

MSIL: CSL: NSE&BSE: 2019

19th February, 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

Chief General Manager &

Company Secretary

Encl.: As above

MARUTI SUZUKI INDIA LIMITED

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Press Release

India’s No. 1 Compact SUV Vitara Brezza leads amongst utility vehicles

Clocks fastest 4 Lakh cumulative sales in under 3 years

New Delhi, February 19, 2019: Maruti Suzuki Vitara Brezza has set a new sales record in the compact SUV segment. The cumulative sales of India’s most preferred compact SUV touched the 4 lakh units mark in less than three years. Vitara Brezza leads the compact SUV segment with a market share of over 44 per cent year-to-date.



- Fastest **4 lakh sales** in compact SUV segment
- Year-to-date **sales growth of 7%** with a **monthly average of 14,675 units**
- AGS variant with a penetration of about **20%**, became an instant hit after its launched in May 2018
- Market share year-to-date: **44.1%** in compact SUV segment
- **Sporty & Stylish** looks make Vitara Brezza top choice among customers

Thanking customers for their overwhelming support for the Vitara Brezza, **Mr. R S Kalsi, Senior Executive Director (Marketing and Sales), Maruti Suzuki** said: *“Vitara Brezza with its sporty and glamorous traits has struck the right chord with Indian customers. The dual-tone colour option in Vitara Brezza is highly appreciated by its customers. Indeed, Vitara Brezza has transformed the compact SUV landscape in India. It continues to be the most loved and awarded SUV despite several new entrants into the segment. The benchmark success of Vitara Brezza with over 4 lakh customers in less than three years is a testimony of the customers’ increasing preference towards the refreshed design and innovative features of the compact SUV. We would like to extend our heartiest gratitude to our Vitara Brezza customers and particularly those who have chosen to wait for their loved car.”*

This new sales record underscores strong demand for the Vitara Brezza, led by its sporty looks and bold design.

The technologically advanced features help the Vitara Brezza to deliver a high performance. With Vitara Brezza, Maruti Suzuki introduced dual-tone colours – a first in its segment, which have got high acceptance with customers. Auto Gear Shift, was offered on Vitara Brezza and has received overwhelming response from customers with its penetration as high as 20%. Its masculine exterior complemented by the sporty all black interiors makes it an ideal choice for the customers.

Vitara Brezza complies with advanced safety regulations, including pedestrian safety. It comes loaded with new safety features comprising dual air bags, ABS with EBD, high speed warning alert, ISOFIX child restraint system, reverse parking sensors and front seat belt pre-tensioners and force limiters. These features are now standard across all variants of Vitara Brezza.

Click here for hi-resolution images of Vitara Brezza:

<https://www.flickr.com/photos/126049010@N03/albums/72157690384371790>