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Kotak Mahindra Prime Named Preferred Financier for Tesla EVs in India

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Kotak Mahindra Prime Limited (KMPL), a subsidiary of Kotak Mahindra Bank, has officially become the first **preferred financier** for Tesla's electric vehicles in India. The announcement marks a significant milestone in Tesla's expanding presence in the Indian automotive market.

The partnership will allow Tesla buyers in India to access customized auto loan options through KMPL, directly via Tesla's official website and mobile app. This integration is aimed at streamlining the vehicle purchase process and enhancing customer convenience.

According to the company, KMPL's digital loan offerings will be seamlessly embedded within Tesla's online purchase platform, providing **instant finance options** for customers interested in buying Tesla EVs.

"Kotak Mahindra Prime is proud to support Tesla's entry into the Indian market," said **Shahrukh Todiwala**, Managing Director and CEO of KMPL as reported by *Economic Times*. "Tesla has redefined global mobility, and this partnership is aligned with our vision to support sustainable transportation in India."

Founded in 1996, KMPL is one of India's leading vehicle finance companies, offering loans for new and used cars, two-wheelers, and commercial vehicles. The company operates over 160 branches across 24 states.

The Tesla partnership is expected to significantly boost customer confidence in EV financing and offer **flexible repayment options** tailored to Indian buyers. It also represents Tesla's first such collaboration with a financial institution in the country, underscoring the automaker's commitment to building a strong retail network in India.

Tesla has been preparing for its official market entry in India, with its Model Y and other popular EVs generating strong interest. The availability of integrated financing through KMPL is expected to facilitate smoother adoption among premium vehicle buyers.

Industry experts say this move could catalyze **broader EV adoption**, as other automakers may follow suit by partnering with established lenders to offer end-to-end financing solutions.

The companies have not yet disclosed interest rate details, but the financing options are expected to be competitive, with features such as digital document submission, quick approval timelines, and flexible tenures.