

Ahead of India launch, Kia Motors partners with financial institutions

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Kia Motors, world's 8th largest automaker, announced partnerships with India's eight leading financial institutions to offer a bouquet of financial services to its stakeholders across the country.

The company signed a Memorandum of Understanding with top public sector banks, private sector banks and NBFCs namely

State Bank of India, Bank of Baroda, Axis Bank, HDFC Bank, ICICI Bank, Yes Bank, Kotak Prime and Mahindra and Mahindra Financial Services Limited, which will further widen its reach in the market, the company said in a statement on Tuesday.

The company has robust plans for India and Kia's partnerships with top Indian financial institutions would be instrumental in

ensuring wide reach and deep market penetration in the country.

Staying true to the company's global commitment of 'The Power to Surprise', Kia plans to provide experiences that go beyond expectations. Kia Motor India will offer a basket of lucrative schemes from multiple financiers to enhance its presence even in tier 2, 3 and 4 markets.