

MSIL: COS: NSE&BSE: 2019

20th November, 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

MARUTI SUZUKI INDIA LIMITED

CIN: L34103DL1981PLC011375

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Press Release

Maruti Suzuki invites startups to participate in third cohort of MAIL (Mobility & Automobile Innovation Lab) program

- Select startups to undertake a paid PoC with Maruti Suzuki
 - An opportunity to be mentored by experts
 - Closing date 30th November 2019

New Delhi, 20 November 2019: Maruti Suzuki India Limited welcomes applications from startups for the third cohort of its Mobility & Automobile Innovation Lab (MAIL) program. The program, initiated to identify and bring together startups with innovative and cutting-edge solutions, aims to collaborate with them for open innovation in mobility and automobile space. Winners get an opportunity to undertake a paid POC with Maruti Suzuki for live use case and a possibility of real time implementation of the solutions offered. Applications for the third cohort will be accepted till 30th November 2019.

The MAIL program, powered by GHV Accelerator, caters to early stage startups with innovative and customer-oriented solutions. Analysing the potential of the



applicants, necessary support and guidance is provided for their growth as a part of a 3 month acceleration period. The selected startups are mentored by the domain experts at Maruti Suzuki, in addition to the guidance provided by experts from the Indian as well as the Global startup ecosystem. Further, the projects get a firm footing in a conducive environment to test feasibility across the vast test beds of Maruti Suzuki showrooms, workshops, logistics, engineering to name a few.

Speaking on the initiative, **Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited** said, “The ever-evolving automobile industry comes across fresh challenges every day and the industry needs innovative ideas and pragmatic solutions to address these disruptions. As a key stakeholder, we are committed to nurture and promote a culture of innovation. MAIL program acts as a catalyst and provides the selected startups with a platform to translate their ideas into implementable solutions.”

He further added, “With the success of the previous cohorts, we are confident of co-creating cutting edge solutions which will disrupt the automobile and mobility space.”

About Maruti Suzuki MAIL

Driven by Maruti Suzuki, India’s leading passenger vehicle maker and powered by most prominent Indo-Japanese seed fund and co-creation centre, GHV Accelerator, Maruti Suzuki MAIL (Mobility & Automobile Innovation Lab) Program, is an initiative to find innovative and cutting-edge solutions in the mobility & automobile space, which are futuristic and customer oriented. Maruti Suzuki’s MAIL program seeks to create an ecosystem in India, which will provide the foundation for talent to thrive

and make Innovation, a way of thinking. Maruti Suzuki's MAIL program intends to drive forward thinking fuelled by innovations and a commitment to bring the very best to Indian roads.

The winners of the first cohort were announced recently. The selected startups will collaborate with Maruti Suzuki for Proof of Concept (PoC) of the solutions offered. Simultaneously, the second cohort is underway.

To know more visit: www.marutisuzukimail.com