

MSIL: COS: NSE&BSE: 2019

25<sup>th</sup> September 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

Registered & Head Office  
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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,  
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Press Release

**Maruti Suzuki cuts prices, aligns with Government to revive demand**

**New Delhi, 25 September 2019:** Welcoming the Government's initiative to revive the demand in automobile industry, Maruti Suzuki India Limited, today announced to proactively and voluntarily share the benefits of corporate tax reduction with its customers.

The Company has decided to reduce the price of select models by Rs 5,000/- (on ex-showroom price).

These popular models include all variants of:

Alto 800, Alto K10, Swift Diesel, Celerio, Baleno Diesel, Ignis, Dzire Diesel, Tour S Diesel, Vitara Brezza and S-Cross.

The new prices will be applicable from 25<sup>th</sup> September 2019, across the country. This reduction of price will be over and above the current promotional offers for the Company's vehicle range.

The Company is optimistic that the price reduction will bring down the cost of acquisition especially for the entry-level customers. This announcement around the festive season will help boost customer sentiment and revive the market to create demand.