

Annexure-"A"

Press Release

Maruti Suzuki's best-sellers, Swift and DZire, now with added safety features

Dual airbags and ABS available as an option from base variant onwards

New Delhi, November 24, 2015: India's leading passenger vehicle maker, Maruti Suzuki India Limited (MSIL), today announced that it will offer dual airbags and ABS as an option in all variants of Swift and DZire, including the base variant.

Mr. R S Kalsi, Executive Director, Marketing & Sales, MSIL, said, "Swift and DZire are two of the most popular cars in India. Both have played an instrumental role in shaping the Indian automobile industry. The cars are known for contemporary styling, superior comfort, convenience features and performance. By offering driver and co-driver airbags and anti-lock braking system (ABS) across all variants of Swift and DZire, we want to further strengthen their popularity among customers."

The iconic Swift has been a bestseller through the decade, surpassing its own records year after year. Swift's attitude, performance and sporty looks have ensured it stays on top, undistracted by competition.

DZire, launched in 2008, has been India's best-selling entry sedan for the last three years. A category leader, DZire has helped Maruti Suzuki strengthen its presence in the entry sedan segment. It is the only sedan in the top five in India's passenger vehicle market.

Together, Swift and DZire, have handsomely contributed towards enhancing Maruti Suzuki's market share in the Indian passenger vehicle market.

In FY 2014-15, Swift and DZire maintained an average sale of over 17,000 units each per month.

Price (Rs. Ex-showroom Delhi):

	Variant	Price (INR)	Variant	Price (INR)
Swift	LXi Optional (O)	490,000	VXi (O)	560,180
	LDi (O)	604,341	VDi (O)	643,184
Dzire	LXi Optional (O)	540,000	VXi (O)	614,555
	LDi (O)	619,450	VDi (O)	706,963
	VXi AT (O)	693,974		