

## Press Release

## Maruti Suzuki sales in March 2014

**New Delhi, April 1, 2014:** Car market leader Maruti Suzuki India Limited closed the year 2013-14, with domestic sales of 1053689 units, up 0.3 %. Exports during the year stood at 101352 units, taking the total sales to 1155041 units.

During March 2014, the company sold 102269 units in domestic market and exported 11081 units. Total sales during the month stood at 113350 units. The sales figures for March 2014 are given below:

Category : Sub-segment	Models	March			Till March		
		2014	2013	% Change	2013-14	2012-13	% Change
A: Mini	M800, Alto, A-Star, WagonR	40085	45047	-11.0%	436032	429569	1.5%
A: Compact	Swift, Estilo, Ritz, Celerio	28285	25868	9.3%	252708	255302	-1.0%
A: Super Compact	Dzire	17237	20078	-14.1%	197685	169571	16.6%
A: Mid-Size	SX4	411	903	-54.5%	4029	6707	-39.9%
A: Executive	Kizashi	0	0	0.0%	1	188	---
<b>Total A: Passenger Cars</b>		<b>86018</b>	<b>91896</b>	<b>-6.4%</b>	<b>890455</b>	<b>861337</b>	<b>3.4%</b>
B: Utility vehicles	Gypsy, Grand Vitara, Ertiga	6499	6488	0.2%	61119	79192	-22.8%
C: Vans	Omni, Eeco	9752	9506	2.6%	102115	110517	-7.6%
<b>Total Domestic Sales</b>		<b>102269</b>	<b>107890</b>	<b>-5.2%</b>	<b>1053689</b>	<b>1051046</b>	<b>0.3%</b>
<b>Total Export Sales</b>		<b>11081</b>	<b>12047</b>	<b>-8.0%</b>	<b>101352</b>	<b>120388</b>	<b>-15.8%</b>
<b>Total Sales (Domestic + Export)</b>		<b>113350</b>	<b>119937</b>	<b>-5.5%</b>	<b>1155041</b>	<b>1171434</b>	<b>-1.4%</b>

## Key highlights of 2013-14 :

## Products

- ✓ Launch of Wagon R Stingray and Celerio
- ✓ Introduced the revolutionary Auto Gear Shift Technology in Celerio
- ✓ Showcased Concept CIAZ and global model SX4 S CROSS at Auto Expo
- ✓ Introduced Ertiga in CNG and Alto in VXi trim
- ✓ Bid farewell to the iconic M800

## Facilities

- ✓ The new Diesel engine plant at Gurgaon went on stream
- ✓ Company's Manesar C line commenced operations
- ✓ Flagged off India's first "flexi deck auto wagon railway rake" with Indian Railways
- ✓ First batch of employees posted at the R&D center at Rohtak.

## Network

- ✓ Increased the sales outlets by 141, service stations by 82, Maruti Mobile Support (innovative mobile workshops) by 831 and Pre-owned car outlets by 150, during the year.
- ✓ Network status as on 31 March 14: 1310 Sales outlets, 3047 Service Stations, 1002 Maruti Mobile Support and 600 Pre-owned car outlets.

## Sustainability

- ✓ The company trained over 4.49 lakh people in road safety through its network of Maruti Driving Schools and IDTRs. Added 42 Maruti Driving School taking the number of schools to 320.
- ✓ Adopted 8 new I.T.I.s, and is now working with 29 I.T.I.s across India
- ✓ Expanded engagement and social projects in six new villages in Gurgaon, Manesar and Rohtak, and now works with 10 communities.

## Accolades

- ✓ For the 14th year in a row, customers rated Maruti Suzuki as Number One in Customer Satisfaction Index (CSI) Study.
- ✓ Customers also rated the Company as Number 1 in JD Power Sales Satisfaction Index Study (SSI)