



MSIL: CSL: NSE: 12

3rd September 2012

Vice President
National Stock Exchange of India Limited
“Exchange Plaza”, Bandra – Kurla Complex
Bandra (E)
Mumbai – 400 051

Sub: Press release

Dear Sir,

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

Thanking you,

Yours truly,

For Maruti Suzuki India Limited

S. Ravi Aiyar
Executive Director (Legal)
& Company Secretary

Encl.: As above

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Press Release

Annexure - A

Maruti Suzuki introduces a refreshed Ritz Diesel delivering 23.2 kmpl

- ✓ Fuel efficiency higher by 10%
- ✓ New front design
- ✓ New ZDi variant
- ✓ New dual tone interiors
- ✓ 52 changes in the new car
- ✓ 3 new colours

New Delhi, 3rd September, 2012: Car market leader Maruti Suzuki has unveiled a refreshed avatar of Ritz Diesel. Priced attractively at Rs. 5.31 lakh onwards, the new Ritz Diesel is sure to entice new age buyers who are looking for contemporary design, unmatched performance and superb fuel efficiency.

New features in Ritz

- Improved fuel efficiency of 23.2kmpl in Diesel
- New front design
- Signature front smiling grille embossed with Suzuki signia
- Stylish headlamp
- Sporty rear spoiler
- Elegant Body Side moulding
- Red dual tone interiors
- ZDi introduced with Air Bags, Alloy wheels and Steering Audio Controls
- Improved rear seating with improved lumbar support
- Multi-information display in Instrument Panel including fuel efficiency
- New Audio with USB
- Electrically adjustable ORVM
- Day & Night IRVM
- Three new colours- Mystique Red, Granite Grey & Breeze Blue

The refreshed Ritz Diesel is packed with 52 exciting changes such as new front design, new dual tone interiors, new ZDi variant, multi-information display on instrument panel, new audio system with USB, electrically adjustable rear view mirrors and body side moulding.

A pleasant delight is the 10% improvement in fuel efficiency from 21.1 kmpl to 23.2 kmpl for the Ritz Diesel, which has been achieved with numerous initiatives by the Company's engineers. These include use of reduced friction engine and calibration optimization.

For the first time, the Company has also introduced an all new ZDi variant at Rs 6.23 lakh in the Ritz Diesel with top of the line features such as Alloy Wheels, Dual Front Air Bags and steering audio controls.

On the introduction of the new Ritz Diesel, **Manohar Bhat, Vice President (Marketing) Maruti Suzuki India** said, "It is heartening to see a fairly young brand crossing 200,000 sales mark in just 37 months. This reflects the huge customer acceptability of the Ritz. Numerous changes being introduced

now will make the Ritz brand more vibrant. Most important, the new Ritz is more fuel-efficient with enhanced driving comfort. This makes it even more attractive for the customer and also gives us confidence to generate additional sales."

Exteriors

The interesting changes include a new front fascia with a smiling grille, stylish headlamps, new bumper, and integrated rear spoiler. Together these boost contemporary styling of the car.

New age interiors

Improved seating on the rear seat is achieved with improved lumbar support. A new red dual-tone color scheme (exclusively in the mid and higher variants) make the interiors more dynamic.

Acclaimed DDiS power

Under the hood of the new Ritz Diesel lies the celebrated 1248cc DDiS engine delivering a high fuel efficiency of 23.2 kmpl (Certified fuel efficiency as per CMVR Rule 115). The highly successful diesel engine returns a torque of 190Nm@ 2000 rpm and unmatched power of 75ps@4000rpm, with 5-step

Smart facts on Ritz

- Fastest to sell 100,000 units in A2+ segment in 18 months
- First auto brand to have over 1 million facebook fans
- 2 lakh sales in just 37 months

multi-injection technology for smooth and effortless running. Ritz Diesel achieves a speed of 0-60 kmph in 5.9 sec.

Vibrancy in Colours

Mystique Red*	Granite Grey	Breeze Blue	< < < New colours
Superior White	Silky Silver	Bakers Chocolate	

*Mystique Red is the exclusive colour for new Ritz

Prices

Variant	Ex Showroom Delhi (in Rs lakh)
new Ritz LDi	5.31 lakh
new Ritz VDi	5.64 lakh
new Ritz VDi with ABS	5.82 lakh
new Ritz ZDi	6.23 lakh

For high resolution pictures of new refreshed Ritz please click on following links

<http://goo.gl/qW7PP> and <http://goo.gl/P8VK2>