

MSIL: COS: NSE&BSE: 2021

28th June, 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 expands ‘Subscription’ services to Jaipur, Indore, Mangalore and Mysore

- *Maruti Suzuki Subscription services are now available in 19 cities*
- *Subscription partners: Orix Auto Infrastructure Services Ltd. (Orix), ALD Automotive India (ALD Automotive), and Myles Automotive Technologies Pvt. Ltd. (Myles)*

New Delhi, June 28, 2021: Maruti Suzuki India Limited (MSIL) today announced the expansion of ‘Subscription’ services to four new cities - Jaipur, Indore, Mangalore and Mysore. With this rollout, customers can now opt for Maruti Suzuki Subscribe services in 19 cities.

MSIL has launched a marketplace model for Maruti Suzuki Subscribe that will serve as a unified platform to offer customised car subscription products through multiple partners at competitive rates. It offers added convenience and flexibility to modern-age car buyers under the umbrella slogan of ‘Your choice of car. Your choice of subscription provider.’

In its newest form, the Maruti Suzuki Subscribe platform will offer tailor-made products to its customers through three subscription partners namely Orix Auto Infrastructure Services Ltd. (Orix), ALD Automotive India (ALD Automotive), and Myles Automotive Technologies Pvt. Ltd. (Myles). It also provides the customers with an added option of choosing between white or black registration plates, thus offering further flexibility to the car ownership experience.

The graphic features the Maruti Suzuki logo and 'SUBSCRIBE' text at the top left. A central blue banner reads 'YOUR CHOICE OF CAR. YOUR CHOICE OF SUBSCRIPTION PROVIDER.' Below this, a yellow box contains icons and text for 'Choose From Multiple Subscription Provider', 'Nominal Monthly Fees', 'Flexible Tenure Options', 'Hassle Free Ownership', and 'No Down Payment'. Three cars (a red Swift, a red S-Cross, and a blue Dzire) are shown at the bottom. Logos for Orix, Myles, and ALD Automotive are at the bottom center. A small disclaimer at the bottom reads: 'Subscription of vehicle is subject to credit approval by Subscription Provider as per the terms & conditions specified by Subscription Provider.'

Mr. Shashank Srivastava, Senior Executive Director (Marketing and Sales) Maruti Suzuki India, said, “Car subscription is a new and upcoming concept for the Indian market. We are regularly upgrading our Subscribe programme with learnings and feedback from customers. The marketplace model will offer more power to customers to select from a bouquet of options, as per their requirements. This will lead to competitive price offerings coupled with transparency of the process. With an addition of four new cities in our network, we look forward to serving more customers.”

Launched in July 2020, Maruti Suzuki Subscribe is a plan where one can enjoy owning a car without buying the vehicle. It allows the customer to opt from a range of MSIL vehicles for multiple tenure options for an all-inclusive fixed monthly charge. This monthly payment includes the vehicle usage charges, registration charges, maintenance, insurance, and other common services related to vehicle usage. Once the tenure is over, the customer has an option to switch over to a new car or avail the option of purchasing the subscribed car. The service also offers the customers the option of foreclosing the subscription at any point in time.

Subscription Ownership Offers

Customers can select from a wide range of cars including WagonR, Swift, Dzire, Vitara Brezza, Ertiga from Maruti Suzuki ARENA and Ignis, Baleno, Ciaz, S-Cross and XL6 from NEXA.

A white plate subscription, wherein the vehicle is registered in the customer's name, tenure options include 12, 24, 36, or 48 months. The annual kilometre options available are 10,000 km, 15,000 km, 20,000 km and 25,000 km.

In the black plate subscription, the vehicle is registered in the name of the subscription partner. Tenure options available for the same are 12, 18, 24, 30, 36, 42, or 48 months and the annual kilometre options available are 10,000 km, 15,000 km, 18,000 km and 25,000 km.