

MSIL: CSL: NSE&BSE: 2018

9<sup>th</sup> January, 2018

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,

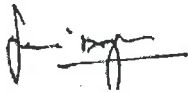
Please find enclosed herewith as Annexure – “A”, a copy of press release being issued today.

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**

**Maruti Suzuki to support Delhi Police initiative to introduce Traffic Safety Management System (TSMS) in the Capital**

MoA signed in the presence of **Mr Nitin Gadkari**, Union Minister for Road Transport and Highways, and Shipping and Water Resources, River Development and Ganga Rejuvenation and **Mr Anil Baijal**, Lt Governor of Delhi

- Use of latest technology to strengthen enforcement of traffic laws, promote road safety

**New Delhi, January 9, 2018:** Maruti Suzuki India Limited (MSIL) today joined hands with the Delhi Police to implement a Traffic Safety Management System (TSMS) in the national capital.

The TSMS will be set up along the Ring Road corridor from Dhaula Kuan to Sarai Kale Khan a stretch of around 14-km.

A Memorandum of Agreement (MoA) was signed today between Delhi Police and Maruti Suzuki India Limited.

It was signed in the presence of **Mr Nitin Gadkari**, Union Minister for Road Transport and Highways, and Shipping and Water Resources, *River Development and Ganga Rejuvenation* and **Mr Anil Baijal**, Lt Governor of Delhi.

Mr Y S Malik, Secretary (Road Transport & Highways), MoRTH, Mr Amulya Patnaik, Commissioner of Delhi Police and Mr K Ayukawa, MD & CEO of Maruti Suzuki, were among the dignitaries present.

The TSMS project, the first of its kind in the Capital, is in line with the Union Government's focus to make roads safe and bring down accidents and fatalities.

The TSMS will feature advanced cameras including Red Light Violation Detection System (RLVDS), Speed Violation Detection System (SVDS) and Automatic Number Plate Recognition (ANPR) system. With these advanced camera systems it will be possible to simultaneously capture red-light violation as well as speed violation by a vehicle.

With this initiative, Maruti Suzuki will support efforts of Delhi Police to promote road safety by strengthening and bringing transparency in enforcement of traffic regulations and create a culture of compliance.

**Traffic Safety Management System**

**Objectives**

- Reduction in accidents and fatalities
- Improve compliance of traffic rules
- Strengthen and bring transparency in enforcement by e-Challan system
- Awareness on commuter safety
- Surveillance of traffic movement

**Highlights**

- Initial phase: 14 kms ring road Dhaula Kuan to Sarai Kale Khan
- Covers 10 road junctions
- Advanced cameras
- Red Light Violation Detection
- Speed Violation Detection System
- Automatic Number Plate Recognition
- Automatic Challan System

Maruti Suzuki will set up the Traffic Safety Management System and maintain it for 2 years. The commencement and operation of the TSMS will be under the charge of Delhi Police.

Last year around 1,495 people lost their lives to road accidents in Delhi, among the highest in the country. With an automatic and objective system in place, it is expected to instill discipline among road users.

Maruti Suzuki will spend nearly Rs 15 crore on this project. The project is likely to be operational in the next one year. In addition, Maruti Suzuki and Delhi Police also plan to engage with academic institutions and social groups to spread awareness on traffic enforcement systems and safe driving practices in the national capital.