

MSIL: COS: NSE&BSE: 2025/02_12

28th February, 2025

Vice President
National Stock Exchange of India Limited
"Exchange Plaza", Bandra- Kurla Complex
Bandra (E),
Mumbai – 400051

General Manager
Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai- 400001

Subject: 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

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Media Release

Smarter technologies, safer journeys: Maruti Suzuki Alto K10 now with 6 airbags across all variants

- Alto K10 becomes the first-in-segment[#] to offer 6 airbags as standard
- Advanced safety features include Electronic Stability Program (ESP[®]), Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD)
- India's highest-selling car* with over 46 lakh units sold
- Over 74% of Alto K10 customers are first time buyers



New Delhi, 28th February, 2025: Maruti Suzuki India Limited (MSIL), announces a first-in-segment[#] safety update for the Alto K10 with the introduction of 6 airbags as standard fitment. Complementing this, the Alto K10 gets additional safety features which include a 3-point rear centre seat belt to enhance safety for the middle-seat passenger, and improved rear seat safety with luggage retention crossbars. The new and safer Alto K10 is available for customers starting today.

In addition to the new safety features, the Alto K10 continues to be equipped with a host of safety oriented high-tech electronic driver aids including Electronic Stability Program⁺ (ESP[®]), Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD), and 15+ advanced safety features.

Commenting on the Alto K10's latest safety advancement, **Mr. Partho Banerjee, Senior Executive Officer, Marketing and Sales, Maruti Suzuki India Limited**, said, *"The Alto's journey with 46 lakh families for nearly 25 years has been one of constant evolution, always keeping pace with India's aspirations. Today, with the introduction of 6 airbags as standard across all variants, along with a 3-point rear centre seat belt, we are reaffirming our commitment to making advanced safety accessible to all. The Alto K10 continues to be the favourite choice for 74% first-time buyers, enabling their youthful and ambitious lifestyles. The updated Alto K10 builds on its credentials of offering the perfect blend of safety, convenience, and driving joy, ensuring every journey is as secure as it is exciting."*

Powered by the Next-Gen K-Series 1.0L Dual Jet, Dual VVT engine with E20 fuel compliance, the Alto K10 offers exciting performance without compromising efficiency. Buyers have a wide array of versions to choose from, ranging from petrol and S-CNG models to 5-speed manual and Automatic Gear Shift

(AGS) transmission options. Offered in four variants – Std, LXI, VXI, and VXI+, the Alto K10 embodies its core values of pride, trust, and reliability.

The Alto K10 boasts of a range of convenience and connectivity features, including the SmartPlay Studio infotainment system with Apple CarPlay® and Android Auto™^, steering mounted audio controls with voice commands, remote keyless entry, rear parking sensors and more. The addition of six airbags and associated safety features, ensures the Alto K10 builds on its credentials as the ideal choice for its young, dynamic and vibrant customers.

Maruti Suzuki Alto K10 prices (Ex-showroom INR)					
Manual Transmission (5MT)		Auto Gear Shift (AGS)		S-CNG	
Variant	Price (₹)	Variant	Price (₹)	Variant	Price (₹)
STD	4 23 000				
LXI	4 99 500			LXI	5 89 500
VXI	5 30 500	VXI	5 80 500	VXI	6 20 500
VXI+	5 59 500	VXI+	6 09 500		

Issued by:

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Segment classification as per Society of Indian Automobile Manufacturers (SIAM)

* Claim verified as per Society of Indian Automobile Manufacturers (SIAM) data.

† ESP is the registered trademark of Mercedes-Benz Group AG

^ Apple CarPlay is a trademark of Apple Inc. and Android Auto™ is trademark of Google Inc.