

MSIL: CSL: NSE&BSE: 2018

23<sup>rd</sup> October 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 the press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

**For Maruti Suzuki India Limited**



Sanjeev Grover  
Chief General Manager &  
Company Secretary

Encl.: As above

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**MARUTI SUZUKI INDIA LIMITED**

**CIN: L34103DL1981PLC011375**

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Gurgaon 122015, Haryana, India.  
Tel. 0124-2346721, Fax: 0124-2341304

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## PRESS RELEASE

**Maruti Suzuki S-Cross growing strong with 100,000 cumulative sales**

**New Delhi, 23<sup>rd</sup> October 2018:** Maruti Suzuki’s premium urban offering S-Cross has achieved the milestone of 1-lakh cumulative sales. The combination of superior ride & handling with a bold and assertive design has delighted the customers.

S-Cross is a flagship product from Maruti Suzuki’s NEXA portfolio and also the most premium offering from the company. S-Cross has thrilled customers with its chic interiors, bold design and advanced technology, delivering a premium ownership experience. Tested at Maruti Suzuki’s world-class Rohtak R&D facility, the S-Cross is compliant with advance safety norms including frontal offset crash, side impact and pedestrian safety.



Thanking the customers on the S-Cross milestone, **Mr R S Kalsi, Senior Executive Director, Marketing & Sales, Maruti Suzuki** said, *“We are thankful to our customers for their love and positive response. S-Cross has clocked over 16% market share in its segment and has helped us delight customers looking for a premium offering from Maruti Suzuki. We have created a highly engaging ownership experience of the S-Cross by introducing many best in segment features which are further complimented by its bold design and premium interiors.”*

The S-Cross has contributed to the success of NEXA with its premium appeal. Further, the signature color NEXA Blue contributes to more than 36% of sales for S-Cross. The S-Cross is retailed from more than 329 NEXA sales outlets across the country covering over 186 cities.

The 1 Lakh happy S-Cross customers is a testimony of the increasing preference towards premium offerings from Maruti Suzuki.