

MSIL: CSL: NSE&BSE: 2019

4th 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

Press Release

Maruti Suzuki unveils the all-new Mobile NEXA terminal, bringing the NEXA experience closer to customers!!



New Delhi, 04 June, 2019: Maruti Suzuki today flagged off one-of-its-kind mobile NEXA terminal, taking the NEXA experience to markets where it is currently not present. The NEXA terminal will reach out to prospective and existing customers throughout the country, giving them an opportunity to experience NEXA.

Maruti Suzuki's endeavour is to reach closer to customers and extend the NEXA experiences across the length and breadth of the country. While offering a similar experience like NEXA showroom, this terminal is a combination of basics of a dealership with the very essence of NEXA in a mobile environment.

Speaking about the success of NEXA, Mr. Shashank Srivastava, Executive Director, Marketing and Sales, Maruti Suzuki India Ltd. said, "In less than 4 years of its launch, NEXA has rapidly grown to become the most successful premium retail network in India and contributes over 20% to our total sales. In this short span of time, we have setup over 360 NEXA outlets covering more than 200 cities and added over 9 lakh happy NEXA customers. This mobile NEXA terminal will help us to connect with customers in geographies where NEXA outlets are currently not present."

About NEXA:

NEXA is Maruti Suzuki's pioneering initiative to create a new format of premium automotive retail. It marks the first-of-its-kind initiative by an automobile company to go beyond selling cars. Today, it is a lifestyle brand that believes in creating exciting experiences for its customers. NEXA brings alive the world of fashion for the fashionably conscious customers by associating with notable Fashion Weeks and organizing Style Workshops for customers. It has engaged with customers through musical events and also launched NEXA Music, a unique music platform for emerging artists.

Designed for an emerging segment of customers who value innovation, personal touch and pampering in their car buying experience. Customers can choose across four different cars sold at NEXA - S-Cross, Baleno, IGNIS and Ciaz.