



For Immediate Release

## **AU Small Finance Bank partners with Honda Motorcycle & Scooter India for two-wheeler financing**

*The partnership aims to enhance customer access to Honda two-wheelers through competitive financing*



**From Left to right:- Vineet Srivastava, General Manager, Business Development – HMSI and Bhaskar Karkera, Head of Retail Assets - AUSFB**

**Mumbai, February 3<sup>rd</sup> 2026:** AU Small Finance Bank (AU SFB), India's largest Small Finance Bank and the first in over a decade to receive *in-principle* approval to transition into a Universal Bank, has entered into a strategic Memorandum of Understanding (MoU) with **Honda Motorcycle & Scooter India (HMSI)**. The collaboration will offer customers affordable and convenient financing options for purchasing Honda two-wheelers across India.

As a preferred financier for Honda two-wheelers, AU Small Finance Bank will provide STP-enabled, analytics-based faster credit decisioning supported by Account Aggregator, along with digitally enabled repayment solutions to deliver a smoother, simpler, and more convenient financing experience. The partnership also includes joint marketing and promotional efforts across HMSI dealerships and AU Small Finance Bank branches.

### **Key Highlights of the Partnership**

This collaboration will help to fulfil the dream of customers across segments including the first-time two-wheeler buyers, by enabling quicker eligibility assessment with paperless process, making it easier to own their vehicle. Honda customers will benefit from competitive schemes, promotional offers, and pre-approved offers, along with end-to-end tech-enabled loan support from AU Small Finance Bank.

**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 - [www.aubank.in](http://www.aubank.in)



AU Small Finance Bank customers will also gain the ability to purchase Honda's trusted range of motorcycles and scooters, supported by the bank's seamless system integration that enables online applications, real-time status tracking, and a frictionless financing experience. The tie-up further provides AU customers with direct access to HMSI's extensive dealership network across India.

**Commenting on the occasion, Uttam Tibrewal, ED & Deputy CEO, AU Small Finance Bank,** said, *"Partnering with Honda Motorcycle & Scooter India marks a significant milestone in AU Small Finance Bank's journey of expanding mobility finance across the country. Honda is one of the most trusted and aspirational two-wheeler brands in India, and this collaboration strengthens our commitment to enabling millions of customers with easier access to high-quality mobility. As we progress toward becoming a Universal Bank, such partnerships reinforce our national distribution strength, customer-first philosophy, and our ability to deliver transparent and innovative financial solutions at scale."*

**Mr. Yogesh Mathur - Director, Sales and Marketing, Honda Motorcycle & Scooter India,** said, *"Strengthening the financing ecosystem is central to HMSI's customer-centric approach. This collaboration with AU Small Finance Bank is aimed at enhancing the credit solutions offered to the customers at HMSI dealerships across India. It will simplify the purchase journey and enable us to offer customers affordable and convenient financing options, while creating trust and transparency at every stage of the buying experience."*

Through this integrated operational framework, both organizations aim to maximize the effectiveness of the partnership and deliver a consistent, efficient, and customer-focused financing experience.

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

AU Small Finance Bank Limited (AU SFB) is a Scheduled Commercial Bank and has established itself as India's largest Small Finance Bank since commencing its banking journey in April 2017. Founded in 1996 by Mr. Sanjay Agarwal, a first-generation entrepreneur, AU enters its 30th year of operations with a legacy of deep-rooted "Dharma" of customer centric service—having built, over three decades including more than eight years as a bank, a sustainable and inclusive financial institution that empowers underserved and under-reached communities through a robust retail banking model. AU has received an in-principle approval from RBI to transition to a Universal Bank.

With deep customer insight across India, AU provides comprehensive banking solutions across deposits, loans, credit cards, premium banking, remittance services, merchant solutions, insurance, and investments. As a tech-led bank, AU offers differentiated digital experiences through innovations like 24x7 video banking, WhatsApp Banking, Chatbots, UPI QRs, merchant lending, and its award-winning AU 0101 app.

AU SFB's wide network of over 2,726 banking touchpoints across 21 States and 4 Union Territories enables service to more than 1.25 crore customers, powered by a workforce of 59,800+ employees. As on 31st Dec'25, Bank has a Shareholders Funds of ₹19,085 Cr, Deposit base of ₹1,38,415 Cr, Total Loan Portfolio of ₹1,29,898 Cr and a Balance sheet size of ₹1.74 Lac Cr+.

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AU SFB is listed on NSE and BSE and is rated 'AA/Stable' by CRISIL Ratings, ICRA Ltd., CARE Ratings.

For more details, visit: [www.au.bank.in](http://www.au.bank.in) | [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

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### **About Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI)**

Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI), a wholly owned subsidiary of Honda Motor Co. Ltd., Japan, began operations in May 2001 and is today one of India's leading two-wheeler manufacturers with over 70 million customers. HMSI operates four manufacturing facilities in Manesar (Haryana), Tapukara (Rajasthan), Narsapura (Karnataka), and Vithalapur (Gujarat), producing a wide range of scooters and motorcycles built to global quality standards. Committed to the vision of "Safety for Everyone," HMSI drives nationwide road safety awareness through Traffic Training Parks, Safety Driving Education Centres (SDECs), and the IDTR in Karnal, collectively educating over 10 million citizens. As it continues to grow, HMSI remains focused on delivering high-quality mobility solutions, strengthening its customer network, and creating value that extends beyond mobility for people and communities across India.

# **HONDA**

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