

MSIL: CSL: NSE&BSE: 2018

01<sup>st</sup> August, 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**

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Press Release

***Japan’s famed Mottainai Grandma comes to Gurugram***

*Storytelling caravan to promote the Japanese concept of “MOTTAINAI”- meaning Do not waste!  
Students at Maruti Suzuki supported schools learn the values of Reduce, Reuse, Recycle & Respect*

**Gurugram/Manesar, 1<sup>st</sup> August, 2018:** Growing urbanisation has led to increase in issues like improper dumping of garbage, polluting of sewage systems, open defecation, burning of hazardous materials and vegetation. These damage the urban infrastructure and cause serious health issues for community. One effective way to tackle the situation is to drive behavioural change among people, especially children.

Maruti Suzuki India Limited along with Japan International Cooperation Agency (JICA) is supporting storytelling sessions based on “**Mottainai Grandma**”, a successful picture book published by Kodansha, a leading publication from Japan. Understanding the need of Indian demographics, the book is adapted in Hindi and English in collaboration with National Book Trust (NBT).

The story telling caravan has been initiated by Kodansha with the objective of promoting ‘Clean India’ mission by creating environmental awareness among the students. School children, between 9-12 years, will take part in the activity and learn the values of cleanliness, use of resources and consciousness towards environment. The inaugural session was conducted today at Girls Govt. Primary School, Kasan, in Manesar, supported by Maruti Suzuki.

**Mr. Ajay Tomer, Executive Director, Corporate Planning, Maruti Suzuki India Limited, said “*Mottainai* is a thoughtful Japanese word which means “Do not Waste!” It is a word of compassion and love, for nature and its bounty. We are happy that JICA has taken this initiative to educate students on environment consciousness. The interactive method reinforces the age old practice of storytelling in India. With *Mottainai Grandma*, these students will retain the lessons for life. We are confident that this activity will strengthen our community development projects by driving behavioural change and contribute to Government’s Swachh Bharat Mission.”**

**Mr. Kubo Eiji, Director, Private Sector Partnership Division and Finance Dept, JICA, said “It is an honor to have Maruti Suzuki as a partner in this initiative and we commend Maruti Suzuki for having led social innovation in many ways in India. Among many things, Japan promotes the culture of cleanliness and respect for natural resources which aligns with the concept of ‘Mottainai’ - Reduce, Reuse, Recycle plus Respect are perhaps the most important values that Japan continues to contribute to the rest of the world. The literal meaning of word ‘Mottainai’ is ‘Do not waste’ which is part of everyone’s life in Japan. We hope this initiative would impact the mind-set of the Indian people and contribute to the Government of India’s ‘Clean India’ mission.”**

Maruti Suzuki has been working in the area of school education for over nine years under its Community Development initiative. The Company strives to increase enrollment, enhance retention and improve learning levels in adopted Government schools in communities around their manufacturing facilities.

A caravan, a Maruti Suzuki Super Carry, loaded with over 300 books will accompany the story telling troop as a mobile library. The troop will visit 30 schools in Delhi, Gurugram and Manesar. These include six schools supported by Maruti Suzuki.

The Initiative will be conducted in 4 phases, through a project methodology based on verification of a development effect.



### **About Maruti Suzuki CSR:**

Community Development is one of the three important pillars of Maruti Suzuki India Limited's Corporate Social Responsibility programme – the other two being Road Safety and Skill Development. With the main objective to bring about an overall improvement in the quality of life of people residing around its manufacturing facilities, Maruti Suzuki has adopted 26 villages in the states of Gujarat and Haryana collectively.

Among the several initiatives the Company strives to provide a hygienic environment in the adopted villages. The Company has undertaken solid and liquid waste management initiatives such as laying of sewer lines, construction of household toilets and household waste collection and disposal. Behavioural change communication and awareness drives are integrated into project execution.

Click <https://www.flickr.com/photos/126049010@N03/albums/72157694278412072> for high resolution images of the storytelling activity.