

MSIL: CSL: NSE&BSE: 2017

1<sup>st</sup> December, 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

Bombay Stock Exchange Limited

Phiroze Jeejeebhoy Towers

Dalal Street, Mumbai – 400 001

**Sub: Press Release**

Dear Sir,

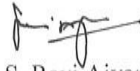
Please find enclosed herewith as Annexure – “A”, a copy of press release being issued today.

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:

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Press Release

**Maruti Suzuki expands the Celerio family, adds bold, sporty and trendy CelerioX**

*All-set to delight the young-aspirational buyers with the new design*

**New Delhi, December 1, 2017:** Maruti Suzuki India today launched the bold, sporty and trendy CelerioX, which will excite the young, progressive and aspirational buyers.

CelerioX sports an aerodynamic design and features a newly designed **X-theme based graphic** around the grille in front. **Protective cladding** on side body and rear bumper and skid plate details on rear, complete the aggressive look. Use of **high gloss black accentuation** on tastefully designed details like grille, fog garnish, clads, roof garnish and interior accents makes an upfront style statement. The blacked out B-pillar is another trendy inclusion to the overall package.

With the all-new CelerioX, Maruti Suzuki is confident that this would give a big boost to the brand Celerio, a synonym of modern and progressive design and technology. Maruti Suzuki has sold over 300,000 units of Celerio in India so far.



Introducing CelerioX, **Mr R S Kalsi, Senior Executive Director (Marketing & Sales), Maruti Suzuki India Limited** said, *“Celerio has successfully carved a unique position for itself in the competitive compact car segment. With CelerioX, Maruti Suzuki aims to give this well-accepted model a bold, stylish and sporty makeover as per the changing preferences of young and social savvy consumers. We are confident that CelerioX will enhance the brand and bring in younger customers.”*

CelerioX is designed for car enthusiasts who love to flaunt their individuality through their cars. Launched in 2014, brand Celerio was the first Indian car with the revolutionary Auto Gear Shift (AGS) technology. The all-new CelerioX will also have the auto gear shift option in all its variants.

CelerioX comes with all new **Paprika Orange** as its signature colour. The colour is reminiscent of the **youthful energy** and symbolizes sportiness. The solid colour married with matte and glossy black help define the character lines and bring out the product character sharply. The customers will get to choose more colours for CelerioX, which include: Arctic White, Glistening Grey, Caffeine Brown and Torque Blue.

The new **all black interiors** with **white** accents bring the sportier edge into the interior, perfectly complementing the exterior. The black seat trims are spiced with Orange accents to heighten the sporty character of the vehicle.

CelerioX comes with standard driver-side airbag. It is also equipped with a driver side seat belt reminder, an important part of the safety package. This will encourage use of seat belts. Passenger air bags and ABS are offered as an optional variant across all trims.

Recently, Maruti Suzuki launched the new Celerio with a new front fascia and refreshed interiors. Now, CelerioX will further strength the family.

**CelerioX price:**

Variants	Transmission	Ex-showroom Price Delhi (Rs)	Colours
Vxi	MT	457,226	<ul style="list-style-type: none"> <li>• Solid Paprika Orange</li> <li>• Arctic White</li> <li>• Glistening Grey</li> <li>• Caffeine Brown</li> <li>• Torque Blue</li> </ul>
Vxi	AMT	500,226	
Vxi (O)	MT	472,279	
Vxi (O)	AMT	515,279	
Zxi	MT	482,234	
Zxi	AMT	525,234	
Zxi (Opt)	MT	530,645	
Zxi (O)	AMT	542,645	

Click here for high-resolution images of the new CELERIO

<https://www.flickr.com/photos/126049010@N03/sets/72157665670638109/>

