

MSIL: COS: NSE&BSE: 2022/08_08

10th 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

MARUTI SUZUKI INDIA LIMITED

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Media Release

Maruti Suzuki All-New Alto K10

Bookings now open for India's favourite hatchback at ARENA



New Delhi, August 10, 2022: Maruti Suzuki is all set to re-energize the country's hatchback segment with the All-New Alto K10. The Company today announced bookings open for its yet another blockbuster - **the All-New Alto K10**. The All-New Alto K10 is equipped with a host of comfort, safety, convenience, and connectivity features.

Announcing the bookings open for the All-New Alto K10, **Mr. Shashank Srivastava, Senior Executive Officer (Marketing & Sales), Maruti Suzuki India Limited**, said, "with over 4.32 million customers, Alto is the most influential car brand in the country. Immensely loved by Alto families, the legendary Alto is a testament to an iconic brand that evolved itself with the changing aspirations of young India. With a strong brand legacy of 22 years, Alto has become a symbol of pride, trust, and reliability and has been a very successful product for Suzuki. The All-New Alto K10 will democratize new age technology and features in the hatchback cars. We are confident that the All-New Alto K10 together with Alto 800 will bring pride of ownership & joy of mobility to many more customers in India."

Mr. CV Raman, Chief Technical Officer (Engineering), Maruti Suzuki India Limited, said, "Brand Alto has always been a symbol of pride of ownership, reliability and peace of mind. The All-New Alto K10 has been designed and developed with the core philosophy of redefining the hatchback segment in the country. Built on Suzuki's signature HEARTECT platform, the All-New Alto K10 will ensure a safe, comfortable and enjoyable driving experience while offering an excellent NVH performance. We have laid special focus on offering a modern design, a spacious cabin and a technology driven, user-friendly interior interface to cater to our ever-evolving customers."

Customers can pre-book the All-New Alto K10 with an initial payment of 11 000/-.

- At any ARENA showroom
- Or by Logging-in to <https://www.marutisuzuki.com/alto>
- Or call at 1800 102 1800 (toll free) to know more about the All-New Alto K10

The All-New Alto K10 bookings are now open & will soon arrive at Maruti Suzuki ARENA showrooms across the country.