

MSIL: CSL: NSE&BSE: 2015

10th April 2015

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:

Maruti Suzuki India Limited,
1 Nelson Mandela Road, Vasant Kunj,
New Delhi 110070, India.

Tel: 011-46781000, Fax: 011-46150275/46150276

www.marutisuzuki.com

Gurgaon Plant:

Maruti Suzuki India Limited,
Old Palam Gurgaon Road,
Gurgaon 122015, Haryana, India.

Tel. 0124-2346721, 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

Press Release

Maruti Suzuki to partner with Punjab Government to set up 32 Driving Training Institutes across the State

New Delhi, April 10th 2015; In a first partnership of its kind, car market leader Maruti Suzuki India Limited (MSIL) will team up with Government of Punjab to manage and run 32 Driving Training Institutes in the State.

The institutes will offer high quality driving training, using driving simulators, class room instruction and practical training. Once fully operational, the Driving Training Institutes will be able to train around 10,000 learners in first phase including women, youth and the underprivileged, annually. This driving training initiative would also help in enhancing employability of youth in Punjab. MSIL will undertake management of the Driving Training Institutes. It will provide driving simulators, training cars (with dual control accessories) and course curriculum. The Company will invest around Rs 3 crore in a phased manner under this CSR program.

To mark this partnership, an MoU was signed today between Mr. Ashwini Kumar, State Transport Commissioner, Government of Punjab & Mr. RS Kalsi, Executive Director, Marketing & Sales, Maruti Suzuki India Limited

On the occasion Mr. Anurag Agarwal, Secretary, Transport, Government of Punjab said, *"We are delighted to partner with the country's leading carmaker on the critical subject of Road Safety. We will benefit from Maruti Suzuki's vast experience and expertise in this area. Over 10,000 learners initially are expected to benefit from the state of the art facilities of Driving Training Institutes spread in Punjab."*

Highlighting the initiative, Mr. RS Kalsi, Executive Director, Marketing & Sales, Maruti Suzuki said, *"India needs high-quality training in safe driving on a massive scale. Partnerships will help us achieve the scale. All our existing safe driving initiatives like IDTRs or MDS are shining examples of successful partnerships. Through collaborative approach we have touched nearly 2.5 million people, but realise that this is only a drop in the ocean. We are very happy to partner with the Punjab Government on this unique and pioneering initiative."*

The Driving Training Institutes will be located near automated driving test tracks which will be used by RTOs to conduct driving tests for license seekers.

Nearly 2.5 million trained so far by MSIL

Maruti Suzuki, started its safe driving initiative with Institute of Driving and Traffic Research (IDTR) in partnership with Delhi Government in the year 2000. Maruti Suzuki currently manages six IDTRs including two in NCR and one each in Dehradun, Vadodara, Rohtak and

Bahadurgarh, in partnership with state governments. These institutes offer learner and refresher courses, including to commercial vehicle drivers.

Many trainees find gainful employment after completing their training program. Nearly 5000 tribal youth in Gujarat, many of them landless workers, have found jobs or turned successful entrepreneurs after being trained in the residential program at IDTR, Vadodara, run by Maruti Suzuki in partnership with Gujarat government.

Maruti Suzuki also collaborates with its dealers who manage and operate nearly 340 Maruti Driving Schools (MDS) across the country. MDS are neighbourhood driving schools that are equipped with driving simulators and offer a mix of class-room and practical training by trained instructors (including women). Over half the people trained at MDS are women.

The IDTRs and MDS have trained nearly 2.5 Mn people in safe driving practices in 15 years

The IDTRs and MDS also design customized programs for corporate employees, women and police and paramilitary personnel to expand the reach of safe driving practices. Under its Safe Driving initiative, Maruti Suzuki also has "Train the Trainer" program for driving instructors that helps to multiply the impact.