuals and families at beneficial rates. We look forward to a successful and a mutually beneficial partnership.”**

This offer is available across AU Small Finance Bank branches and Tata Motors dealers across the states like Jammu, Himachal Pradesh, Haryana, Punjab, Delhi NCR, Rajasthan, Gujrat, Maharashtra, Goa, Madhya Pradesh, Chandigarh, Chhattisgarh, etc. To avail the above schemes, customers can reach out to their nearest AU Small Finance Bank branch or register their interest in buying a Tata car through Tata Motors dealer.

To know more about offers, customer can visit <https://www.aubank.in> or download the AU 0101 App for details. Customers can also enquire, request a test drive, make bookings, and select their preferred financing option via ‘Click to Drive’, Tata Motors’ end-to-end online platform, from the comfort and safety of their homes.

#### **About AU Small Finance Bank:**

AU Small Finance Bank Limited (AU Bank) is a scheduled commercial bank, a Fortune India 500 Company and the largest Small Finance Bank in the country. Starting its journey from the hinterlands of Rajasthan, today AU Bank is the largest Small Finance Bank with a deep understanding of the rural and semi-urban markets that has enabled it build robust business model facilitating inclusive growth. With 25+ years legacy of being a retail focused and customer-centric institution, AU started its banking operations in April 2017 and as on 31st December 2021, it has established operations across 880 banking touchpoints while serving 23.7 Lakh customers in 15 States & 2 Union Territories with an employee base of 25,502 employees. The Bank has a net worth of ₹ 7,127 Cr, deposit base of ₹ 44,278 Cr and Assets Under Management (AUM) of ₹ 42,023 Cr. AU Bank enjoys the trust of marquee investors and is listed at both the leading stock exchanges viz. NSE and BSE. It has consistently maintained a high external credit rating from all major rating agencies like CRISIL, CARE Ratings and India Ratings.