

MSIL: CSL: NSE&BSE: 2018

10th October, 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

Maruti Suzuki Ciaz: The best-selling premium sedan of India
New facia, latest technology and segment leading features impress customers

New Delhi, October 10th, 2018: Maruti Suzuki's new Ciaz is India's highest selling premium sedan in first half of 2018-19. The Company has sold over 24,000 units of Ciaz during April-September 2018-19. Currently, Ciaz accounts for 28.8% market share in the premium sedan segment. The new Ciaz was launched in August 2018 and has received a blockbuster customer response with over 10,000 bookings in the first month itself.

Undisputed Premium Sedan



- Over 24,000 units sold in H1; reinforces its popular appeal
- Over 234,000 units of cumulative sales since launch in 2014
- Nexa Blue colour contributes over 25.5% of total Ciaz Sales in 2018-19
- New Ciaz offers 13% more power and 6% more torque
- Loaded with advanced features: Next generation features like Cruise Control, Auto headlamp and Auto headlamp leveling for convenience and customer delight

Commenting on the success of New Ciaz, Mr. R S Kalsi, Senior Executive Director, Marketing and Sales, Maruti Suzuki India, said *"We are delighted with the response to the new Ciaz. Over 10,000 customers have booked the New Ciaz in the first month of its launch. The complete package of unmatched performance, bold looks, elite interiors, convenience of space and host of safety features clearly pulls the new Ciaz ahead of competition. Today, Ciaz is one of the most successful premium sedans in India. With a sale of over 24,000 units in the first half of this fiscal, Ciaz has taken the pole position in the A3+ segment this year so far. We are thankful to customers for their confidence and choice that reinforces our commitment to offer premium products."*

The New Ciaz is offered with the revolutionary new 1.5 litre petrol Smart Hybrid engine. The next generation Smart Hybrid technology with Li-ion battery makes its maiden appearance in the New Ciaz. The acclaimed 1.3 litre DDiS Smart Hybrid diesel engine option continues to excite discerning Ciaz customers. Further, NEXA Blue - our signature color, a testament of our commitment towards innovation, contributes to more than 25% of sales for Ciaz.

Ciaz since its launch had become the most popular mid-size premium sedan. Maintaining its leadership in the segment, Ciaz has sold over 234,000 units since launch.

Retailed through the NEXA network, Ciaz has set a benchmark for customers in the mid-sized premium sedan market.