

## Chola, Escorts tie up for retail finance

Financial services company Cholamandalam Investment and Finance (Chola) said it has tied up with Escorts, an engineering major, for retail finance of the latter's construction equipment products. "The tie-up with Escorts draws out mutual synergies with Chola being able to offer financing options over a wider range of products to its customers, and Escorts standing to gain from our pan-India presence and access to over 5 lakh customers," Chola's MD Vellayan Subbiah said in a release.