

MSIL: CSL: NSE&BSE: 2018

3rd 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 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 Vitara Brezza continues to dominate SUV market; clocks fastest 3 lakh sales

- *Leading the SUV segment since launch with sporty & glamorous looks and safety*

New Delhi, July 3, 2018: Maruti Suzuki India Limited (MSIL) today announced that its blockbuster SUV Vitara Brezza has crossed 3-lakh of sales since its launch in March 2016. A distinctive feat in the Indian automobile industry, Vitara Brezza has achieved the fastest 3-lakh sales mark in the SUV segment in just 28 months.

In May 2018, Maruti Suzuki’s revolutionary two-pedal technology, Auto Gear Shift, was offered on Vitara Brezza. Also, the exterior and interior features have been given a makeover, enhancing the bold and sporty character of the country’s most popular SUV. With Vitara Brezza, Maruti Suzuki introduced dual-tone colours – a first in its segment.

Thanking customers for their overwhelming support for the Vitara Brezza, **Mr. R S Kalsi, Senior Executive Director (Marketing and Sales), Maruti Suzuki** said:

“Vitara Brezza is a breakthrough product, which created disruption in the SUV market. With its sporty and glamorous traits, Vitara Brezza continues to be the most loved SUV despite several new entrants into the segment. The contribution of the top variants in the total sales of Vitara Brezza has zoomed to 56%. This is a testimony to the fact that customers appreciated the refreshed design and innovative features in Vitara Brezza. The Auto Gear Shift has enticed the aspiration of ever evolving customers. We would like to extend our heartiest gratitude to our Vitara Brezza customers and particularly those who have chosen to wait for their loved car.”



Driving on fast lane

- Sporty and stylish looks have made Vitara Brezza top choice among customers
- Average monthly sales of over 12,600 units in past 5 months, growth of more than 25% against same period last year
- AGS variant, launched in May 2018, is instant hit with over 23% of fresh bookings
- Top variants (Z/Z+) contribute 56% of total sales
- Vitara Brezza market share in its segment in 2017-18: 43%

Vitara Brezza complies with advanced safety regulations, including pedestrian safety, ahead of Government regulation timelines. It comes loaded with new safety features comprising ISOFIX child restraint system, high speed warning alert, dual air bags, ABS with EBD, reverse parking sensors and front seat belt pre-tensioners and force limiters. These features are now standard across all variants of Vitara Brezza.