

MSIL: CSL: NSE&BSE: 2017

28th November, 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,

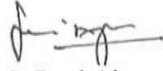
Please find enclosed herewith as Annexure – "A", a copy of press release being issued today.

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

CIN: L34103DL1981PLC011375

Registered & Head Office
Maruti Suzuki India Limited,
1 Nelson Mandela Road, Vasant Kunj,
New Delhi 110070, India.
Tel: 011-46781000, Fax: 011-46150275/46150276
www.marutisuzuki.com

Gurgaon Plant:
Maruti Suzuki India Limited,
Old Palam Gurgaon Road,
Gurgaon 122015, Haryana, India.
Tel. 0124-2346721, Fax: 0124-2341304

Manesar Plant:
Maruti Suzuki India Limited,
Plot No.1, Phase 3A, IMT Manesar,
Gurgaon 122051, Haryana, India.
Tel: 0124-4884000, Fax: 0124-4884199

E-mail: investor@maruti.co.in, contact@maruti.co.in

Press Release

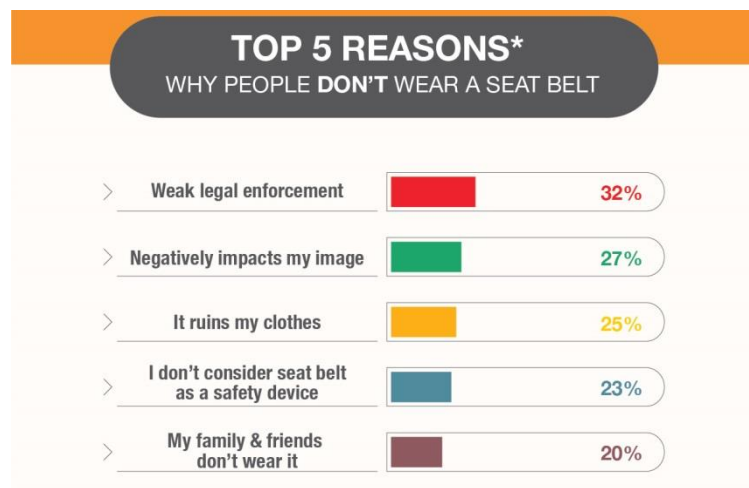
Maruti Suzuki urges all car occupants to wear the seat belt

- *As cars come equipped with airbags, seat belt becomes even more critical for safety*

New Delhi, November 28, 2017: Maruti Suzuki India Limited (MSIL), the country’s leading passenger vehicle manufacturer, has unveiled a social campaign (#PehniKya?) across India to promote use of seat belt in cars and enhance the safety of all occupants.

Only 25% of car occupants wear the seat belt regularly, according to a latest research survey conducted across 17 Indian cities, commissioned by MSIL. According to the survey, use of seat belt is high in a few cities where enforcement is stringent, and appallingly low in the rest of the country.

Besides weak enforcement, the key reasons for not wearing a seat belt include lack of awareness of its benefits, the fear that wearing a seat belt will “negatively affect image”, that friends and family “do not wear it” and that it “ruins clothes”.



Managing Director & CEO of Maruti Suzuki, Mr. Kenichi Ayukawa said: *“The Indian Government is taking several measures to bring down accident fatalities and make roads safer for vehicle occupants and pedestrians. We support these efforts. Seat belt is a primary safety system in a car and several studies show that its regular use can bring down injuries and fatalities in road accidents. Through our social campaign, PehniKya, we want to persuade car users to follow this simple safety step.”*

He added: *“Based on the findings of our research, we believe that an effective communication campaign across platforms, together with strict enforcement, will convince car users to make seat belt use a habit and support the government’s efforts for road safety.”*

As more and more passenger vehicles come equipped with airbags to meet advanced safety norms laid down by the government, the use of seat belt becomes even more critical for safety. If an occupant is not wearing a seat belt, an airbag may cause more harm in the event of a crash.

Data collated by the Ministry of Road Transport and Highways (MoRTH) shows that non-wearing of seat belts was reported in 5638 accident deaths in the country in 2016. According to World Health Organization (WHO), seat belts are the primary restraint system that can reduce the risk of fatality by 45-60%.

The 360 degree social campaign will be across platforms including television, radio, and digital and on ground events.

About #PehniKya?

#PehniKya? a 360 degree campaign aims to educate passenger vehicle users about the importance of seat belts and its crucial role in preventing road fatalities and injuries. Through the campaign, Maruti Suzuki will sensitize people and break myths around seat belt usage. The messages will address concerns and reasons around seat belt usage, leading to a positive behavioral change. To create high impact, the campaign will leverage a variety of platforms including Television, Print, Radio,

The graphic features the Maruti Suzuki logo at the top right with the slogan "Way of Life!". The main text is white on a black background, stating: "15 people lose their lives every day in India because of not wearing seat belts. Don't be one of them. Before you drive, ask yourself and everyone in the car, #PehniKya?". The hashtag is in large yellow font. At the bottom, it says "Issued in public interest for road safety by Maruti Suzuki. Source: Road Accident Data 2016, MORTH." and "#MovingIndiaAhead".

Digital and on-ground activations. In its first phase the campaign will cover 8 cities across India. Cities include Delhi NCR, Mumbai, Chennai, Hyderabad, Coimbatore, Kolkata, Nagpur and Indore.

Click <http://bit.ly/2BvFqzA> to view the #PehniKya TVC

Click <https://flic.kr/s/aHsmav9aHF> for infographic and images