

MSIL: CSL: NSE&BSE: 2019

2nd 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

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PRESS RELEASE

Maruti Suzuki celebrates over 450 new ARENA showrooms in 2 glorious years
Offering a new-age and evolved car buying experience for customers across India

New Delhi, September 2, 2019: Transforming the car buying experience in India, Maruti Suzuki India celebrates **two glorious years** of its newest retail channel ARENA. In a short time-span **of two years**, there are over 450 Maruti Suzuki ARENA outlets covering 323 towns and cities across the country.

Maruti Suzuki set up its first ARENA showroom in 2017 to offer a modern digitally integrated car buying experience for its customers. The new and transformed Maruti Suzuki Arena has strongly connected with the trendy and do-it-yourself generation of customers. The new user-friendly website by Maruti Suzuki ARENA enhances the customer’s online journey to facilitate stronger decision-making with around 4.74 million people visiting every month.



Appreciating the customer support, **Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited**, said, *“We launched Maruti Suzuki ARENA with a strategy to transform our network and meet the expectations of offering an evolved car buying experience to the young, dynamic and contemporary Indian customers. The two-year milestone is a marquee statement to showcase our commitment towards customer satisfaction. We are delighted to celebrate over 450 ARENA showrooms and we look forward to offering experiences with revolutionary design and innovative technology that are at par with global benchmarks.”*

ARENA showrooms are equipped with modern and interactive touch screen panels that consumers can access to know more about the car specifications; features that they wish to buy etc. To enhance the overall understanding for the consumers, navigation portal integrates the online to offline buying experience. There is also a product vision screen where customers can explore the car of their choice with an interactive touch screen. The showrooms also have a state-of-art iCreate configurator that offers 360-degree view of the car for easy exploration. ARENA showrooms have Café Consultation Zones and the Owner’s lounge to add to the customer experience.