

MSIL: CSL: NSE&BSE: 2018

31st May, 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



Sanjeev Grover

Chief General Manager &

Company Secretary

MARUTI SUZUKI INDIA LIMITED

CIN: L34103DL1981PLC011375

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PRESS RELEASE

Maruti Suzuki’s acclaimed Auto Gear Shift tech achieves new milestone, crosses 3-lakh sales

AGS offer convenience of an automatic transmission with no compromise in fuel efficiency

AGS variant contribution to total sales of Maruti Suzuki has tripled since 2014-15

Targets to sell over 2-lakh cars with AGS technology in 2018-19

New Delhi, May 31, 2018: Maruti Suzuki India has crossed the mark of 3-lakh cumulative sale of cars with the acclaimed Auto Gear Shift (AGS) technology. With the AGS becoming popular among the customers, Maruti Suzuki aims to achieve the feat of over 2-lakh sales in the current fiscal year. The contribution of cars with AGS variant to the company’s total sales has tripled since its introduction in 2014.

At present, Maruti Suzuki offers AGS in seven models in its range, including bestsellers like Alto K10, WagonR, Celerio, Swift, IGNIS and Dzire. In May 2018, Vitara Brezza became the latest offering with AGS technology from Maruti Suzuki.

Commenting on the success of the Auto Gear Shift technology from Maruti Suzuki, **Mr R S Kalsi, Senior Executive Director (Marketing and Sales), Maruti Suzuki India Limited**, said, *“At Maruti Suzuki, we believe in providing our customers with the best of technology and convenience. The revolutionary Auto Gear Shift technology is one such innovation that offers comfort and ease of driving to the customers with no compromise on fuel efficiency. It has achieved wide acceptance among customers. Crossing 3-lakh retail sales mark within five years of its introduction is a reflection of the success and consent of the customers for the two-pedal technology. With enhanced awareness and deeper penetration, we aim to sell over 200,000 cars with AGS in 2018-19.”*

Acclaimed Auto Gear Shift (AGS) has found a sweet spot among customers

- Cumulative sales of cars with AGS technology has crossed 3-lakh mark in April 2018 for Maruti Suzuki
- AGS technology introduced with Celerio in 2014
- Currently, 43% of Celerio sales are of AGS variant
- AGS offers the convenience of an automatic transmission with no compromise on fuel efficiency
- AGS variants account for 28% of IGNIS and 17% of Dzire retail sales



As a pioneer brand in automotive innovation, Maruti Suzuki has worked to democratize the two-pedal technology in India. The AGS technology finds high relevance for Indian car buyers due to its affordability, efficiency and easy maintenance. Thus, Maruti Suzuki has progressively introduced this two-pedal technology on cars in its product range.