

MSIL: CSL: NSE&BSE: 2017

30th August, 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,

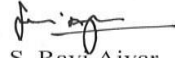
Please find enclosed herewith as Annexure – “A”, a copy of press release being issued today.

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
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Maruti Suzuki to rebrand its sales channel, introducing “Maruti Suzuki ARENA”

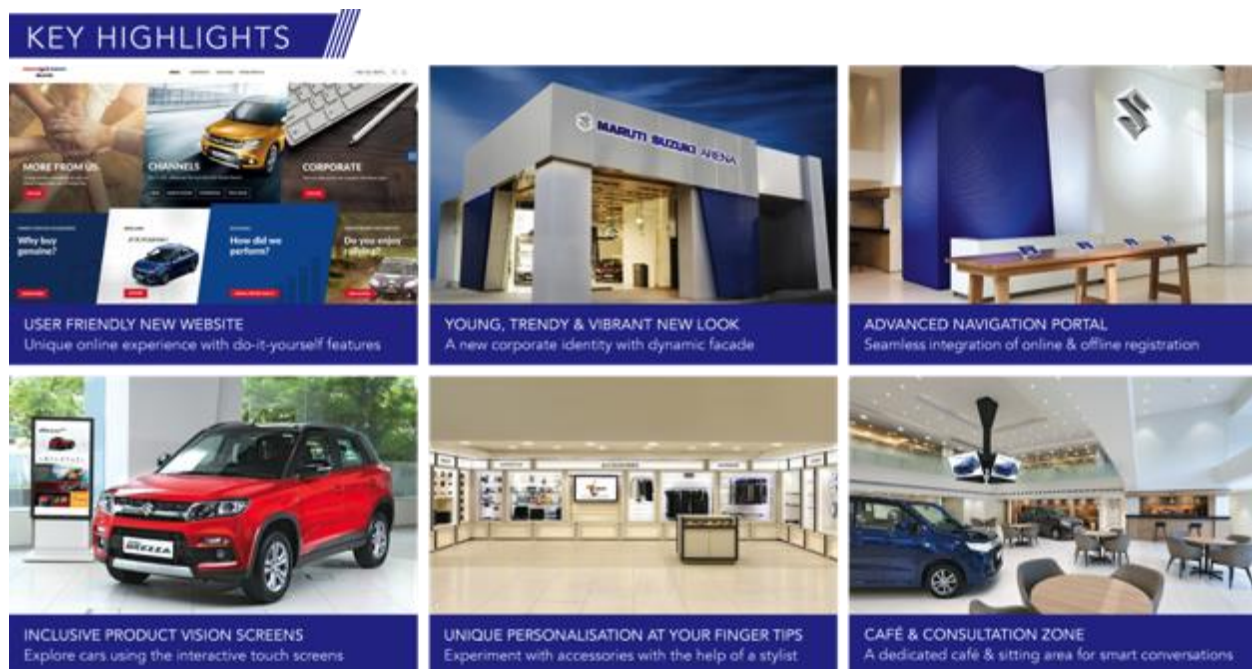
Leverages the power of digital technology to serve, excite and delight customers

New Delhi, August 30, 2017: Maruti Suzuki India Limited today announced transformation of its retail network across India. The new showrooms, christened **Maruti Suzuki ARENA**, will sport modern looks and offer a warm, friendly and comfortable environment to the customers. Leveraging the power of digital technology **Maruti Suzuki ARENA** promises to serve and delight customers in several ways.

With Maruti Suzuki ARENA in place, the Company will have four distinct retail channels: Maruti Suzuki ARENA, NEXA, Commercial and True Value, addressing needs of all customers.

Maruti Suzuki ARENA connotes a place where people come together and experience something exciting.

Digital integration is a key differentiator at **Maruti Suzuki ARENA**. Customers can now experience the convenience of booking their cars or even personalizing through an all-new website. This is poised to strongly connect with the young and do-it-yourself generation of customers and delight them. This experience travels seamlessly to the showroom through the advanced navigation portal.



Introducing **Maruti Suzuki ARENA**, Managing Director and CEO of Maruti Suzuki, Mr. Kenichi Ayukawa said, “*Maruti Suzuki ARENA is at the core of our strategy to transform our network and meet customer expectations. Maruti Suzuki ARENA will enhance transparency and delight customers with an exciting purchase experience, seamlessly from the digital space to physical showrooms. I am sure it will create a lasting relationship with our customers. With Maruti Suzuki ARENA, we take an important step forward in our journey of transformation.*”

Nearly 75% car buyers in India research online before they decide on a purchase. At Maruti Suzuki ARENA, customers who register on the website can start their journey seamlessly in the showroom by entering their mobile number on the Navigation Portal. They can explore the entire product portfolio, through interactive Product Vision touch screens at the showroom. A dedicated Personalization Zone with car configurators will enable customers to electronically personalize cars by a mix and match of accessories.

Technology will also assist the Relationship Managers who, equipped with tablets and an app, will showcase the wide range of Maruti Suzuki products and variants to customers for ease of comparison. Information on tab will enable the Relationship Managers to address customer queries promptly.

The new showrooms will have a dynamic facade with a trendy blue signature design element and an Active Experience Terrace. Valets will greet car buyers in this space.

A Coffee Consultation Area and an Owners Lounge will set the mood for friendly conversations. The overall experience will make the customer feel special.

Maruti Suzuki ARENA is a part of Company's Transformation 2.0 initiative. It is built on the pillars of design, technology and experience. The modern showrooms are spacious and designed in a way to indulge customers in a friendly and warm environment. Simultaneously, Maruti Suzuki ARENA is powered by technology to use the digital medium to connect with the customers.

This transformation is built on continuous research, listening to customer voice and anticipating future trends. The effort is to be in sync with ever evolving customer needs and offer them experiences at par with global benchmarks.

The Company targets to set up over 80 Maruti Suzuki ARENA by March 2018. Progressively, existing showrooms across India will focus on extending the Maruti Suzuki ARENA experience to customers.

[Click here for hi-resolution images of Maruti Suzuki ARENA:](#)

