AU Small Finance Bank Limited
Head Office - CP3-232, Industrial Area, Apparel Park,
Jagatpura, Jaipur, Rajasthan, 302022
Corporate Office - 5th Floor, E-Wing, Kanakia Zillion,
LBS road, Kurla West, Mumbai, Maharashtra, 400070
Website - https://www.au.bank.in/

For Immediate Release:

AU Small Finance Bank partners with Maruti Suzuki to launch 'Suhana Safar', a New Way to Drive Home your First Car

- *Available across four Maruti Suzuki models - Alto K10, S-Presso, Celerio, and WagonR, through authorised Maruti Suzuki dealerships*
- *AU SFB's Recurring Deposits offer interest rates ranging from 4.75% to 7.40% per annum for the general public, and 5.25% to 7.90% per annum for senior citizens*
- *RD savings can help fund your dream car ownership journey*

Mumbai, 2nd July 2026: AU Small Finance Bank (AU SFB), India's largest Small Finance Bank and among the first in over a decade to receive in-principle approval for transition into a Universal Bank, has entered into a strategic partnership with **Maruti Suzuki India Limited (MSIL)** to launch an industry-first initiative, **"Suhana Safar" -** a **Recurring Deposit (RD)-backed auto loan scheme** designed to make car ownership more accessible for aspiring first-time buyers of the most popular models; **Alto K10, S-Presso, Celerio, and WagonR.**

Suhana Safar addresses one of the most common barriers to first-time car ownership - the challenge of mobilising a down payment and committing to an EMI, without prior financial readiness.

Under the scheme, a customer opens a Recurring Deposit (RD) account with AU SFB and deposits a fixed monthly amount - equivalent to the prospective car EMI, for a period of three to six months. The RD earns interest during this tenure, and on maturity, the accumulated amount is utilised as the down payment, following which the Bank sanctions and disburses the auto loan.

As a structured RD-backed solution, the scheme enables customers to build savings, earn interest, and assess their repayment comfort before availing the loan, thereby creating a seamless, end-to-end journey from disciplined saving to confident ownership within a single banking relationship.

The scheme creates a win–win proposition for both the customer and the Bank, as it enables the Bank to assess the customer's creditworthiness at two stages - initially at enrolment and subsequently at the time of loan disbursement.

Currently, AU SFB offers RD interest rates ranging from 4.75% to 7.40% per annum for the general public, and 5.25% to 7.90% per annum for senior citizens

About AU Small Finance Bank

AU Small Finance Bank Limited (AU SFB) is a Scheduled Commercial Bank and India's largest SFB since commencing operations in April 2017. Founded in 1996 by Sanjay Agarwal, AU is entering its 10th year as a bank, guided by a deep-rooted "Dharma" of customer-centricity and a strong retail-led model focused on financial inclusion. The Bank has received in-principle approval from the RBI to transition into a Universal Bank.

AU offers a comprehensive suite of banking solutions across deposits, loans, credit cards, payments, insurance and investments, supported by robust digital capabilities including 24x7 Video Banking, WhatsApp Banking, UPI QR solutions and the AU 0101 app.

With 2,790 banking touchpoints across 21 States and 4 Union Territories, AU serves over 1.2 crore customers, supported by 59,000+ employees. As on 31 March 2026, the Bank reported shareholders' funds of ₹19,974 crore, deposits of ₹1,52,661 crore, a loan portfolio of ₹1,40,327 crore and a balance sheet of ₹1.9 lakh crore+.

AU SFB is listed on NSE and BSE, with fixed deposits rated 'AA+/Stable' and long-term debt rated 'AA/Stable' by leading rating agencies.

For more details, visit: www.au.bank.in | LinkedIn | Facebook | X | Instagram

For Media Inquiries, please contact:

AU Small Finance Bank	**Adfactors PR**
Ankit Happy	**Suhanee Shah**
ankit.happy@aubank.in	**suhanee.shah@adfactorspr.com**