

MSIL: CSL: NSE&BSE: 2019

10th June, 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

Encl.: As above

MARUTI SUZUKI INDIA LIMITED

CIN: L34103DL1981PLC011375

Registered & Head Office
Maruti Suzuki India Limited,
1 Nelson Mandela Road, Vasant Kunj,
New Delhi 110070, India.
Tel: 011-46781000, Fax: 011-46150275/46150276
www.marutisuzuki.com

Gurgaon Plant:
Maruti Suzuki India Limited,
Old Palam Gurgaon Road,
Gurgaon 122015, Haryana, India.
Tel. 0124-2346721, Fax: 0124-2341304

Manesar Plant:
Maruti Suzuki India Limited,
Plot No.1, Phase 3A, IMT Manesar,
Gurgaon 122051, Haryana, India.
Tel: 0124-4884000, Fax: 0124-4884199

E-mail: investor@maruti.co.in, contact@maruti.co.in

PRESS RELEASE

Maruti Suzuki’s Dzire is India’s No1 sedan for over a decade

- Over 19 lakh happy customers
- Leads the segment with 55% market share
- One new Dzire sold every two minutes

New Delhi, June 10, 2019: Maruti Suzuki India today announced brand Dzire continues to maintain pole position as India’s best-selling compact sedan for more than 10 years. It has become the preferred choice for over 19 lakh customers. The Company sold over 2.5 lakh units of Dzire in 2018-19, averaging monthly sales of over 21,000 units. Dzire leads the compact sedan segment with a market share of 55%.

Positioned as an authentic sedan offering plush and roomy interiors, loaded with new features and equipped with advanced safety features, the new Dzire became an instant hit since May 2017. Features such as DRLs (daytime running lamps), precision cut two-tone alloy wheels, rear AC vents and SmartPlay infotainment system (compatible with Android and iOS users) make Dzire an irresistible package in its segment.

Expressing gratitude to customers for making Dzire successful, **Mr Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited** said: *“The brand Dzire has been a major contributor to Maruti Suzuki’s journey and we express our gratitude to customers. With the launch of Dzire, we created a new ‘compact sedan’ segment. This segment is continuously evolving and growing. Over the years, Maruti Suzuki Dzire has led this growth and it continues to be relevant and attractive to customers. A testimony to its strong customer connect is that the sales of third generation Dzire went up by nearly 20%.”*

“We keep an ear to the ground to sense customers’ demands and translate them into features in our cars. The hugely popular Auto Gear Shift (AGS) technology is available across six variants of the Dzire. Nearly 13% of buyers have chosen the automatic variant. Interestingly, for half of the new Dzire customers, the compact sedan is their first car purchase. This shows a paradigm shift of the Indian customers who are ready to start their car ownership with a sedan,” he added.



Encompassing the virtues of a true sedan, the all-new Dzire offers customers an entirely new design, which lends it impeccable sedan proportions. Indulgent interiors with urbane satin chrome accents, burl wood ornamentation and leather wrapped steering wheel give passengers a plush experience. The diesel variant of Dzire delivers best in industry fuel economy in passenger cars at 28.4 km/l. Petrol fuel efficiency is 22.0 km/l.

Built on the fifth generation HEARTECT platform, the all-new Dzire offers more space and superior safety. Dzire complies with frontal offset, side impact and pedestrian regulations. It is loaded with dual airbags and pretensioner force limiter seat belts, ISOFIX (child seat restraint system) and ABS with EBD.

Click here for hi-resolution images of all-New Dzire:

<https://www.flickr.com/photos/126049010@N03/sets/72157681046632630>