

MSIL: CSL: NSE&BSE: 2019

23rd July, 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 celebrates four years of NEXA, the fastest growing auto retail channel in India

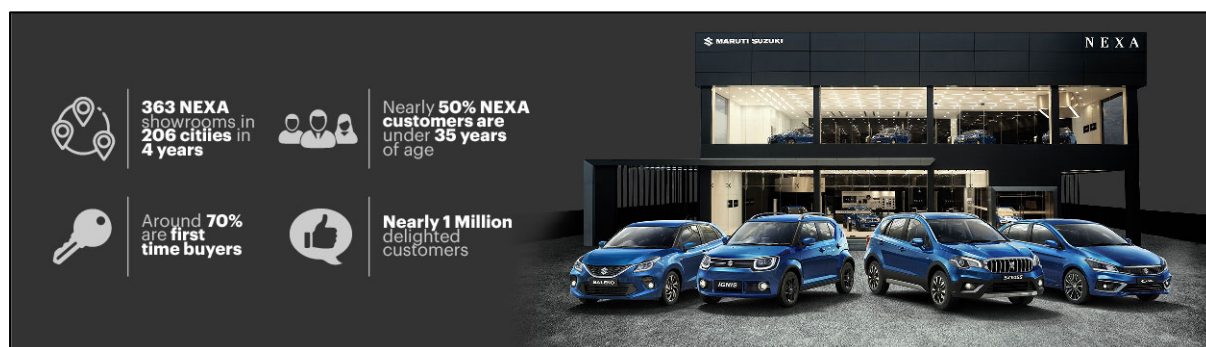
363 outlets across 206 towns and cities

NEXA Music would be releasing its 3rd song to celebrate NEXA's fourth Anniversary

New Delhi, 23rd July, 2019: Maruti Suzuki India announces that its premium retail channel NEXA has completed four years and has emerged as the fastest growing automobile retail channel with close to 1 million delighted customers. In this short span, NEXA has 363 outlets covering 206 towns and cities across the country. To celebrate NEXA's fourth anniversary, NEXA Music will be releasing its brand new song in the coming week.

With the first NEXA showroom in 2015, Delhi, NEXA has touched the imagination of young and aspirational customers. The testimony to this is nearly half of NEXA customers are under 35 years of age. NEXA, a first-of-its-kind initiative that goes beyond just selling cars, has attracted first time buyers, which makes up to nearly 70% of its total sales.

Expressing his gratitude to the customers for their support, **Mr. Shashank Srivastava, Executive Director, Marketing and Sales**, Maruti Suzuki India Limited, said, *“We are jubilant about the fourth anniversary of NEXA, and to announce the upcoming release of NEXA Music's 3rd song. Both these milestones accentuate NEXA's focus on creation and reinvention. This has been proven by our commitment towards providing the newest technologies to our customers. We thank all our customers for their support towards NEXA and not only inspiring its creation, but also encouraging its growth and diversification into other fields.”*



NEXA believes in extending its services beyond selling cars, and this is reflected in its successful forays into the fields of fashion and music. From collaborating with iconic lifestyle properties like IIFA, Lakme Fashion Week to partnering with big names in the music industry to launch original English music, NEXA has created multiple unique experiences for its customers.

NEXA offers a range of vehicles across segments, including the S-Cross, Ciaz, Ignis and Baleno. The offering has grown at a fast pace, with 250+ outlets within 2 years of its launch and 350+ outlets within 4 years. NEXA furthered its reach by the launch of its Mobile

Terminals in June 2019, the first in Haryana and Punjab and the second in Odisha. The two terminals managed to cover 10 cities in 45 days, with 1000+ total visits.