

MSIL: COS: NSE&BSE: 2020

29th January, 2020

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

Green Mobility: Maruti Suzuki at Auto Expo – The Motor Show 2020

New Delhi, January 29, 2020: Maruti Suzuki India Limited will display a bouquet of new products and technologies at the upcoming Auto Expo - The Motor Show 2020. Making strides in CNG and Hybrid vehicles, the company will strengthen its resolve in the domain of green sustainable mobility. The Company will use the Auto Expo as a platform to showcase a new design language for the future utility vehicles.

Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited says, *“The key highlight of the 15th edition of the Auto Expo is our resolve to bring greener technologies for mass adoption. As a Company, we have believed in bringing technologies that benefit the customers. Auto Expo 2020 is yet another opportunity for us to bring forth a vibrant display of vehicles. It reflects our efforts for the customers as well as environment and showcase Suzuki’s commitment to the Indian market.”*

He added, *“Maruti Suzuki’s theme of ‘Mission Green Million’, at the Auto Expo is in line with our commitment to introduce newer, greener and customer friendly technologies for the Indian customers. Having successfully introduced key technologies such as Auto Gear Shift, SmartPlay, Smart Hybrid, and S-CNG, we are committed to accelerate our efforts to bring new technologies that bring convenience to customers.”*

Like each Auto Expo, Maruti Suzuki pavilion at Auto Expo will be a big attraction for the car enthusiasts. A mesmerizing display of cars is being prepared to welcome customers at this year’s show.

Maruti Suzuki’s star attractions at Auto Expo 2020

Global premiere of CONCEPT FUTURO-e:

Futuristic electric coupé-style concept vehicle will bring a fresh global design perspective to the Indian landscape. Conceptualized and designed by Maruti Suzuki Team, the SUV coupé of the future is bound to make heads turn.

All new Vitara Brezza: Vitara Brezza that debuted in Auto Expo 2016 to become a

blockbuster model will get a fresh new look and the much awaited petrol BS6 engine in Auto Expo 2020. The compact urban SUV is set to add glamour and sportiness to the Maruti Suzuki pavilion.

All New IGNIS: Redefining the premium compact SUV segment, the new IGNIS will be presented in an upgraded SUV-like smart design with enhanced toughness. The new IGNIS will surely appeal to the visitors with its stylish new exterior design, state-of-the-art technology and a spacious cabin.

Maruti Suzuki, will display an array of 17 vehicles at the Expo including the Celerio, S-Presso, WagonR, Swift, Dzire, Baleno, Ertiga, S-Cross, Ciaz S, XL6 and the Swift Hybrid (Japan model).



Spread over 4000 sq meter the Maruti Suzuki pavilion has been divided into 4 zones, giving it a distinct dynamism. Conceptualized on the famous Japanese Origami art, the pavilion will make a definitive statement with the fold-out and fold-in structures. The pavilion design stands a testament to the successful collaboration between India and Japan. The endearing design represents an amalgamation of two cultures, technology and intelligence with a harmonious balance. The pavilion will have 5 pop-ups which embody and showcase the unique characteristics of the display. Each of the pop-ups has an echo of an Origami art inspired gate with structural LEDs to convey the brand story of the car on display. The entire Maruti Suzuki pavilion will be completely digital and paperless, aligning with the Company's commitment to go green in all spheres.

Unique to Auto Expo 2020, the pavilion will house a Maruti Suzuki Studio for the first time. It will help to create a real-time digital connect with the millions of viewers online. The viewers will be able to witness the various discussions conducted at the venue over the week-long expo.