

CITROËN PARTNERS WITH AXIS BANK TO LAUNCH CITROËN FINANCE FOR INDIAN MARKET

- **Signs a white-label arrangement with Axis Bank**
- **To boost the Brand offensive in 2020 jointly with the launch of flagship C5 Aircross SUV**
- **To provide retail finance and mobility solutions to customers & customised credit solutions to dealers**

Mumbai, September 25, 2019: Citroën, a globally successful brand of the auto conglomerate, Groupe PSA, entered into a white-label arrangement with Axis Bank, as a preferred Banking partner, to introduce Citroën Finance in India. Citroën Finance will provide retail finance and mobility solutions including value added products to its customers and customised credit solutions to its dealers in India.

Speaking about the partnership, **Roland Bouchara, Senior Vice President Sales and Marketing, Citroën India** said, “This partnership with Axis Bank is in line with our commitment towards providing the best-in-class experience to our customers not only at our dealer showrooms but also online. Citroën Finance will be a one-stop financing solution for our customers and dealer partners in India, offering customised, unique and seamless financial services solutions.”

Commenting on the partnership, **Jagdeep Mallareddy, President & Head Retail Lending, Axis Bank** said, “We are delighted to collaborate with Citroën, a leading global brand in the automobile segment and be a part of their growth story in India. This collaboration would enable offering Citroën’s advanced and world-class financial products to the Indian consumer, made available through Axis Bank’s extensive physical and digital reach pan India. This partnership adds to our portfolio of large finance partnerships with International and Domestic auto manufacturers.”

About Citroën

At the heart of the automotive market, [Citroën](https://int-media.citroen.com/) has asserted itself since 1919 as a popular brand in the true sense of the word, making people and their lifestyles its first source of inspiration. A spirit underlined by its ‘Inspired by You’ signature and embodied by cars combining unique design and benchmark comfort. Within the sector of mainstream brands, Citroën also stands out with a unique customer experience (Citroën Advisor, ‘La Maison Citroën’, etc.). In 2018, the Brand sold 1.05 million vehicles in over 90 countries. Citroën media site: <https://int-media.citroen.com/> / [@Citroen](#)

About Axis Bank

Axis Bank is the third largest private sector bank in India. Axis Bank offers the entire spectrum of services to customer segments covering Large and Mid-Corporates, SME, Agriculture and Retail Businesses. With its 4,094 domestic branches (including extension counters) and 11,950 ATMs across the country as on 30th June 2019, the network of Axis Bank spreads across 2,380 cities and towns, enabling the Bank to reach out to a large cross-section of customers with an array of products and services. The Bank also has six overseas offices with

branches at Singapore and Dubai (at the DIFC); representative offices at Dhaka, Dubai, Abu Dhabi and an overseas subsidiary at London, UK.

About Groupe PSA

[Groupe PSA](#) designs unique automotive experiences and delivers mobility solutions to meet all customer expectations. The Group has five car brands, Peugeot, Citroën, DS, Opel and Vauxhall, and provides a wide array of mobility and smart services under the Free2Move brand. Its 'Push to Pass' strategic plan represents a first step towards the achievement of the Group's vision to be "a global carmaker with cutting-edge efficiency and a leading mobility provider sustaining lifetime customer relationships". An early innovator in the field of autonomous and connected cars, Groupe PSA is also involved in financing activities through Banque PSA Finance and in automotive equipment via Faurecia.

Media library: medialibrary.groupe-psa.com / [@GroupePSA](https://twitter.com/GroupePSA)

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