

MSIL: COS: NSE&BSE: 2025/01\_05

17<sup>th</sup> January, 2025

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(s),

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

Executive Officer & Company Secretary

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**MARUTI SUZUKI INDIA LIMITED**

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## Maruti Suzuki unveils its first electric SUV - e VITARA

### 1. Built for EV Excellence

- e VITARA is built on an All-New electric vehicle (EV) platform, HEARTECT-e for superior performance.
- Based on the concept of an “Emotional Versatile Cruiser”, the e VITARA blends a spirit of Hi-Tech and Adventure with Bold & Masculine SUV styling, featuring R18 (18”) aerodynamic alloy wheels.
- 2 Battery Options: 49kWh and 61kWh, Freedom to drive more than 500 km<sup>1</sup> on a single charge.

### 2. Futuristic Design & Premium Experience

- Integrated Display System along with Twin-Deck Floating Console creates a premium and sophisticated ‘Digital Cockpit Experience’.
- Best-in-its-segment 10-way power-adjustable driver seat, sliding & reclining rear seats.
- Premium sound experience - ‘Infinity by Harman’.

### 3. Advanced Technology for Safety

- 7 Airbags (including driver side knee airbag) as standard across the range and Level 2 ADAS (Advanced Driver Assistance System).
- Next-Gen Suzuki Connect with over 60 features.
- Advance Structural Design with energy absorbing battery pack mounting structure for enhanced safety.

### 4. ‘e for me’ Comprehensive Electric Eco-Solutions

- Smart home charger with remote access, and plug-n-play fast DC chargers at MSIL dealerships.
- ‘e for me’ app – A one-stop solution for multiple charging needs.
- Complete peace of mind with over 1,500 EV-enabled service outlets across 1,000 cities.

### 5. From India to the World

- Manufactured in India, e VITARA is a world-class EV for domestic and over 100 global markets, exemplifying the excellence of ‘Make in India’.
- Designed and tested for ‘Sand to Snow’ extreme temperature conditions across the world.



L to R- Mr. Toshihiro Suzuki, Representative Director and President, Suzuki Motor Corporation and Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited unveiled the e VITARA- Maruti Suzuki's first Electric SUV, at the Bharat Mobility Global Expo 2025 in New Delhi.

**New Delhi, 17<sup>th</sup> January, 2025:** Demonstrating its commitment to decarbonisation and joy of mobility for all, Maruti Suzuki India Limited (MSIL) today unveiled its first BEV (Battery Electric Vehicle) SUV – the e VITARA, along with the comprehensive 'e for me' Electric Eco-Solutions at the Bharat Mobility Global Expo 2025.

Built on the ground-up HEARTECT-e platform, the e VITARA offers superior performance and excellent range, with uncompromised comfort and safety. Set to be introduced in the premium NEXA channel, the e VITARA embodies NEXA's core values of innovation, sophistication and premium customer experiences.

Speaking at the unveiling, **Mr. Toshihiro Suzuki, Representative Director and President, Suzuki Motor Corporation, said,** *"We aim to make BEVs attractive to customers through a three-pronged strategy. First is to develop a BEV dedicated platform for optimum performance. Second is to evolve the right product for the target markets, based on customer requirements. The third is to leverage our global economies of scale and concentrate manufacturing at a single location for the world. For this purpose, we have chosen India as the global manufacturing base due to its quality products, and scale merit. And this is exactly the vision of Hon'ble Prime Minister of India, Mr. Narendra Modi, to Make in India."*

**Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited, said,** *"The e VITARA is an SUV built on the all-new platform, called HEARTECT-e, exclusively designed for electric vehicles. It comes with highly efficient battery pack options to deliver more than 500 km<sup>1</sup> for 61kWh on a single charge. We have equipped the e VITARA with several premium and advanced features such as Level 2 ADAS, Integrated Digital Display, and Next-Gen Suzuki Connect."*

**Elaborating on the steps to increase EV adoption,** he said, *"Our goal is to create Electric Eco-Solutions for the customers. We call it "e for me". We will offer smart home chargers along with installation support, leverage our vast network to provide fast charging support in the top 100 cities in the first phase, and then expand further. The idea is that, within these cities, every 5 to 10 km a customer finds a charging point by Maruti Suzuki. We are also preparing 1,500 EV enabled service workshops covering over 1,000 cities with specially trained manpower and special equipment to address all EV related support, including charging. Additionally, we will provide roadside assistance all over India."*

The e VITARA will be showcased through a phased rollout across NEXA dealerships nationwide. Reaffirming its dedication to establish India as a global hub for EV manufacturing, the e VITARA will be exported to more than 100 countries, including key markets like Japan and Europe.



**The All-New e VITARA:** Built on NEXA's signature design philosophy of "Crafted Futurism", the e VITARA evokes a perfect blend of Hi-Tech and Adventure.

## **NEXpression: Futuristic Design & Comfort**

### **Exteriors: Masculine & Bold SUV Stance**

The e VITARA's bold polyhedral styling and aerodynamic details like R18 (18") aerodynamic alloy wheel and roof-end spoilers exude strength and dynamism. The next generation NEXTré 3-Point Matrix LED DRLs with LED projector headlamps, and futuristic front fascia enhance its appeal.



### **Interiors: Premium, Sophisticated and best-in-class Versatility**



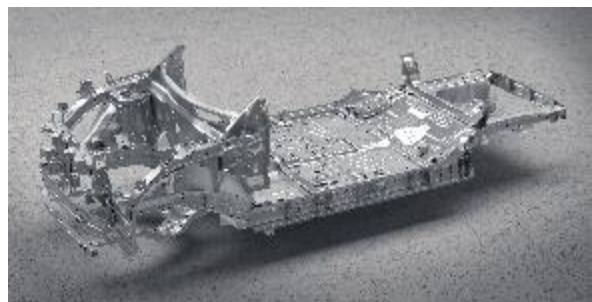
The sophisticated interiors of the e VITARA feature a digital cockpit with a twin-deck floating console, all-new bespoke steering wheel, fixed-glass sunroof and soft-touch dual-tone materials with multi-colour ambient lighting to create a premium ambiance. An Integrated Digital Display of 25.65cm (10.1") and a 26.04cm, (10.25") multi-information display present an array of information and controls. This experience is further elevated through wireless connectivity, alongside premium sound experience from 'Infinity by Harman'.

Prioritising passenger comfort, the e VITARA features ventilated front seats and best-in-its-segment 10-way power-adjustable driver seat. The e VITARA also offers best-in-its-segment rear seating system with a versatile 40:20:40 split configuration with easy boot access, Rear Seat Armrest with cup holder, along with reclining and sliding functionality that enables flexible boot space to match your journeys.

## **NEXtech: Innovation at the Core**

### **All-New EV platform: HEARTECT-e, Engineered for NEXT-Gen Mobility**

The e VITARA has been built from the ground-up, on the All-New EV platform, the HEARTECT-e, based on 3-key pillars, i.e, exceptional strength and structural rigidity, spacious cabin, and advanced high voltage protection. This platform with a unique long wheelbase (2,700mm) and compact 5.2m turning radius enables exceptional manoeuvrability. The flat floor design maximises cabin space delivering enhanced comfort and seating flexibility, while accommodating a high-capacity battery pack.





## Performance: Truly Electrified



The electric powertrain of e VITARA consists of a highly efficient 3-in-1 system integrating motor, inverter, and transmission, coupled with a Lithium-ion battery pack which is available in two options - 61kWh and 49kWh. It utilises advanced Cell-To-Pack configuration, complemented by a sophisticated thermal management system. Designed and tested for 'Sand to Snow' extreme temperature conditions across the world, these batteries ensure optimal performance from as low as -30°C to as high as 60°C. The driving experience is enhanced through three distinct modes -

Eco, Normal and Sports, accompanied by a snow terrain mode for added versatility. The e VITARA is also equipped with an efficient regenerative mode for a one-pedal driving experience. The vehicle's efficiency is further optimised through innovative adaptive grille shutters that automatically adjust to driving conditions, delivering an impressive driving range of over 500 km<sup>1</sup>.

## Safety: A Comprehensive Safety Suite



The HEARTECT-e platform features over 50% high-tensile steel construction and an advanced battery protection system, that consists of an advanced structural design with energy absorbing battery pack mounting structure. The e VITARA includes Level 2 ADAS, standard 7 Airbags (including driver-side knee airbag), Electronic Parking Brake, All-Disc Brakes, e-Call functionality, Tyre Pressure Monitoring System and more.

## Next-Gen Connectivity: Always in Control

Next Gen Suzuki Connect offers over 60 advanced features, including remote vehicle controls and real-time vehicle updates through an intuitive mobile application.

## NEXperience: Elevating Ownership Experience

### 'e for me': Comprehensive Electric Eco-Solutions:

The 'e for me' Electric Eco-Solutions aims to offer a comprehensive and customer-centric EV ownership experience. It includes a nationwide plug-n-play DC fast-charging network at MSIL's dealership network featuring AutoCharge functionality and advance slot booking. The smart home charging solutions will enable remote operations for charging such as start-stop, schedule timing, control power output of charger and many more. The 'e for me' app offers charger

discovery, route planning, payments, and feedback into a seamless, user-friendly experience.



Upon its launch, the e VITARA will be available across two battery options, in 10 colours with 4 dual tone options.

As Maruti Suzuki embarks on this electrifying journey, the e VITARA embodies Maruti Suzuki's commitment to shape the future of India's automotive landscape, upholding the Company's core promise of delivering unmatched value and innovation to its customers.

For more information [click here](#) or contact the nearest NEXA dealership.

For high resolution images [click here](#).

**Issued by:**

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<sup>1</sup> In-house test results for 61kWh on MIDC ( part 1 + part 2 ). Final figure is pending for certification under Rule 124 (1)-28 of the Central Motor Vehicles Rules, 1989

**Annexure: Technical Specifications**

| Battery Capacity       | 49kWh                              | 61kWh           |
|------------------------|------------------------------------|-----------------|
| <b>Dimensions</b>      |                                    |                 |
| Overall Length         | 4 275mm                            |                 |
| Overall Width          | 1 800mm                            |                 |
| Overall Height         | 1 640mm                            |                 |
| Wheelbase              | 2 700mm                            |                 |
| Minimum Turning Radius | 5.2m                               |                 |
| Tyre Size              | 225/55 R18                         |                 |
| <b>Battery</b>         |                                    |                 |
| Battery Chemistry      | Lithium Iron Phosphate (LFP)       |                 |
| <b>Motor</b>           |                                    |                 |
| Type                   | Permanent Magnet Synchronous Motor |                 |
| Max Torque             | 192.5Nm                            |                 |
| Max Power              | 105.8kW                            | 128kW           |
| <b>Transmission</b>    |                                    |                 |
| Type                   | Single Speed Electric Drive        |                 |
| <b>Chassis</b>         |                                    |                 |
| Brakes                 | Front                              | Ventilated Disc |
|                        | Rear                               | Ventilated Disc |