

MSIL: CSL: NSE&BSE: 2017

17th October, 2017

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,

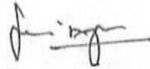
Please find enclosed herewith as Annexure – "A", a copy of press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For Maruti Suzuki India Limited



S. Ravi Aiyar
Executive Director (Legal)
& Company Secretary

Encl.: As above

MARUTI SUZUKI INDIA LIMITED

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PRESS RELEASE

All new Dzire scores the fastest 1-lakh sales mark in Indian automobile history

New Delhi, October 17, 2017: Maruti Suzuki’s all-new Dzire has achieved the fastest 1-lakh sales mark, a distinctive feat in the Indian automobile industry. The third generation Dzire, launched in May 2017, has surpassed the 1-lakh sales milestone in just five and half months.

Positioned as an authentic sedan offering plush and roomy interiors, loaded with new features and equipped with advanced safety features, the new Dzire became an instant hit.

Expressing gratitude to customers for making Dzire the most successful entry sedan, **Mr. R S Kalsi, Senior Executive Director (Marketing and Sales) at Maruti Suzuki India** said: *“Indeed, the Dzire has brought an unprecedented disruption in the automobile market. The new Dzire takes the brand to a whole new level – an authentic sedan designed for the young, aspirational and indulgence seeking Indian customer. Built afresh on the HEARTECT platform, the all-New Dzire continues to fulfil the growing aspirations of young and prosperous India. Committed to redefine the market, brand Dzire has not only expanded our share in the entry sedan segment but also expanded the industry size.”*



According to internal research, the top three reasons that have delighted Dzire customers in this avatar include the authentic sedan style and looks; the reliable and efficient Maruti Suzuki brand name and exciting new features in the car like the SmartPlay infotainment system with Android Auto, Apple CarPlay and Mirror-link technology and the Auto Gear Shift. These have made the new Dzire an irresistible package.

Interestingly, nearly half of the new Dzire customers have chosen the sedan as their first car purchase. This shows a paradigm shift of the Indian customers who is now opting for a sedan as their first car.

Maruti Suzuki customers have also appreciated the Auto Gear Shift (AGS) technology. Nearly 17% of Dzire customers have opted for AGS variant during April-September 2017. The AGS technology is now available on six options starting V trim up to Z and Z+ in Petrol and Diesel fuel variants.

The diesel variant of Dzire delivers best in industry fuel economy in passenger cars at 28.4 kmpl. Petrol fuel efficiency is 22.0 kmpl, making it the best in segment.

Dzire has won the prestigious Good Design Awards 2017, hosted by the Japan Institute of Design Promotion in Japan.

Click here for hi-resolution images of all-New Dzire:

<https://www.flickr.com/photos/126049010@N03/sets/72157681046632630>