

MSIL: CSL: NSE&BSE: 2016

4th October 2016

Vice President

National Stock Exchange of India Limited

“Exchange Plaza”, Bandra – Kurla Complex

Bandra (E)

Mumbai – 400 051

General Manager

Department of Corporate Services

Bombay Stock Exchange Limited

Phiroze Jeejeebhoy Towers

Dalal Street, Mumbai – 400 001

Sub: Press Release

Dear Sir,

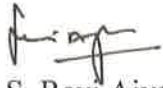
Please find enclosed herewith as Annexure – “A”, a copy of press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For **Maruti Suzuki India Limited**



S. Ravi Aiyar

Executive Director (Legal)

& Company Secretary

Encl.: As above

MARUTI SUZUKI INDIA LIMITED**CIN: L34103DL1981PLC011375****Registered & Head Office:**

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Press release
Domestic sales of Baleno reach one lakh units

New Delhi, October 4, 2016: Maruti Suzuki India Limited's (MSIL) premium hatchback, Baleno, has crossed a cumulative domestic sale of one lakh units today.

Launched in Oct 2015, Baleno is one of the top selling models for Maruti Suzuki and has emerged as the leading premium hatchback in India.

While Baleno has gained popularity for its innovative styling, spacious interiors and class-leading features, the superior ride and handling, safety and fuel efficiency have added to its appeal among customers. All Baleno customers have received their cars through NEXA, the new retail experience offered by Maruti Suzuki.

In addition to domestic sales, 33,800 Baleno cars have been exported across the world, including to Japan and Europe.

To mark the occasion of Baleno achieving one lakh domestic sales, Maruti Suzuki's **Executive Director Marketing & Sales, Mr. R S Kalsi**, said, *"Baleno is one of the big success stories of the Indian auto industry. Baleno carries our new design philosophy and is equipped with several high-end features and technologies like Apple CarPlay that have attracted young customers. Our engineers have ensured that built on an innovative new platform, Baleno offers superior ride and handling, besides best-in-class fuel efficiency. Safety features like dual airbags and ABS with EBD are standard in Baleno – another first for this segment. It is truly a symbol of Make-in-India."*

Besides the one lakh Baleno cars sold, many customers have placed orders for the car and will receive delivery in the next few months. Mr Kalsi said: *"I express gratitude to all these customers. This reflects their trust in Baleno. We have optimized our production so that we can deliver their cars in the committed timeframe while ensuring the highest levels of quality"*.

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. Maruti Suzuki plans to export the car to 100 international markets. Apart from Japan, the vehicle is being exported to Europe, Australia, New Zealand and Latin America.