

MSIL: CSL: NSE&BSE: 2015

5th May 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,

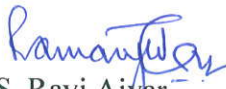
Please find enclosed herewith as Annexure – “A”, a copy of press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For **Maruti Suzuki India Limited**

for 
S. Ravi Aiyar

Executive Director (Legal)
& Company Secretary

Encl.: As above

MARUTI SUZUKI INDIA LIMITED

CIN: L34103DL1981PLC011375

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Press Release

Maruti Suzuki unveils program to train over 2100 youth annually in car service and repair

To set up Automobile Skill Enhancement Centres in 45 I.T.Is countrywide

New Delhi, May 5th, 2015: Maruti Suzuki India Limited (MSIL), market leader in passenger vehicles, today announced that it will scale up its skill development activities by setting up Automobile Skill Enhancement Centres (ASEC) at 45 Government-run Industrial Training Institutes across the country.

Each of these Centres will be equipped with a model workshop to provide practical training. Together with this, the Company will also appoint full-time trainers, provide tools and equipment and forge partnerships with local Maruti Suzuki service workshops to upgrade skills of ITI students and make them job-ready. This will be a Corporate Social Responsibility project of the Company. Maruti Suzuki has committed 5.0 Crore towards this cause.

Nearly 2100 youths are expected to benefit annually through these ASECs. The trainees will be free to seek employment in any workshop, including those not servicing Maruti Suzuki vehicles.

The Automobile Skill Enhancement Centres are being set up in designated ITIs in Jammu, Srinagar, Patiala, Hoshiarpur, Yamuna Nagar, Meerut, Ghaziabad, Dehradun, Dewas, Durg, Jabalpur, Surat, Godhra, Ankleshwar, Kolkata, Mangalore, Mysore, Hyderabad, Visakhapatnam, Karimnagar Vijayawada, Kochi, , Calicut, Thrissur and Thiruvananthapuram, among others.

Mr. Pankaj Narula, Executive Director (Service), Maruti Suzuki *"Through this initiative, Maruti Suzuki wants to contribute to the national effort for skill development and employability. With the growth in number of vehicles on roads, quality repair and maintenance offers a major employment opportunity. Automobile Skill Enhancement Centres will provide hands-on experience to trainees and make them capable of quality service and repair of vehicles."*

In addition to the I.T.I curriculum, the students will be given 50 days training by MSIL trainers in areas related to car service, repairs and maintenance. Students trained at the ASECs will be awarded an additional skill training certificate.

Background

Maruti Suzuki has a successful system of developing I.T.Is. The Company has two major approaches of ITI support programs:

- ✓ Adopt the I.T.I and take care of its wholistic development (adopt all trades)
- ✓ Have a focused approach to promote automobile skill training

In the first approach, the Company is working with 29 I.T.Is in partnership with state governments. The support provided to each ITI depends on its individual needs. In general, the Company offers support in infrastructure improvement, faculty training, exposure to manufacturing facilities, training in acclaimed Japanese work practices like 5S, kaizen and 3G and soft skills like personality development and team work

In the second approach, it creates a pool of employable youth by working intensively with students learning the automobile trade. Over 5500 youth from 88 I.T.Is have benefitted from this program so far and are employed in service workshops of Maruti Suzuki and other automobile service workshops.

Scaling up its efforts, Maruti Suzuki is setting up Automobile Skill Enhancement Centres (ASEC) at 45 Government-run Industrial Training Institutes that will train 2100 youth annually.

Click here for the High Resolution images of upgraded I.T.Is

or

<https://flic.kr/s/aHskae1zdX>

Website: www.marutisuzuki.com