

MSIL: COS: NSE&BSE: 2020

19th October, 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

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Press Release

Maruti Suzuki Swift Limited Edition, Bolder with more Style and Sportiness

- *Bold and sporty exteriors complimented by pepped up interiors*

New Delhi, October 19, 2020: Maruti Suzuki today launched the Swift Limited which will excite customers who aspire for a more stylish, bold and dynamic vehicle.



In order to establish a distinct road presence, the Swift Limited Edition follows an all-black dominance theme which adds a new level of boldness to Swift's already sporty credentials. The Swift Limited Edition is accentuated with accessories like the **Gloss Black Body Kit, Aerodynamic Spoiler, Body Side Moulding, Door Visor, All-Black Garnish on Grill, Tail Lamp and Fog Lamp** and much more. In the interior, to complement the sporty round dials and the flat bottom steering wheel are the Sporty Seat Covers. All this makes the fun to drive Swift even more eye-catching.

Speaking on the launch, **Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited**, said, *“Maruti Suzuki Swift has been a preferred choice amongst the youth for over a decade now for being a sporty, stylish and fun to drive car. Since launch, with its disruptive looks and peppy performance, Swift has been one of the best performers in our portfolio and helped us strengthen leadership in the premium hatchback segment. Over the 3 generations Swift has evolved in features, looks and technology, often defining the changes in aspiration and preferences of Indian car customers. Today, we are happy to announce the launch of the bolder and sportier Swift Limited Edition to add a boost of excitement amidst such unprecedented times. For all Swift enthusiasts and fans this Limited Edition offers a new way to reflect their personality in a stylish, sporty and young way.”*

Three time winner of ICOTY, Maruti Suzuki Swift has sustained its leadership for 14 magnificent years. Swift dominates the segment with over 23 Lac customers.

This festive season, bring home the Swift Limited-Edition which is available across all variants. The spirited Swift Limited-Edition is available at an additional cost of just INR 24,990/- across all our dealerships.