

# Business Standard

## Eicher Polaris, Chola in tie-up

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### **Eicher Polaris, Chola in tie-up**

Eicher Polaris and Cholamandalam Investment and Finance Co today announced a tie up for providing vehicle loans for the newly launched 'Multix' personal utility vehicle. Through this partnership, Cholamandalam Investment and Finance Co (Chola) will offer auto retail finance to customers throughout its 534 branches and at all proposed dealerships of Multix across India.

PTI