

MSIL: CSL: NSE&BSE: 2019

3rd 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

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**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

**India's premium hatchback Baleno delights over 6 lakh customers in record time of 44 months**

- Fastest car to reach 6 lakh sales milestone
- 27% Market Share in A2+ Segment, Baleno is the one of the highest selling cars in India
  - Baleno with a Bold Design, has advanced technology & premium interiors

**New Delhi, 03 June 2019:** India's most loved premium hatchback Maruti Suzuki Baleno has emerged as the preferred choice for over 6 Lakh customers. Baleno achieved this feat in a record time of only 44 months. Recently, Maruti Suzuki introduced the Next Generation Smart Hybrid technology with the New DUALJET, DUAL VVT engine in Baleno, making it a first in its segment. It is also country's first BSVI compliant premium hatchback.



Baleno with a new enhanced look and unique liquid flow design has redefined the premium compact segment. It comes with technologically advanced features such as new 17.78 cm capacitive touch Smartplay infotainment system, multi information display and the option of CVT transmission. Its class-leading comfort and driving pleasure with high safety standards makes Baleno, the most preferred choice among new age customers.

Thanking customers for their support towards Baleno, **Mr. Shashank Srivastava, Executive Director, Marketing and Sales, Maruti Suzuki India Limited** said, *“Baleno is India's most preferred premium hatchback. Continuous alignment with customer's expectations and desires along with periodic upgrades in terms of technology, have kept Baleno in the lead in customer's decision making. The recently introduced Next Generation Smart Hybrid on Baleno, resonates with customer's need for contemporary technology. The milestone of 6 Lakh unit cumulative sales in a record time of just 44 months clearly reflects Baleno's popularity. We thank our customers for their continued support that has helped Baleno to create this industry benchmark of fastest 6 lakh sales milestone.”*

Launched in October 2015 and exclusively manufactured in India, Baleno has enjoyed unparalleled leadership in its segment, setting new standards in design, innovation and safety. Baleno has been amongst India's top selling cars, since it arrived in the market. Retailed through over 360 Maruti Suzuki NEXA outlets in more than 200 cities, Baleno registered a staggering 11.5% growth in 2018-19. It holds a market share of over 27% in the A2+ segment. Baleno has won the hearts of both customers and auto experts - a fact evident in the number of awards Baleno has won.