

MSIL: CSL: NSE&BSE: 2018

19th July, 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

Global oil brand ECSTAR now at Maruti Suzuki ARENA network

Launching new engine oil 0W16, which will reduce friction, emissions and improve FE

New Delhi, July 19th, 2018: In its endeavor to offer the best driving experience to its customers, Maruti Suzuki India today introduced ECSTAR, the global brand of lubricants, coolant and car care products. Previously available at NEXA service workshops only, ECSTAR will be now offered across all Maruti Suzuki ARENA workshops in India.

Maruti Suzuki is also introducing a new range of engine oil 0W16. This advanced oil will help reduce friction leading to improved fuel efficiency and cut down on CO2 emissions. It will also ensure engine durability being low viscosity oil.

Introducing ECSTAR range of products to ARENA customers, **Managing Director and CEO of Maruti Suzuki, Mr. Kenichi Ayukawa said,** *“At Maruti Suzuki, we believe in providing our customers with the best of technology and convenience. And to ensure optimum performance of Maruti Suzuki cars, we are now extending ECSTAR portfolio to ARENA. ECSTAR oil is a powerful lubricant that not only enhances the performance of vehicles, but its optimal lubricant formulation, also offers outstanding engine protection, which results into long life of the engine and improved fuel efficiency.”*

ECSTAR, the brand of high-performance engine oil and coolant and chemical products, was launched by Maruti Suzuki’s parent Suzuki Motor Corporation, Japan in 1984. In 2015, SMC promoted ECSTAR as a global brand of high quality products. At present, the ECSTAR brand is widely marketed across Europe, USA, Mexico, Australia and South East Asia.

ECSTAR engine oil has the optimal formulation for lubrication and a cooling effect, to ensure the cars deliver the highest level of performance. Initiatives like ECSTAR will help the Company keep pace with the evolving engine technology as well as environment care.

The blend of high performance synthetic base oil additives contributes to ECSTAR’s superiority over ordinary engine oils, and ensures a remarkable engine performance.

The range of ECSTAR products will be procured from select local suppliers here. These suppliers will undergo stringent tests to qualify their products to be included under ECSTAR umbrella.

The range of ECSTAR products includes engine oils, coolants, injector cleaner, automatic transmission oil, car care products, and screen wash for the cars. More products will be added to the ECSTAR range in India progressively.

Why ECSTAR?

ECSTAR is the best choice for Maruti Suzuki engines, as it is developed specifically to deliver:

- Reduced friction
- Protection of engine components
- Enhanced engine cleanliness
- Best performance in conjunction with Maruti Suzuki hardware
- Superior performance

Validation of ECSTAR

Engine oil goes through more than 20 stringent tests with over 8,000 hours at the engine level and 160,000 kms of vehicle level testing to qualify for ECSTAR brand

Advantages of ECSTAR

Fuel savings: The genuine formulation creates high performance and meets the severest fuel economy standards for Suzuki engines.

Outstanding engine protection: The innovative lubricating technology achieves thermal stability, which delivers the ultimate engine protection even when starting engine in cold climates.

Clean engine for longer life: Cleaning performance extends the engine life by preventing sludge and deposits. The engine stays trouble-free.