

MSIL: CSL: NSE&BSE: 2018

27<sup>th</sup> 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

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**MARUTI SUZUKI INDIA LIMITED**

**CIN: L34103DL1981PLC011375**

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PRESS RELEASE**Maruti Suzuki’s iconic brand Swift celebrates its two million sales**

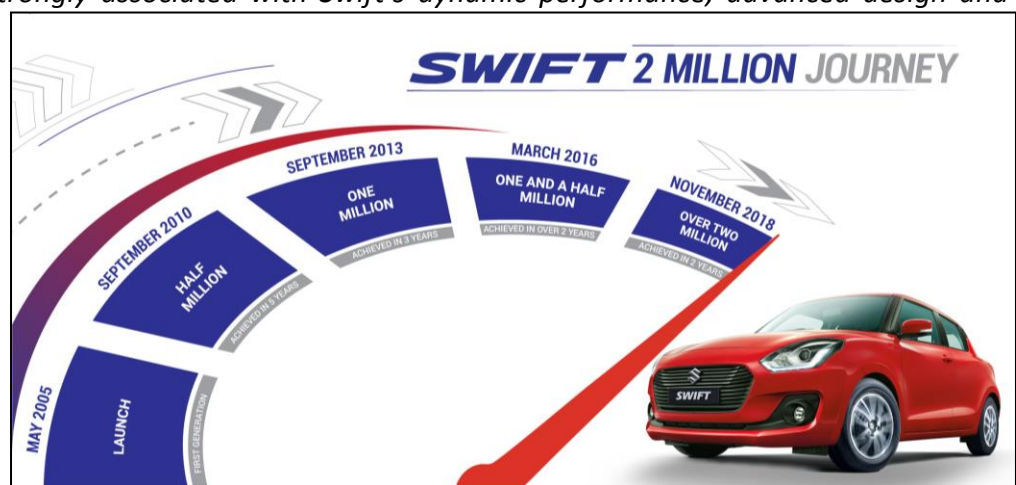
*Records a sales growth of 36% with dominant market share of 29% in April-Oct 2018-19*

**New Delhi, November 27, 2018:** Maruti Suzuki India today announced a significant milestone of its iconic brand **Swift registering a momentous two million sales landmark since its first launch in India in May 2005.** Swift has created a glorious legacy by being the preferred choice of the Indian customers owing to its dynamic features, global styling, sporty, solid and bold stance and power-packed performance.

India’s first premium hatchback is constantly being refreshed to match the changing aspirations of its evolving young customers. The third generation Swift launched in the Auto Expo 2018 retains its symbolic character, taking its global design language to the next level. The new Swift is engineered with the best of Suzuki’s design capabilities and is built on the innovative 5th generation HEARTECT platform. The platform gives more strength and rigidity and helps to improve the power to weight ratio, leading to better acceleration performance for a peppy and fun to drive experience.

The **new Swift achieved the fastest one lakh sales bookings** in less than ten weeks - testimony to the stronger connect with customers and its brand lineage. At the same time, Maruti Suzuki increased production of iconic Swift by 45% to 1.39 lakh units during April-Oct 2018-19, as against previous year. This has helped us delight our customers by reducing the waiting period of the car.

Expressing his gratefulness towards two million Swift customers, **Mr. R S Kalsi, Senior Executive Director (M&S) at Maruti Suzuki India** said: *“Swift achieving two million sales milestone is a proud moment for all of us at Maruti Suzuki India. Brand Swift has consistently featured among the top 5 best-selling cars in India for more than a decade. This has been an extraordinary journey and at this juncture, I would like to express my gratitude to all our customers for their immense trust in the brand. The success is strongly associated with Swift’s dynamic performance, advanced design and technology, reliability, durability and best-in-class fuel-efficiency that characterize Maruti Suzuki’s DNA. With increased output aimed at reducing waiting period, I would like to reinforce our commitment towards Maruti Suzuki customers.”*



In line with customer needs to counter stop go city traffic, Maruti Suzuki equipped the Swift with contemporary Auto Gear Shift (AGS) technology. The convenience of AGS offered in the latest Swift avatar found quick acceptance and now contributes over 20% of Swift sales.

Owing to its distinctive appeal, Swift has been recognized globally. It has received global recognition by winning Good Design Award in 2017 operated by Japan Institute of Design Promotion and was amongst the three finalists at the “World Urban Car Of The Year 2018”

Click here for hi-resolution images of All-New Swift:

<https://www.flickr.com/photos/126049010@N03/albums/72157664691818588>