

MSIL: COS: NSE&BSE: 2020

24th November, 2020

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

MARUTI SUZUKI INDIA LIMITED

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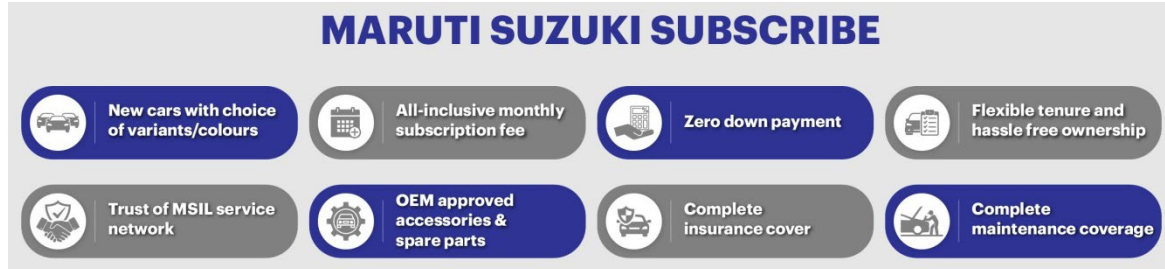
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PRESS RELEASE

Maruti Suzuki Subscribe expands to Mumbai, Chennai, Ahmedabad and Gandhinagar



New Delhi, November 24, 2020: After the successful launch of Maruti Suzuki Subscribe in major cities like Delhi-NCR, Bangalore, Hyderabad, and Pune, the Company has now expanded and launched 'Subscribe' in four more cities – Mumbai (including Navi Mumbai and Thane), Chennai, Ahmedabad and Gandhinagar. Maruti Suzuki has partnered with ORIX Auto Infrastructure Services India, a subsidiary of ORIX Corporation, Japan to introduce the service for individual customers in these four cities.

The unique initiative - **Maruti Suzuki Subscribe** - allows a customer to use a brand-new car without actually owning it. The customer needs to pay an all-inclusive monthly fee that comprehensively covers maintenance and insurance for the complete tenure.

Users can opt from a wide range of new Maruti Suzuki cars offered under Maruti Suzuki Subscribe namely - Swift, Dzire, Vitara Brezza, and Ertiga from Maruti Suzuki ARENA and Baleno, Ciaz, and XL6 from NEXA. Maruti Suzuki Subscribe offers the car in white number plate (registered in the name of customer) in these cities.

Announcing the Company's customer-centric approach, **Mr. Shashank Srivastava, Executive Director (Marketing and Sales) Maruti Suzuki India Limited**, said, *"The Maruti Suzuki Subscribe program has received encouraging response from the customers. We have received over 6,600 enquiries in the first few months of pilot launch. We are delighted to introduce the program in Mumbai, Chennai, Ahmedabad and Gandhinagar. The Maruti Suzuki Subscribe program comes with a bouquet of benefits like flexible tenure, zero down payment, insurance and complete maintenance. The program also provides the customers with peace of mind with 24x7 roadside assistance and customer support. We are aiming to introduce the Maruti Suzuki Subscribe program in 40-60 cities over a period of 2 to 3 years."*

Explaining the partnership, **Mr. Sandeep Gambhir, MD and CEO ORIX India**, said, *"Subscription, which started as a new concept a few months back as an initiative driven by Maruti Suzuki and ORIX India, is gaining lot of momentum if one looks at the initial trends. We are confident that with the flexibility Subscription provides to customers, in addition to convenience and a hassle free experience, it will surely find a lot of takers in the post pandemic fast changing world of mobility. We are witnessing an increased need from customers to have personalized and customized solutions and flexible ownership options as against the traditional ways of owning cars, and Subscription does just that. We are very excited to partner with Maruti Suzuki to take this journey ahead and open up a whole new world of possibilities for Maruti Suzuki's prospective customers."*

Monthly subscription charges for Swift LXI for a tenure of 48 months:

Mumbai	Chennai	Ahmedabad	Gandhinagar
Rs 15,368	Rs 15,196	Rs 14,665	Rs 14,691

After the completion of subscription tenure, the customer can also opt to extend, upgrade the vehicle, or buy the car at market price.