

MSIL: COS: NSE&BSE: 2024/12_06

20th December, 2024

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(s),

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
Executive Officer & Company Secretary

MARUTI SUZUKI INDIA LIMITED

Head Office :
Maruti Suzuki India Limited,
1, Nelson Mandela Road, Vasant Kunj,
New Delhi - 110070, India
Tel: 011-46781000, Fax: 011-46150275/46150276
Email id : contact@maruti.co.in, www.marutisuzuki.com

Gurgaon Plant :
Maruti Suzuki India Limited,
Old Palam Gurgaon Road,
Gurgaon - 122015, Haryana, India.
Tel: 0124-2346721-30, Fax: 0124-2341304

Manesar Plant :
Maruti Suzuki India Limited,
Plot no.1, Phase- 3A, IMT Manesar,
Gurgaon - 122051, Haryana, India.
Tel: 0124-4884000, Fax: 0124-4884199

Maruti Suzuki teases its first eBorn Electric SUV; Signals robust EV ecosystem for seamless ownership experience

- Maruti Suzuki to introduce its first eBorn - e VITARA, in India at Bharat Mobility Global Expo 2025.
- The e Vitara is built on the HEARTECT-e platform specially designed for Battery Electric Vehicles (BEV).
- Equipped with state-of-the-art technology and advanced safety features - e VITARA to offer a superior driving experience.



New Delhi, 20th December, 2024 - Maruti Suzuki India Limited (MSIL), the country's largest passenger vehicle manufacturer, is poised to transform electric mobility in India. The company will showcase its production ready eBorn SUV, the e VITARA at the Bharat Mobility Global Expo 2025. The e VITARA is a global model manufactured in India for the world, recently unveiled by Suzuki Motor Corporation at Milan, Italy.

Speaking on the announcement, **Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, said, *"The e VITARA is a testament of our unwavering commitment to sustainable mobility and technological innovation. With decades of automotive expertise, we have combined advanced electric technology with a customer-first approach to deliver something truly transformative. At Maruti Suzuki, we have always believed that to promote EV adoption, we need to create a holistic ecosystem that simplifies customers' battery electric vehicle ownership journey."*

He further added, *"A critical barrier to the adoption of EVs is the lack of accessible charging. To tackle this issue, we are committed to introduce a reliable and comprehensive EV ecosystem alongside the e VITARA. This will include home charging solutions as well as a nationwide network of fast chargers available at Maruti Suzuki dealerships and service touchpoints. Our goal is to make EVs accessible, convenient, and appealing to a broader set of customers, and this is exactly what we have set out to achieve with the e VITARA."*

Media Release

Inspired by the concept of an *"Emotional Versatile Cruiser,"* e VITARA seamlessly blends advanced technology with a contemporary design. Strategically positioned to cater to the evolving market requirements and customer needs, the e VITARA will introduce new-age EV performance into the Indian automotive market.