

MSIL: CSL: NSE&BSE: 2018

21st, December 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

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PRESS RELEASE**The all-new Swift awarded Indian Car of the Year (ICOTY) 2019**

Only Indian car that has won ICOTY awards for all its three generations: In 2006, 2012 and 2019



- Cumulative sales of over 2 million units since first launch in India in 2005
- All-new Swift is India’s fastest car to clock sales of 1-lakh units in just 145 days
- Has recorded a sales growth of 40% with dominant market share of 29% during Apr-Nov FY19
- Auto Gear Shift offered in the latest Swift avatar found quick acceptance and now contributes over 20% of the car’s sales

New Delhi, December 21, 2018: Maruti Suzuki Swift, which has topped the sales charts to become India’s most popular premium hatchback has been awarded the Indian Car of the Year 2019 (ICOTY) by a jury of India’s leading automobile experts drawn from across publications. 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 on-road performance.

Swift has created the compact premium segment for India’s young generation. Brand Swift exemplifies peppy and fun to drive vehicle and continues to be relevant for the young generation by evolving over the years. The 3rd generation of all-new Swift continues to capture the hearts of the ever evolving and aspiring young customers.

Maruti Suzuki Swift is the only car in the country to win ICOTY awards for all its three generations. In 2006, at India’s first ICOTY awards, Swift became the Indian Car of the Year. In 2012, the second generation, Swift again bagged the automobile industry’s premium recognition by becoming the Indian Car of the Year. With this third Indian Car of the Year-2019 Swift creates a new benchmark by a car brand.

Thanking the jury for the award, **Mr Kenichi Ayukawa, Managing Director and CEO of Maruti Suzuki**, said: *“Swift has been one of the most loved premium hatchbacks and it is an honor to receive such a high accolade yet again. Brand Swift has consistently made us proud and has been among the top 5 best-*

selling cars in India for over a decade. The journey with Swift has been extraordinary and we are overwhelmed by its popularity among customers. We are grateful to our 2 million customers for their immense trust in the brand. We also thank our vendors and dealers who have been supportive to us for delighting our customers. Being awarded the Indian Car of the Year for three times and that too by an independent jury, comprising India's leading automobile experts, makes it even more special."

India's first premium hatchback, Swift, has won hearts from the day it was first launched in May 2005. The third generation Swift launched in the February 2018 retained the car's symbolic character and carried forward its lineage of global design language.

The new Swift is engineered with the best of Suzuki's design capabilities and is built on the innovative 5th generation HEARTECT platform. This 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 third generation new Swift launched in February 2018 achieved the fastest one lakh sales in 145 days of the launch standing testimony to its stronger connect with customers and its brand lineage. Also, the convenience of Auto Gear Shift (AGS) offered in the latest Swift avatar found quick acceptance and now contributes over 20% of Swift sales.

ICOTY award was introduced in India to evaluate cars on criteria of price, fuel-efficiency, styling, comfort, safety, performance, practicality, and technical innovation, value for money, and suitability and relevance to Indian driving conditions being particularly important factors in deciding the winner.

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>