

MSIL: CSL: NSE&BSE: 2019

15<sup>th</sup> May, 2019

Vice President  
National Stock Exchange of India Limited  
“Exchange Plaza”, Bandra – Kurla Complex  
Bandra (E)  
Mumbai – 400 051

General Manager  
Department of Corporate Services  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai – 400 001

**Sub: Press Release**

Dear Sir,

Please find enclosed herewith as Annexure -“A”, a copy of the press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

*For Maruti Suzuki India Limited*



Sanjeev Grover  
Vice President &  
Company Secretary

Encl.: As above

**MARUTI SUZUKI INDIA LIMITED**

**CIN: L34103DL1981PLC011375**

Registered & Head Office  
Maruti Suzuki India Limited,  
1 Nelson Mandela Road, Vasant Kunj,  
New Delhi 110070, India.  
Tel: 011-46781000, Fax: 011-46150275/46150276  
www.marutisuzuki.com

Gurgaon Plant:  
Maruti Suzuki India Limited,  
Old Palam Gurgaon Road,  
Gurgaon 122015, Haryana, India.  
Tel. 0124-2346721, Fax: 0124-2341304

Manesar Plant:  
Maruti Suzuki India Limited,  
Plot No.1, Phase 3A, IMT Manesar,  
Gurgaon 122051, Haryana, India.  
Tel: 0124-4884000, Fax: 0124-4884199

E-mail: investor@maruti.co.in, contact@maruti.co.in

## Press Release

**Dynamic, Youthful and Trendy - Maruti Suzuki ARENA network now 400 strong**

**New Delhi, May 15, 2019:** Expanding its modern and connected automotive experience for new age customers, Maruti Suzuki India Limited announced that it recently inaugurated its 400<sup>th</sup> ARENA showrooms, in less than two years. Maruti Suzuki ARENA retail showrooms sport modern looks and offer a warm, friendly and comfortable environment for customers. ARENA network is now present in 278 cities and towns in India.

**Commenting on the landmark, Mr Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited said,** *"We launched Maruti Suzuki ARENA with a strategy to transform our network and meet expectations of young, dynamic and evolved Indian customers. It is an important step in our journey of transformation. In less than two years, we have opened 400<sup>th</sup> ARENA showroom. This transformation is built on continuous research, listening to the customer and anticipating future trends. The effort is to align with ever evolving customer and offer experiences at par with global benchmarks."*



Customers have the option to buy new vehicles from Maruti Suzuki's three retail channels - ARENA, NEXA and Commercial. The Company's total sales network has crossed 2,940 showrooms covering more than 1,860 towns and cities.

Bollywood Superstar Varun Dhawan is the brand ambassador for Maruti Suzuki ARENA. As a youthful cine-star Varun represents the evolving Indian car buyer who is trendy, socially active and confident and likes to stay connected at all times.

Nearly 80% car buyers in India research online before they decide on a purchase. At Maruti Suzuki ARENA, customers who register on the website can start their journey seamlessly in the showroom by entering their mobile number on the Navigation Portal. They can explore the entire product portfolio, through large interactive Product Vision touch screens placed at the showroom. A dedicated Personalization Zone with car configurators will enable customers to electronically customise cars by a mix and match of accessories.

Technology will also assist the relationship managers who, equipped with tablets, can showcase easily the wide range of Maruti Suzuki products and variants to customers and compare. Information on tab will help relationship managers to address customer queries comprehensively. All Maruti Suzuki showrooms across India will progressively adapt to the new ARENA for to provide enhanced customer experience.