

MSIL: COS: NSE&BSE: 2019

22nd October, 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

MARUTI SUZUKI INDIA LIMITED

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Press Release

Do not waste! Respect nature - Japan’s ‘Mottainai Grandma’ tells school children in Haryana

- Storytelling caravan to visit 45 government schools across Delhi, Haryana and Gujarat
- Stories inspired from Mottainai Grandma, Japan’s famous picture book for children
- Japanese concepts of “Reduce, Reuse, Recycle and Respect” explained in story form
 - Aligned to the Swachh Bharat (Clean India) initiative of the Government
- The Mottainai Grandma Storytelling caravan will visit Gujarat for the first time

New Delhi, October 22, 2019: Adopting storytelling to inculcate the values of reduce, reuse, recycle and respect, Maruti Suzuki India Limited is organising ‘**Mottainai Grandma**’ storytelling sessions. The objective is to promote ‘Clean India’ mission by creating environmental awareness among the students. School students, between 9-12 years, will participate in the activity and learn the values of cleanliness, use of resources and consciousness towards environment. The ‘Mottainai Grandma’ convoy will visit 45 schools in Delhi, Haryana and Gujarat.

The storytelling is inspired from a famous picture book from Japan by the name of ‘**Mottainai Grandma**’, published by Kodansha Ltd, a leading Japanese publication. The protagonist, a Grandma disapproves wastage and uses the means of storytelling sessions to educate children on the Japanese principle of Mottainai - meaning ‘Do not waste’.

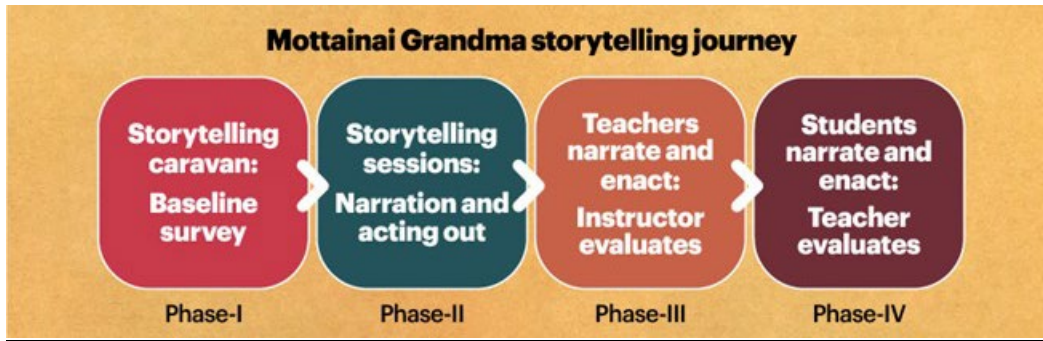
In its second year the ‘Mottainai Grandma’ Storytelling caravan along with a professional narrator will visit 45 schools across Delhi, Gurugram, Manesar and Gujarat. 10 of these schools are supported by Maruti Suzuki in Gurugram and Manesar. Over 2000 students across the 45 schools will benefit from the initiative. Last year the ‘Mottainai Grandma’ Storytelling caravan covered 30 schools across Delhi, Gurugram and Manesar, of which 6 were Maruti Suzuki supported schools.

For the first time the caravan will also visit schools in Gujarat to create awareness on reduce, reuse, recycle and respect.

Mr. A K Tomer, Executive Advisor, Corporate Planning and CSR, Maruti Suzuki India Limited said, *“In India, grandparent’s affection and wisdom is considered in high regard. Having a Grandma narrate the importance of Mottainai (Do not waste!) in everyday practices helps reinforce the importance of judicious use of precious natural resources. Through interactive and engaging sessions, we are able to educate children in a fun-filled and effective way. Maruti Suzuki has consistently undertaken initiatives that have contributed to the community development and are aligned to the government efforts. With this program, we wish to teach important social skills to students in their formative years. Habits learnt during these years go a long way in making responsible and sensitive citizens for the country.”*

Through the initiative the Company will conduct multiple engaging sessions to bring about behavioral change in students. A caravan, essentially a Maruti Suzuki Super Carry, with over 300 books, will accompany the story telling group in the form of a mobile library travelling across the schools.

The Initiative will be conducted in 4 phases.



'Mottainai Grandma' Storytelling caravan visits 10 Maruti Suzuki adopted Government Primary Schools in Gurgaon District			
Type	Co-education school	Girls school	Boys school
Location	Choma	Molahera	Molahera
	Caterpuri	Bhangrola	Bhangrola
	Naharpur	Kakrola	Manesar
	Kho		
Over 450 students learn the concepts of 4Rs (Reduce, Reuse, Recycle and Respect)			

About Maruti Suzuki's Community Development initiatives:

Maruti Suzuki has consistently endeavored to create value in the society through its CSR initiatives. Conducting multiple initiatives in the domain of Community Development, Road Safety and Skill Development, the Company endeavors to create value through social interventions. Under Community Development, Maruti Suzuki works across 26 villages of Haryana and Gujarat. The initiatives are focused towards the areas of water and sanitation, education, and community infrastructure. To ensure availability of portable water, the Company set up 24 water ATMs in 23 villages. In addition to this, it has constructed more than 4400 toilets, laid sewer lines, and provided support on waste management. Simultaneously, the Company actively supported the cause of education. It supports 50 schools through teacher training and infrastructure development in Haryana and Gujarat.

In Sitapur, Gujarat, the Company is setting up a 100 bed hospital to provide quality medical services to over 3,00,000 people residing in the area. It is also setting up a school in Sitapur, Gujarat by March 2020 which, in addition to academics, will focus on personality development of the students.