

MSIL: CSL: NSE&BSE: 2018

12<sup>th</sup> September, 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

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**MARUTI SUZUKI INDIA LIMITED**

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PRESS RELEASE

**Maruti Suzuki boosts Baleno production to cut down waiting, delight customers**  
*Production of India's blockbuster premium hatchback increases 34% in the past 8 months*

**New Delhi, 12<sup>th</sup> September, 2018:** With a core focus to enhance customer experience, Maruti Suzuki India has increased production of its blockbuster model Baleno. This will help to delight customers by reducing the waiting period for Baleno.



Launched in October 2015, Baleno is one of the top selling models for Maruti Suzuki. The premium hatchback has been featuring among India's top five best selling cars since March 2017. Maruti Suzuki has sold over 450,000 units of Baleno cumulatively, since its launch.

Speaking on the occasion **Mr. R.S. Kalsi, Senior Executive Director (Marketing and Sales), Maruti Suzuki** said, *"The high demand for Baleno since its launch is a testimony of our best in class technology, design and customer experience. The availability of Baleno got a boost with the Suzuki Motor Gujarat plant operational at its full capacity of 2.5 Lakh units annually. We are confident that with increased production of Baleno we will be able to enhance the car ownership experience of our NEXA customers. With improved availability the average monthly sales of Baleno has touched around 18,000 units in the past 8 months, as compared to an average of around 14,000 units in the Jan'17-Aug'17 period."*

A symbol of the Make-in-India mission, Baleno is exclusively manufactured in India. It is the first car to be exported from India to Japan. And, besides domestic market the premium hatchback received overwhelming response in global markets such as Australia, Europe, Latin America and East Asia.

Baleno with its bold design, best in segment safety and convenience features is one of the most awarded premium hatchback of recent times.