

MSIL: COS: NSE&BSE: 2020

25<sup>th</sup> January, 2020

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

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## PRESS RELEASE

## Maruti Suzuki NEXA rolls out Stylish and Sporty Ciaz S

- Sleek, Stylish and Sporty variant of the premium mid-size sedan
- Available in three body colours- Premium Silver, Sangria Red and Pearl Snow White
- Ciaz will be the 11<sup>th</sup> BS6 compliant offering from Maruti Suzuki, ahead of the timeline

**New Delhi, 25 January 2020:** Maruti Suzuki India Limited today announced the launch of Ciaz S, sports variant of country’s best-selling premium mid-size sedan Ciaz. Built on NEXA’s values of ‘Create.Inspire.’ and based on top variant Alpha, Ciaz-S comes with sporty exterior and enhanced interiors. It will be offered in 3 attractive colours– Sangria Red, Premium Silver and Pearl Snow White.

Speaking on the new offering, **Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited** said, *“Ciaz since its launch in 2014, has been the most popular mid-size sedan and has witnessed consistent growth. With over 2.7 lakh happy customers and record 29% market share in its segment, Ciaz is popular for its impactful exteriors, sophisticated interiors and strong performance. There was a latent need from our sedan loving customers for a Sporty version of Ciaz. Ciaz S fulfils that need and it adds a sporty quotient to the premium mid-sized sedan and appeal to the customers desiring ‘the good life’. We are confident Ciaz S will be appreciated by customers.”*

**Sporty Exterior Design:**

Ciaz-S comes with signature dual-tone sporty exteriors and intense black accentuations on side & rear under body spoilers, trunk lid spoiler, ORVM cover and front fog lamp garnish. The dual tone theme is further accentuated by multispoke 16-inch alloy wheels in coordinated dark finish.

**Stylish New Interiors:**

The interiors of the Ciaz S carry the signature sporty look of exteriors into interiors. The all new sophisticated Black interiors adorned with silver accents on the door trim and instrument panel enhance the sports quotient of the premium mid-size sedan.

**Price of Ciaz S:**

| Model  | Price<br>Ex- Showroom (Delhi) |
|--------|-------------------------------|
| Ciaz S | 10.08L                        |

**Price of Ciaz BS6:**

| <b>Model</b> | <b>Price<br/>Ex-Showroom (Delhi)</b> | <b>Model</b> | <b>Price<br/>Ex-Showroom (Delhi)</b> |
|--------------|--------------------------------------|--------------|--------------------------------------|
| Sigma (MT)   | 8.31L                                | Delta (AT)   | 9.97L                                |
| Delta (MT)   | 8.93L                                | Zeta (AT)    | 10.80L                               |
| Zeta (MT)    | 9.70L                                | Alpha (AT)   | 11.09L                               |
| Alpha (MT)   | 9.97L                                |              |                                      |

Maruti Suzuki Ciaz recently completed five glorious years since its launch. Successfully meeting the aspirations of Indian customers, Ciaz offers a complete package of technology, space, comfort and safety. The premium mid-size sedan reiterates the customer preference of a comfortable, technology driven and feature packed sedan.