

MSIL: COS: NSE&BSE: 2022/08\_10

18<sup>th</sup> August, 2022

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 Sirs,

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  
Executive Vice President  
& Company Secretary

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**MARUTI SUZUKI INDIA LIMITED**

**Head Office:**

Maruti Suzuki India Limited,  
1, Nelson Mandela Road, Vasant Kunj,  
New Delhi - 110070, India.  
Tel: 011- 46781000, Fax: 011-46150275/46150276  
E-mail id: contact@maruti.co.in, 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

## **#IndiaKiChalPadi**

### **Introducing the Maruti Suzuki All-New Alto K10**



**New Delhi, August 18, 2022:** Maruti Suzuki India Limited today announced the launch of the All-New Alto K10. A true symbol of pride, trust and reliability, the All-New Alto K10 is now available with fresh new exteriors, spacious interiors, enhanced performance and a host of comfort, safety, convenience and connectivity features.

Launched with the tagline **#IndiaKiChalPadi**, the All-New Alto K10 is all set to take-off once again in style, after having put millions of customers behind the wheel in its unparalleled 22-year journey. The All-New Alto K10 is an active enabler of a better life for today's customers wanting to feel confident, satisfied, and comfortable. The All-New Alto K10 has been conceptualized, designed and developed in India using Suzuki's Platform, Powertrain and Technology. With a more powerful and efficient Next-Gen K-series 1.0L Dual Jet, Dual VVT engine, spacious cabin, modern features, contemporary design, and confident maneuverability, the All-New Alto K10 meets a multitude of needs that arise in day-to-day city life with utmost ease.

Introducing the All-New Alto K10, **Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited**, said, *"Alto over the years has strengthened its appeal with every new upgrade and is a testament to an iconic brand that evolved itself with the changing aspirations of young India. Capturing the hearts of over 4.32 million\* Indian customers, the Alto has remained the No. 1 selling car in the country for 16 consecutive years in its iconic 22-year journey. The All-New Alto K10 is set to take its legacy forward with its fresh new design, advanced tech and safety features, coupled with spacious interiors, and a Next-Gen K-series 1.0L engine. Democratizing mobility solutions has always been a core belief of Maruti Suzuki and with the launch of the All-New Alto K10, we wish to spread the joy of mobility to many more households and further strengthen the ever-growing relationship with our customers. The All-New Alto K10 gives you a lot more than ever before, so that nothing holds you back. For a country that now wants it all, here is a car that has it all. We are confident that the All-New Alto K10 will re-energize the segment and exceed customer expectations with its contemporary and youthful appeal."*

#### **All-New Alto K10 – Authentic hatchback design with progressive, youthful and modern exteriors**

- Pleasing and friendly front fascia with new peppy headlamps and dynamic honeycomb pattern grille
- Side profile and rear fascia tastefully sculpted to have a modern appeal
- New and trendy rear combination lamps
- Big R13 wheels with new full wheel covers

## Media Release

### **All-New Alto K10 – Lively & spacious interiors focused on creating a comfortable driving experience**

- Center focused dashboard design, floating audio unit and premium accentuation
- Wraparound and seamless flow from the Instrument Panel (IP) to door, adding width and roominess to the overall interiors
- New cabin design to maximize front row knee space and second row leg room for comfortable seating and easy ingress and egress
- Warm grey colored seats with beige accents add to the liveliness and spacious feel of the cabin
- Ergonomic and practical utility spaces for accommodating the customers' day-to-day storage needs



Ergonomically designed, lively & spacious interiors with center focused dashboard design, floating audio unit and premium accentuation

### **The All-New Alto K10 - Enhanced performance with Next-Gen K-series 1.0L engine with SMT and AGS**

Powered by the Next-Gen K-Series 1.0L Dual Jet, Dual VVT engine, the All-New Alto K10 delivers 49kW(66.62PS)@5500rpm of peak power and 89Nm@3500rpm of max torque. This state-of-the-art peppy, lively & efficient K-series 1.0L engine offers an exciting & fun to drive experience. Packed with cutting edge technology, the All-New Alto K10 will provide excellent fuel-efficiency# of 24.90 km/l (AGS) and 24.39 km/l (MT).



Next-Gen K-Series 1.0L Dual Jet, Dual VVT engine for peppy performance



Excellent fuel-efficiency# of up to 24.90km/l with Auto Gear Shift

The All-New Alto K10 is available with both 5-speed Manual and Automatic Gear Shift (AGS) transmission options. The AGS transmission in the All-New Alto K10 offers enhanced driving comfort and convenience to consumers.

### **The All-New Alto K10 – Loaded with comfort, convenience and smart connectivity features**

The All-New Alto K10 is packed with exciting features for customer comfort, convenience and in-car entertainment, ensuring a joyful and comfortable driving experience.

- The 17.78cm (7-inch) SmartPlay studio infotainment system features smartphone navigation and smartphone connectivity with Apple CarPlay, Android Auto and other SmartPlay Studio apps.
- Easy operation and control at fingertips with steering mounted audio & voice controls



SmartPlay Studio with Smartphone Navigation



Steering Mounted Audio & Voice Control



Digital Speedometer Display



1<sup>st</sup> in segment 4 speakers

## Media Release

- Enhanced audio experience with front and rear door speakers
- Convenience and practicality are enhanced by the digital speedometer display, front power window switches on the instrument panel and remote keyless entry.

### The All-New Alto K10 – 15+ Comprehensive Safety Features<sup>1</sup>

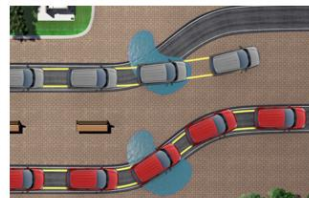
The All-New Alto K10 is built on Suzuki's signature HEARTECT platform, offering enhanced crash, strength and NVH performance.

Equipped with 15+ technology driven safety features, the All-New Alto K10 offers features like:

- Dual Airbags
- Anti-lock Braking System (ABS) with Electronic Brake Force Distribution (EBD)
- Pre-tensioner and force limiter front seat belts
- Reverse parking sensors
- Speed sensing auto door lock and high-speed alert among others.



Dual Airbags



ABS with EBD



Reverse Parking Sensors



Pre-tensioner and force limiter front seatbelts

### The All-New Alto K10 – Colours and Personalisation

The All-New Alto K10 is available in 6 colours with **3 new colour options- Sizzling Red, Speedy Blue and Earth Gold.**

Customers can personalise and enhance the overall design of their All-New Alto K10 to reflect their style with two unique Maruti Suzuki Genuine Accessory themes - **"Impacto"** and **"Glinto"**.

**Impacto** - the accessory package has been created to celebrate the youthful spirit. This package focuses on highlighting sporty elements with accents. The key accessories of this package are front and rear skid plates – colour accents, wheel arch cladding, body side moulding – black, door visor – smoke grey, ORVM cover and more.

**Glinto** - the accessory package is all about glint and glam to create a premium look. This package focuses on creating a premium impression with chrome elements. The key accessories of this package are front grille garnish, head lamp garnish, tail lamp garnish, door visor – garnish insert and more.

Customers can personalise their All-New Alto K10 with one-click convenience on the Maruti Suzuki Genuine Accessories website



Glinto



Impacto

All-New Alto K10 Technical Specifications:			
Length (mm)	3,530	Max Torque (Nm@rpm)	89@3500
Height (mm) (Unladen)	1,520	Max Power <sup>++</sup> (kW@rpm)	49(66.62PS)@5500
Width (mm)	1,490	Fuel-Efficiency <sup>#</sup> (km/l)	24.90 (AGS); 24.39 (MT)

<sup>++</sup> [1kW = 1.35962 PS]

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### Price of the All-New Alto K10 (Ex-showroom Delhi in INR)

Manual Transmission (5MT)		Auto Gear Shift (AGS)	
Variant	Price	Variant	Price
<b>Std.</b>	3 99 000/-	-	-
<b>Lxi</b>	4 82 000/-	-	-
<b>Vxi</b>	4 99 500/-	<b>Vxi</b>	5 49 500/-
<b>Vxi+</b>	5 33 500/-	<b>Vxi+</b>	5 83 500/-

[Click here for All-New Alto K10 images](#)

\*Fuel efficiency as certified by test agency under rule 115 of CMVR 1989

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For details on functioning of safety features, including air bag, kindly refer to the Owner's Manual.

NVH: Noise, Vibration and Harshness

\*Cumulative Alto sales till July 2022 including Alto800

Images for illustration purposes only. The features mentioned may be applicable for specific variants only. Colors may vary from actual body color due to printing on paper.