

MSIL: COS: NSE&BSE: 2019

14<sup>th</sup> October, 2019

Vice President  
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“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

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**MARUTI SUZUKI INDIA LIMITED**

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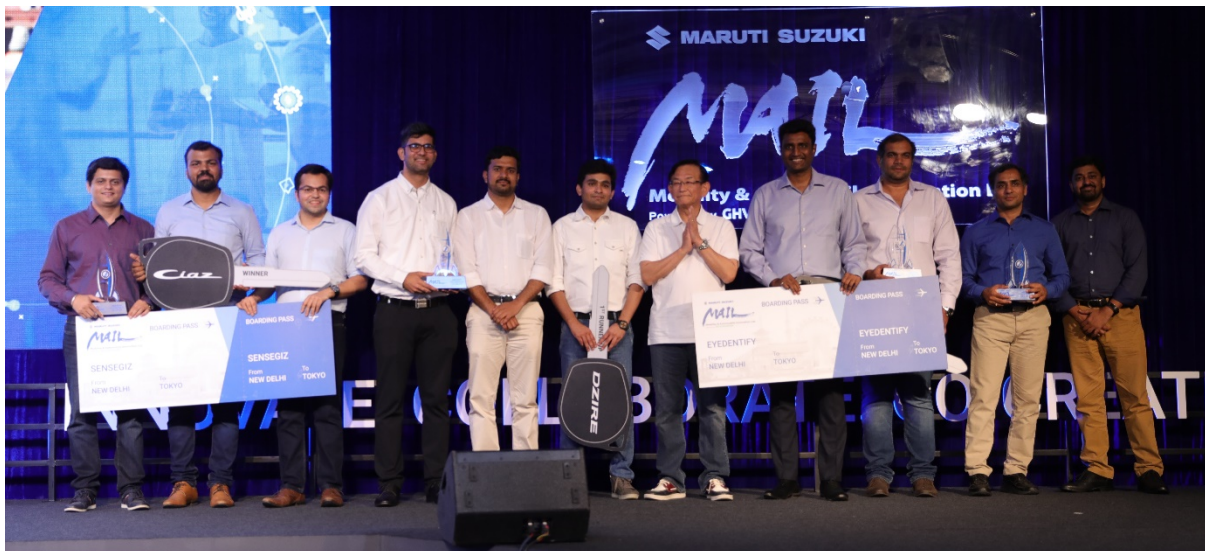
Press Release

**Maruti Suzuki collaborates with five startups  
under its MAIL (Mobility & Automobile Innovation Lab) program**

- *Exclusive program to support Government of India's #StartupIndia initiative*
  - *Maruti Suzuki to undertake paid PoC with select startups*

**New Delhi, 14 October 2019:** Maruti Suzuki India Limited has selected five startups for Proof of Concept (PoC) under its Mobility & Automobile Innovation Lab (MAIL) program. This will help accelerate these concepts towards real-time applications. MAIL is an initiative by Maruti Suzuki to identify and bring together startups with innovative and cutting-edge solutions, to collaborate for open innovation in mobility and automobile space.

Through an extensive exercise involving call for applications, thorough screening and pitch sessions, five startups namely *Enmovil*, *Docketrun*, *Eyedentify*, *Xane* and *SenseGiz*, were selected for cohort 1. These 5 startups presented their solutions at the Demo Day organized in New Delhi.



*Maruti Suzuki India Limited MD & CEO, Mr Kenichi Ayukawa (fifth from right), along with the five startups selected under the Mobility & Automobile Innovation Lab (MAIL) program.*

Speaking about the initiative, **Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited** said, *“Indian automobile industry is at a crucial juncture. Several disruptions are taking place in the automobile and mobility space. Since inception Maruti Suzuki has strived to offer products and services that are ahead of regulations and match the needs of the evolving Indian customers, while retaining the interests of our stakeholders. We are optimistic that partnering with these startups, we will enter into a new era of mobility and automobile solutions.”*

*He added, “Our aim is to now work along with these startups and enhance scalability of the solutions. These intelligent solutions will help enhance customer experience, among others.”*

Post selection into the first cohort, all the 5 startups underwent an extensive 3 months long acceleration program. Here, they were mentored by various experts from both domestic as well as international startup ecosystem. Concurrently, they received guidance from domain experts at

Maruti Suzuki. The startups were given access to Maruti Suzuki's test bed and facilities to understand the current scenario and suggest solutions to fit business needs.

After the presentations on the Demo Day, *Sensegiz* was announced as the winner, followed by *Xane* and *Eyedentify*. Two more startups, *Enmovil* and *Docketrun* were also engaged for the next round.

The top three startups- *SenseGiz*, *Xane* and *Eyedentify* get an opportunity to undertake a paid Proof-of-Concept with Maruti Suzuki for an actual business use.

The initiative will help create value additions in the areas of logistics, IoT based safety and monitoring, and plug and play solutions.

<b><u>Startup</u></b>	<b><u>Domain</u></b>
SenseGiz	Enterprise and Industrial IoT products
Xane	Artificial Intelligence
Eyedentify	Automotive IoT
Enmovil	Logistic Analytical platform solutions
Docketrun	Artificial Intelligence

### **About Maruti Suzuki MAIL**

Driven by Maruti Suzuki, India's leading passenger vehicle maker and powered by most prominent Indo-Japanese seed fund and co-creation centre, GHV Accelerator, Maruti Suzuki MAIL or Mobility & Automobile Innovation Lab, is an initiative to find innovative and cutting-edge solutions in the mobility & automobile space, which are futuristic and customer oriented. Maruti Suzuki's MAIL seeks to create an ecosystem in India, which will provide the foundation for talent to thrive and make Innovation, a way of thinking. Maruti Suzuki's MAIL intends to drive forward thinking fuelled by innovations and a commitment to bring the very best to Indian roads.

To know more visit: [www.marutisuzukimail.com](http://www.marutisuzukimail.com)