

Press Release

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### **Bangladesh Honda Private Limited signs MoU with BRAC Bank Limited**

#### **Features:**

- **Interest rate:** 12% for male and 11.75% for female customers
- **Processing fees:** 1% for male and 0.5% for female customers
- **Down Payment:** 20% of the quoted price of the product for male & 10% for female customers
- **Loan amount:** BDT 50,000 - BDT 500,000
- **Loan Tenure:** 1 year to 3 years

Bangladesh Honda Private Limited (BHL), the fastest growing motorcycle company in Bangladesh signed MoU with BRAC Bank Limited for serving the motorbike loan facility to Honda customers from their 102 dealership across the country.

Mr. Yuichiro Ishii, Managing Director & CEO, Bangladesh Honda Private Limited, and Mr. Nazmur Rahim, Head of Retail Banking, BRAC Bank, signed the Memorandum of Understanding on behalf of the respective organization at BRAC Bank Head Office in Dhaka.



Honda is the number 1 two-wheeler manufacturer in the world and one of the leading and popular Motorcycle brands of the country and Bangladesh Honda Private Limited has already established own manufacturing plant in Gazaria, Munshiganj, Bangladesh. BRAC Bank will provide the loan facility to the purchasers of Honda Branded Motorcycle all over the country.

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**Customer Segment & Eligibility**

This financial scheme is available for salaried individuals, businessmen, self-employed professionals & landlords, and minimum criteria is -

Minimum Criteria	Professionals	Salaried	Businessman	Landlord
Age (Years)	21-60	21-60	23-60	25-60
Experience	6 months	6 months	2 years	n/a
Income (Taka)	15,000	18,000	30,000	30,000

By signing this MoU agreement, eligible customers of Honda motorcycles can avail up to 80%-90% of installment facility with 11.75% - 12% yearly interest rate for a period of 1-3 years by the processing fee of 1% for male and 0.5% for female customers.

With this tie up, Honda customers can avail motorbike loan from BRAC Bank branch or 102 Authorized Honda Dealer Showroom in Bangladesh. Honda is committed to spread highest quality products at a reasonable price with focus on highest customer satisfaction in Bangladesh.

Faithfully Yours



Yuichiro Ishii  
Managing Director and CEO  
Bangladesh Honda Private Limited (BHL)