

MSIL: COS: NSE&BSE: 2021

3<sup>rd</sup> February, 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

**MARUTI SUZUKI INDIA LIMITED**

**Head Office:**

Maruti Suzuki India Limited,

1, Nelson Mandela Road, Vasant Kunj,

New Delhi - 110070, India.

Tel: 011- 46781000, Fax: 011-46150275/46150276

E-mail id: [contact@maruti.co.in](mailto:contact@maruti.co.in), [www.marutisuzuki.com](http://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**

**Maruti Suzuki Subscribe partners with ALD Automotive, expands to Kochi**

**Subscription program starts at Rs 12,513 a month, all-inclusive**

**New Delhi, February 3, 2021:** Maruti Suzuki India today announced its partnership with ALD Automotive India, the operational leasing and fleet management business line of the Société Générale Group, for its Subscription program. The Company has also expanded its Subscription programme to customers in Kochi.

Maruti Suzuki Subscribe offers cars in eight other cities including Delhi-NCR, Bengaluru, Hyderabad, Pune, Mumbai, Chennai and Ahmedabad. A customer can opt from wide choices of WagonR, Swift, Dzire, Vitara Brezza, Ertiga from Maruti Suzuki ARENA and IGNIS, Baleno, Ciaz, XL6 and S-Cross from NEXA. Additionally, the subscription plan is now available with varied mileage options of 10K, 15K, 20K and 25K km annually and 12, 24, 36 and 48-month tenures, which brings wide range of choices for customers.

Customers will pay an all-inclusive monthly subscription charge starting at Rs 12,513 for Wagon R and Rs 13,324 for Ignis in Kochi (including taxes) for tenure of 48 months. The Company's other partners for Subscription program include Orix Auto Infrastructure Services and Myles Automotive Technologies.

On this occasion, **Mr. Shashank Srivastava, Executive Director, Marketing and Sales, Maruti Suzuki India Limited**, said *“Subscription is a new concept for customers in India and we are encouraged by the overwhelming response in the past few months. We have received over 15,500 enquiries. We have now expanded the program to Kochi, in addition to eight other cities. The unique initiative allows a customer to use a brand-new car without actually owning it. The customer needs to pay an all-inclusive monthly fee that comprehensively covers maintenance, 24\*7 roadside assistance and insurance for the complete tenure.”*

**Mr Suvajit Karmakar, CEO & Whole-time Director, ALD Automotive India** said, *“We are thrilled to get associated with Maruti Suzuki India. The subscription offers bundled services like maintenance, insurance. Moreover, there aren't any risks related to the re-sale of the car. Our expertise and core competence help us serve the subscription customer and provide best-in-class experience to the Maruti Suzuki customer. The main reasons for higher acceptance of subscription are that there exists a segment of consumers who want to be safe in these times as well as drive the car without the hassles of ownership like managing insurance and maintenance. Especially, Millennials are attracted to such an offering as they do not see much value when it comes to owning a depreciating asset.”*

After the completion of subscription tenure, the customer can also opt to extend, upgrade the vehicle, or buy the car at market price.

**About ALD Automotive India:**

ALD Automotive India is one of the leading fleet management and car leasing companies in India, and is the operational vehicle leasing and fleet management business line of the Société Générale Group. Established in 2005 ALD Automotive has presence in Mumbai, Delhi, Hyderabad, Chennai, Pune and Bengaluru. It has an operational reach in all the major cities across 22 States and 3 Union Territories in India.