

MSIL: CSL: NSE&BSE: 2018

29th November 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

MARUTI SUZUKI INDIA LIMITED

CIN: L34103DL1981PLC011375

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PRESS RELEASE

Maruti Suzuki Baleno clocks fastest 5 lakh sales milestones

- *Achieved the feat in record time of 38 months*
- *Over 27% market share in the A2+ segment*

New Delhi, November 29th 2018: Maruti Suzuki Baleno, India’s most preferred premium hatchback marks another milestone by achieving 5 lakh sales in a record time of just 38 months. Baleno has not only dominated but also redefined the premium compact segment with its unique Liquid Flow design and a host of innovative features.

Commenting on the occasion **Mr. R S Kalsi, Senior Executive Director, Marketing & Sales, Maruti Suzuki**, said, *“Baleno has become a resounding success in the highly competitive premium hatchback segment. It is a testimony of our best in class technology and customer experience. Our engineers have ensured that Baleno offers superior ride and handling, class leading performance and safety. With a staggering 20.6 % growth in first half of 2018-19,*

Baleno has been among the top selling cars in India, since 2016. We are grateful for our customers’ constant support that has made Baleno India’s most preferred premium hatchback.”

Baleno Key Highlights:

- ❖ *Achieved the feat in a record time of 38 months*
- ❖ *Over 27% market share in the A2+ segment*
- ❖ *Growth of 20.4% in Apr-Oct’18*
- ❖ *Elegant design, premium interiors & state of the art features.*
- ❖ *Cutting edge technologies (CVT & RS) & Best in class safety standards*

Launched in October 2015, Baleno has enjoyed an unparalleled leadership status winning the hearts of young and affluent Indian customers who desire for high-tech product with iconic design, state of the art features & best in class safety standards.

A symbol of the Make-in-India mission, Baleno is exclusively manufactured in India. It is the first car to be exported from India to Japan. And, besides domestic market the premium hatchback has been receiving overwhelming response in global markets such as Australia, Europe, Latin America and East Asia.

Baleno with its bold design, best in segment safety and technologies like CVT & RS (Road Sport) is country’s most loved premium hatchback.