

MSIL: COS: NSE&BSE: 2021/11_04

10th November, 2021

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 launches India's most fuel-efficient petrol car*: All-New Celerio
'Drive Your Style'**

- Country's most fuel-efficient petrol car* with a mileage of 26.68 km/l**
- Powered by Next-Gen K-Series Dual Jet, Dual VVT Engine with Idle Start-Stop technology
- Stylish & urban exteriors with 3D organic sculpted design and vivid characters for enhanced road presence
- Centre-focused energetic and sweeping interior design, bigger cabin space, improved leg room and luggage space for increased comfort and convenience
- Focus on safety with 12+ features like first-in-segment Hill Hold Assist, Dual Airbags and ABS with EBD
- Feature rich with a 17.78cm (7 inch) Smartplay Studio with smartphone navigation, engine push start-stop button with smart key, gear shift indicator, electrically adjustable and electrically-foldable ORVMs

New Delhi, November 10, 2021: Maruti Suzuki India Limited (MSIL) today announced the launch of its much-awaited compact hatchback – stylish All-New Celerio. India's most fuel-efficient petrol car*, the All-New Celerio offers a stellar mileage of 26.68 km/l**. Powered by next-generation Dual Jet, Dual VVT K-Series engine with Idle Start-Stop technology, it offers a spirited drive experience. Equipped with new-age design, enhanced road presence, host of safety, and smart features, the All-New Celerio is all set to revolutionize the compact hatchback segment once again.



The All-New Celerio with an unparalleled driving experience, new 3D organic sculpted design, first-in-segment safety and convenience features bring the much-needed momentum and freshness in this segment.

Speaking on the launch, **Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited**, said, *“The Indian automobile industry has witnessed an unprecedented shift owing to the pandemic which has given a special impetus to the need for personal mobility. India is primarily a small car market, with nearly 46% of total passenger vehicle sales contributed by the hatchbacks. As a leading car manufacturer, it is our responsibility to drive the revival of the automobile industry. With the All-New Celerio, we endeavour to boost the most important passenger vehicle segment in the country.”*

He added, *“The All-New Celerio ticks all the boxes of customer expectation with an unmatched driving experience, unrivalled fuel-efficiency and a host of features that offers comfort, convenience, and safety at an attractive price. The first generation Celerio introduced and democratized the Auto Gear Shift (AGS) two-pedal technology. We are confident that the All-New Celerio with its advanced features, stylish new design, and next-gen powertrain will further appeal to the urban customers and bring the much-needed excitement in the market.”*

Stylish, Lively, Active and Urban Exterior Design

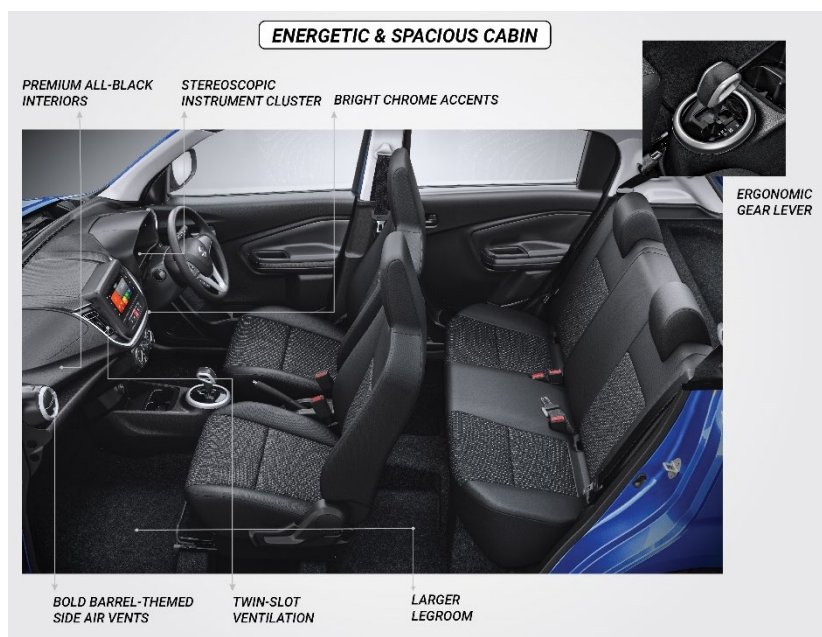


The All-New Celerio exudes a dynamic stance with a 3D organic sculpted design. The stylish, vibrant and urban design will redefine the compact hatchback segment in the market. The animated sweeping front headlamps, droplet-styled tail lamps and all-new radiant signature front grille with chrome accentuate its fresh spirited design signature. The 15" (38.02cm) Urbane black alloy wheels and

front fog lamps add to its lively style appeal. Aimed at captivate young and dynamic customers, All-New Celerio offers unique and tasteful detailing for an inspiring style.

Energetic and Spacious Interiors with Sweeping Design Elements

The All-New Celerio is thoughtfully curated to offer an energetic and spacious cabin appeal for increased comfort. Complimenting the aesthetics of the exteriors, it offers elegant detailing comprising of elements like center-focused design with sweeping character lines and organic sculpted 3D Instrument panel and trims, to enliven it further. The twin slot center AC ventilation with bright chrome accents, bold barrel-themed side air vents add to the vivid interior design of the All-New Celerio. **The new stylish gear shift lever with a light ergonomic grip in AGS variants** offers an exciting drive experience and makes that everyday drive much enjoyable.



The new stylish gear shift lever with a light ergonomic grip in AGS variants offers an exciting drive experience and makes that everyday drive much enjoyable.

The All-New Celerio is spacious with bigger cabin space, increased wheelbase, extended shoulder room, larger legroom, and enhanced luggage space.

Spirited and Energised - Next-Gen Powertrain

Equipped with the next generation K-Series Engine with Dual Jet, Dual VVT, the All-New Celerio is the **most fuel-efficient petrol car* in India, offering a mileage of 26.68km/l****. With segment-first features like Idle Start-Stop, the All-New Celerio makes a step forward towards sustainability by reducing CO₂ emissions by up to 19% across variants. Powered by cutting-edge technology, it offers a torque of 89Nm@3500rpm and power of 50kW@6000RPM. Development of Next-gen K-series engine is done with the use of state-of-art technology like cooled EGR, auto tensioner, and integrated exhaust manifold.



Uncompromised Safety



Built on Suzuki's signature HEARTECT platform, All-New Celerio comes with a smooth structure for effective absorption and dispersion of impact force. The HEARTECT platform improves the crash, rigidity, and overall strength of the car. Extensive use of high tensile steel and 12+ safety features assure a safe drive for you and your loved ones. The All-New Celerio offers **first-in-segment Hill Hold**

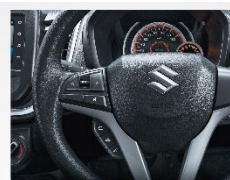
Assist function with AGS and complies with all Indian safety regulations like frontal-offset, side crash, and pedestrian protection.

Integrated Smart Technology coupled with Convenient Features

The 17.78cm (7 inch) SmartPlay studio infotainment system with smartphone navigation ensures an enjoyable drive experience. Additionally, new features like first in segment engine push start with smart key, Pollen type AC filter, have been introduced. Convenience features like tilt steering with mounted audio controls, 60:40 split rear seats, and height-



17.78cm SMARTPLAY STUDIO WITH SMARTPHONE NAVIGATION



TILT STEERING WITH MOUNTED AUDIO CONTROLS



SMART KEY WITH KEYLESS ENTRY



ELECTRICALLY-FOLDABLE ORVMs WITH TURN INDICATORS



ENGINE PUSH START-STOP BUTTON

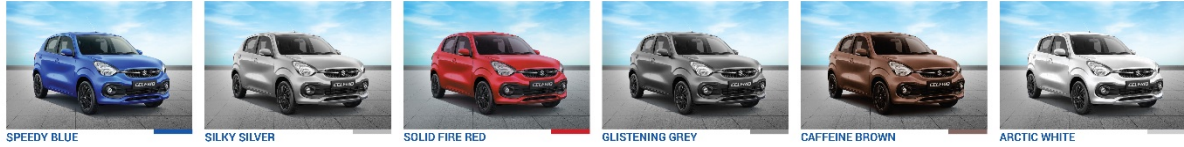


60:40 SPLIT REAR SEATS

adjustable driver seat have been provided for functionality and enhanced user experience.

Array of Exciting Colours

The All-New Celerio will be available in an array of 6 colours including two new colours – **Solid Fire Red** and **Speedy Blue** along with Arctic White, Silky Silver, Glistening Grey, and Caffeine Brown.



| Technical Specifications | | | |
|--------------------------|--|------------|---------------|
| Length | 3695mm | Max Torque | 89Nm@3500 rpm |
| Height | 1555mm | | |
| Width | 1655mm | Max Power | 49kW@5500 rpm |
| Wheelbase | 2435mm | | |
| Fuel Efficiency | 26.68 km/l (Vxi AGS) 26.00 km/l (Zxi,Zxi+AGS) 25.23 km/l (Lxi,Vxi,Zxi MT) 24.97 km/l (Zxi+MT) | | |

All-New Celerio Prices: (Ex Showroom in INR)

| Manual Transmission | | Auto Gear Shift (AGS) | |
|---------------------|-----------|-----------------------|-----------|
| Variant | Price | Variant | Price |
| Lxi | 499,000/- | - | - |
| Vxi | 563,000/- | Vxi | 613,000/- |
| Zxi | 594,000/- | Zxi | 644,000/- |
| Zxi+ | 644,000/- | Zxi+ | 694,000/- |

Click here to download All-New Celerio photographs

<https://www.flickr.com/photos/194332925@N02/albums>

* Claim supported by independent research agency-JATO Dynamics Limited and is applicable in the petrol category.

** As certified by Testing agency under rule 115 (G) of CMVR 1989