

Press Release

**RS Kalsi to head Domestic Marketing and Sales at Maruti Suzuki**

**New Delhi, September 18, 2014;** Car market leader Maruti Suzuki India Limited today announced that Mr R S Kalsi will take over as head of Domestic Marketing & Sales.

Mr Kalsi is currently Executive Director, heading the Parts, Accessories and Outbound Logistics divisions of the Company. Mr Shashank Srivastava, Executive Director, will continue to head International Marketing for the Company. Both, Mr Kalsi and Mr Srivastava, will report to Managing Director.

These changes follow the resignation of Mr. Mayank Pareek, Senior Executive Officer (Marketing and Sales) from Maruti Suzuki.

With these organisational changes Maruti Suzuki will continue to strengthen its relationship with customer and partners.

Commenting on the changes, Mr Kenichi Ayukawa, Managing Director and CEO, Maruti Suzuki India said *"RS Kalsi has served as our National Sales Head, before which he had led the Company's foray into a bouquet of businesses including Maruti Finance and Maruti True Value. Starting out as an engineer on the Maruti shop floor, Kalsi has performed multiple roles across the spectrum. This has enabled him to develop a sound understanding of the business, and a deep commitment to Maruti Suzuki values. Having worked in close partnership with the Company's domestic dealer network, Kalsi has a sound understanding of customer needs and preferences. With Kalsi heading our domestic Marketing and Sales efforts, and Shashank spearheading our international operations, we will be in a very good position to strengthen our bond with customers as we move towards our medium term goal of two million annual vehicles sales"*.

Mr RS Kalsi, a Mechanical Engineer from the Delhi College of Engineering, joined the Company in 1984. He served in various roles, including Vendor Development, Supply Chain, Parts Inspection and Engineering, before being asked to spearhead the Company's foray into new businesses like Maruti True Value, Maruti Insurance, Maruti Driving Schools and Maruti Finance in 2002.