

MSIL: CSL: NSE&BSE: 2017

26<sup>th</sup> September, 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,

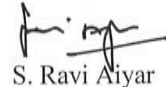
Please find enclosed herewith as Annexure – “A”, a copy of press release being issued today.

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

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**MARUTI SUZUKI INDIA LIMITED**

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### Press Release

#### **India's popular car WagonR scales unique feat of cumulative two-million sales**

- Regular updates in design and technology have always delighted the discerning customers
- Customers love dual fuel options, auto gear shift and superior fuel efficiency in WagonR

**New Delhi, September 26, 2017:** WagonR, India's popular car from Maruti Suzuki has scaled the unique feat of two-million sales in cumulative wholesales. Launched in 1999, WagonR continues to feature among the top five best selling cars in the country for the last over 10 years.

WagonR has always attracted discerning customers, who want their car to be unique. Maruti Suzuki has consistently introduced new design as well technology upgrades in WagonR, which has made it as top choice for buyers. The Company has kept in mind that customers are aspirational and expects enhanced quality of design, features and technologies in their car.

Maruti Suzuki has listened to its customers and progressively introduced features such as dual airbags, multiple fuel options, ABS, premium interiors and acclaimed Auto Gear Shift in WagonR.

WagonR scored its first million sales in 2011, nearly 133 months after its launch. However, with gaining mass popularity and increasing mobility in the country, WagonR scaled its next million sales mark in just 79 months. This is the testimony of WagonR being relevant and delighting customers.

Commenting on the success of WagonR, **Mr. R S Kalsi, Senior Executive Director, Marketing & Sales, Maruti Suzuki**, said, *"Since its inception, WagonR has been ahead of its peers. Its comfort seating, spacious interiors superior fuel efficiency, practicality and pleasure of driving have made it a popular choice. To keep it strong, Maruti Suzuki has systematically upgraded the brand with new design and features. Needless to say WagonR has continued to top the sales chart. Despite intensified competition in small car space, WagonR continues to be the preferred choice of the practical car buyers."*

WagonR has been the blue-eyed car for first time buyers. Nearly, 45% of WagonR customers have picked it up as their first car. At the same time, close to 20% of WagonR customers have purchased the car multiple times. While the brand enjoys national appeal, cities such as Delhi, Mumbai, Pune, Bangalore and Ahmedabad have contributed handsomely towards its total sales. Among the new features added, Auto Gear Shift trims account for over 16% sales while CNG accounts for over 20% sales.

With this achievement, WagonR becomes the third model in the country to enter the iconic league of cars like Maruti 800 and Alto, to cross the two-million cumulative sales mark.

#### Critical milestones of WagonR journey

- **1999:** Launch
- **2003:** First facelift unveiled
- **2004:** Introduced WagonR Duo LPG
- **2010:** Full model change (Blue eyed boy)
- **2010:** Introduced CNG as fuel option
- **2015:** Offered Auto Gear Shift (AGS)
- **2015:** Dual airbags and ABS added
- **2017:** A new variant VXi+ introduced



#### WagonR Product Journey

- **2004:** 100,000 units
- **2008:** 500,000 units
- **2011:** 10,00,000 units
- **2014:** 15,00,000 units
- **2017:** 20,00,000 units