

Press Release

ANNEXURE - A

Maruti Suzuki launches special customer connect across its 3500 workshops through 'Monsoon Fit Check' to help its customers enhance driving safety

New Delhi, 26 July, 2014: With the onset of monsoons, car market leader Maruti Suzuki has kicked off its 'Monsoon Fit Check' campaign for customers across all its 3,500 workshops across the country. Under the moto of 'Be Aware for Safety and Complete car care', the campaign will run across all Maruti Suzuki workshops in over 1,450 towns and cities countrywide for till the end of monsoon season.

The "Monsoon Fit Check" workshop is one of the several customer engagement initiatives which Maruti Suzuki is providing to its valued customers to ensure the safety of the vehicles during the monsoons. In addition to this, Maruti Suzuki is offering 'Wiper kits' developed by its Parts Division at a special price. The campaign is an initiative to strengthen customer interface with over 14 million customers across the country.

Explaining the campaign, Mr. Pankaj Narula, Executive Director, Maruti Suzuki said, "*Maruti Suzuki is committed towards high quality customer service which yields top vehicle performance and safety. The monsoon season is just one of the several opportunities to connect, engage and educate on importance of vehicle maintenance and safety. With 'Monsoon Fit check-up' we expect to target our large customer base and provide them with the maximum benefit and services. Such campaigns also help us drive in customers who may have been little in active in getting their Maruti Suzuki cars serviced regularly.*"

Under the umbrella campaign of 'Be Aware for Safety and Complete Car Care', Maruti Suzuki has been involved in activities and initiatives focussing on educating the customers on periodic maintenance of vehicles and spread awareness about recommended parts and consumables replacement for applicable model.

In recent years, the company has created several engagement opportunities in the form of specialized camps like mega camps to engage and connect with customers. To strengthen and bring value to the customers, the company also developed cost effective 'periodic maintenance kits' for the cars.

In 2014-15, over 6,300 customer connect camps have been conducted, through which the company has connected with over 250,000 customers.