

MSIL: COS: NSE&BSE: 2019

30th November, 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

MARUTI SUZUKI INDIA LIMITED

CIN: L34103DL1981PLC011375

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Press Release

Maruti Suzuki stands tall with 20 Million sales in India

- Only Indian carmaker to cross the landmark
- Achieved the last 10 million sales in just 8 years

New Delhi, 30 November, 2019: Maruti Suzuki India Limited, India’s leading passenger vehicle maker has reached a key milestone of 20 Million passenger vehicle cumulative sales in the Indian market. This achievement makes Maruti Suzuki the only company in India to cross the landmark figure. The sales achievement is a testament to the faith of millions of customers in Maruti Suzuki’s products.

The Company accomplished this landmark number in less than 37 years of selling its first car in December 1983. While the Company succeeded in realizing the milestone of 10 million vehicle sales in close to 29 years, the next 10 million passenger vehicles were sold in a record time of 8 years.

Over the years, Maruti Suzuki has changed the way Indians commute. With the roll-out of first iconic Maruti 800 car on 14th December 1983, people in India discovered a new way of personal mobility. This was the beginning of a revolution that made millions of Indians realize their dream of owning a car! Referred to as people’s car maker, Maruti Suzuki has laid the foundation for Indian automobile industry to grow.

Thanking customers for choosing Maruti Suzuki vehicles as their preferred car, **Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited** said, *“We are overwhelmed with this new record. Achieving this milestone is a great accomplishment for Maruti Suzuki, as well as our suppliers and dealer partners. We are thankful for immense trust placed in us by the customers, long lasting partnerships with our stakeholders as well as the support extended by the Government. Maruti Suzuki was incorporated with a mission to put India on wheels. A mission where every Indian family could fulfil its dream of owning a car, which we continue to work towards.”*

He added, *“We are committed to bring value to the lives of our customers and delight them through our global technologies, and emphasis on safety and superior quality. This is complemented by an extensive sales and after sales service network. While Maruti Suzuki continues to contribute to the Indian economy and create employment opportunities across the value chain, the Company is committed to give back to the society. Maruti Suzuki continuously invests in Corporate Social Responsibility (CSR) activities in the areas of community development (health, education, water & sanitation, infrastructure), road safety and skill development.”*

Over the years, the Company has changed the profile of the Indian car market by introducing vehicles with contemporary features and new designs, incorporating comprehensive safety norms. With environment conservation and sustainability at the core of its business operations, Maruti Suzuki has successfully introduced products that gained wide acceptance by its large base of customers. The

Company is committed to support the government's goal for environment care and lower pollution. Maruti Suzuki has introduced factory fitted CNG vehicles as well as Smart Hybrid vehicles, in addition to eight BS6 models rolled out much ahead of the stipulated timelines. The Company along with its parent, Suzuki Motor Corporation, plans to introduce a small EV for the Indian market. Currently it is road testing 50 Electric Vehicle prototypes across the country to check their real-life performance in multiple terrains and varied climatic conditions.

As the Company works on expanding its capacity, it follows responsible manufacturing practices to minimize the impact of its operations on the environment. For instance, the Company is focusing on expanding solar energy use. The initial 1.3 MW plant is now being supplemented by a 5MW solar energy plant that will be commissioned this financial year. Another 20MW solar energy plant at Manesar, is likely to be commissioned in 2021. Similarly the Company, over the years, has brought down the dependence on ground water to almost zero, while around 60% of water requirement is met through recycled water.