

MSIL: CSL: NSE&BSE: 2015

17<sup>th</sup> July 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: Back ground material to be shared with analysts**

Dear Sir,

Please find attached herewith the following:

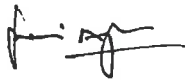
- Annexure – A: the background material for S-CROSS which will be shared with Analysts in Mumbai today.
- Annexure – B: the background material for NEXA which will be shared with Analysts in Mumbai today.

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

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**MARUTI SUZUKI INDIA LIMITED**

CIN: L34103DL1981PLC011375

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**For information: The following background material will be shared  
at an Analyst's Meet in Mumbai today.**

**S-CROSS - India's first premium crossover**

Since inception Maruti Suzuki has been a category creator in the Indian automobile industry. Inspired by the needs of Indian customers, Maruti Suzuki has been innovating and launching vehicles that have led to the creation of new segments in the industry.

All set to create another category, yet another time, Maruti Suzuki will launch S-CROSS, India's first premium crossover that is built on a brand new platform. S-CROSS offers bold and aggressive looks, Maruti Suzuki's most powerful diesel engine, high torque at low revs, a max torque of 320Nm, high performance suspension for enhanced handling cornering and stability..... PLUS the comfort, premiumness and feature-rich interiors of a sedan.

What also makes the S-CROSS special are the host of special features like Cruise Control, Rain sensing auto wiper, All Wheel Disc Brakes, Auto IRVM, Self-adjusting clutch and fully synchronized reverse gear mechanism and HID (High Intensity Discharge Projector Headlamps with Auto function), among many others.

The S-CROSS will build aspirations for every customer who is evolved, appreciates technology, has a defined taste, is willing to settle for nothing but the best. The S-CROSS perfectly complements and recognizes the rising aspirations of a new generation of Indians that has seen success early in life.

**Bold and Aggressive Exteriors**

The S-CROSS design embodies the three key themes of emotion, quality and aerodynamics. A characteristic and bold crossover shape, dynamic and strong character lines, emotionally appealing styling and several sophisticated touches, all combine to create a highly distinctive look for the S-CROSS. The polished and imposing front and the stunning rear appearance blend well to provide the distinctive look of

| Exterior Features                              | Exterior Design                                                                        |
|------------------------------------------------|----------------------------------------------------------------------------------------|
| Premium HID Headlamps with LED Position Lamps  | Bold and Aggressive Front Grille                                                       |
| Premium and Robust Roof Rails                  | Premium Silver Skid Plate garnishes                                                    |
| Stylish Split Rear Combination Lamps           | Dynamic and Strong Character Lines that continue to the rear                           |
| Refined Front Fog Lamps                        | Bold Cladding                                                                          |
| 16" Dynamic Alloy Wheels with rear disc brakes | Exciting and Sporty Aerodynamic Exteriors with a Powerful and Stunning Rear Appearance |
|                                                | Aerodynamically styled Outside Mirrors                                                 |

an SUV. With a quality look and an aerodynamic form that promotes fuel economy, the S-CROSS has a smooth flowing roof line that slopes downward toward the rear; and smooth contours that flow from the front bumper to the doors to the rear end. The sporty rail roof and bold cladding at the rear impart high road presence and accentuate the aggressive styling of the Cross Over.

**Dimensions**

| Length | Width  | Height |
|--------|--------|--------|
| 4300mm | 1765mm | 1590mm |

### Colour Options & Variants

| Color Options      | DDiS 200 Variants | DDiS 320 Variants |
|--------------------|-------------------|-------------------|
| Caffeine Brown     | Sigma             | Delta             |
| Urban Blue         | Delta             | Zeta              |
| Pearl Arctic White | Zeta              | Alpha             |
| Premium Silver     | Alpha             |                   |
| Granite Grey       |                   |                   |

### Interiors

While the S-CROSS's exteriors have a sporty feel, the interiors are all about heightened comfort and keeping the occupants indulged in sheer driving pleasure.

The interior design language has been clearly expressed through flowing surfaces and liberal use of high quality surface finishes.

With an optimum user-centered space management, the occupants get ample comfort in its plush seats, and families will appreciate the 353~810 ltrs of boot space.

| Interior Features                                                                                                      | Interior Design                             |
|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| Smart Play Infotainment System with 18 cm touch panel display, Bluetooth, smart phone connectivity, navigation system. | Impressive Dark Interiors                   |
| Premium Meter Cluster- High definition TFT Screen, rear parking sensor display.                                        | Silver accentuations                        |
| Adjustable Front Center Arm Rest                                                                                       | Soft Touch instrument panel                 |
| Auto AC                                                                                                                | Leather Upholstery                          |
| Tilt & Telescopic Leather Steering Wheel                                                                               | 60:40 Rear Seat Split with two step recline |
| Excellent Front and Rear Downward Visibility                                                                           | Abundant utility spaces/cubby holes         |
| Best in Class Rear Leg Space                                                                                           |                                             |

Besides, to make its occupants comfortable the engineers have smartly tucked in a host of comfort and convenience features.

| Comfort and Convenience                    |                                       |
|--------------------------------------------|---------------------------------------|
| Driver side Anti-pinch Window              | Rain sensing auto wiper               |
| Airflow Adjustable Side Louvers            | Adjustable Front Center Arm Rest      |
| Glove Box with Damper                      | Adjustable Seat Height                |
| Comfortable Rear Arm Rest with cup holders | Overhead Console with sunglass holder |
| Engine Push Start with intelligent key     | Electrically Foldable Outside Mirrors |
| Rear Parking Sensor with Camera            | Auto Headlamp                         |

| Utility and Space |
|-------------------|
|-------------------|

|                                                                   |                                     |
|-------------------------------------------------------------------|-------------------------------------|
| 60:40 Rear Seat Split with two step recline                       | Abundant utility spaces/cubby holes |
| Luggage Board with Self holding Mechanism for Spare Wheel Removal | 1L bottle holder in all doors       |
| 353~810 litres of Boot Space                                      | Dual side Operable Parcel Tray      |
| Wide Luggage Opening – Easy Loading and Unloading                 |                                     |

### **Performance, ride and handling**

With a powerful DDiS 320 diesel engine under the hood, S-CROSS delivers a maximum torque of 320 nm@1750 rpm. It zips from 0-100 kmph in just 11.3 seconds! The vehicle has a variable geometry turbocharger that ensures high torque even at low revs and easy driving over a wide range of driving speeds with its 6 speed Manual transmission. When this is coupled with a high performance suspension that ensures enhanced handling, cornering performance and stability, it makes the S-CROSS a sheer thrill to drive. Introduce best in class fuel efficiency of 22.7kmpl\*and the S-CROSS becomes a must have for the customer.

The DDiS 200 trim delivers maximum torque of 200Nm@ 1750 rpm and best in class Fuel Efficiency of 23.65kmpl. The DDiS trim zips to 0-100 in 13.2 sec.

### **Technology & Kaizens**

Several proven technologies have helped improve NVH, drive quality and fuel efficiency of S- CROSS.

| Technology                                                                         |                                                                                                |                                                                                                                                      |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Superior NVH                                                                       | Superior Driving Performance                                                                   | Superior Fuel Efficiency                                                                                                             |
| Pendulum Mounted Engine for Lesser Engine Room Vibration                           | High Performance Suspension with enhanced handling and Cornering for Performance and Stability | Aerodynamic design, Floor under cover, Low Tension Piston Rings etc. for Lower Frictional Losses resulting in better Fuel Efficiency |
| Brushless EPS motor                                                                |                                                                                                |                                                                                                                                      |
| Quiet Cabin due to Effective use of Sound Absorbers, advanced dampers and Sealants | Improved Drive Control with Rear Disc Brakes and ABS                                           |                                                                                                                                      |

### **Safety**

S-CROSS with its Hi-Tensile Steel Body and dual side air bags, keeps occupants safe and reassured. From accident avoidance to occupant protection, the S-CROSS leads the way in its category.

|                                                                                         |                                |
|-----------------------------------------------------------------------------------------|--------------------------------|
| Stronger Hi-Tensile Steel Body in line with Suzuki's Total Effective Control Technology | All wheel disc brakes with ABS |
| Front seat Pre-tensioner & force limiter                                                | Dual Side Air Bags             |



\*For base grade of S-CROSS DDiS320

## **Annexure- "B"**

**For information: The following background material will be shared at an Analyst's Meet in Mumbai today.**

### **NEXA – A New Exclusive Automotive Experience**

The Indian Automobile industry has come a long way and today it isn't just about delivering cars but it is about delivering enhanced experiences! Much of this mirrors the rising aspirations of emerging Indians.

With customers today having a taste for great service, professionalism, convenience and above all a personal touch, its all about delivering something special to them.

It is in this regard that NEXA will set new benchmarks for the Automobile Industry.

#### **What then is NEXA and how did it come about?**

The genesis of NEXA lies in Maruti Suzuki being always close to its customers. What came across from customer surveys was that in an evolving India, there is a set of customers that expect a different experience when it comes to buying a car. While the existing retail channel of Maruti Suzuki is a benchmark of customer satisfaction and a source of competitive advantage there is a different set of aspirational customers who are accustomed to a finer experience in buying a car of their choice.

NEXA is being launched with this express goal of providing a different and exciting experience to a demanding set of customers. These new customers have new expectations and the only way to meet their aspirations is to deliver an entirely new experience which not only delights them but is also an industry first.

Therefore, NEXA will deliver a 'new premium' automotive experience for its discerning customers on the pillars of *Pampering, Innovation, Global Standards and Reliability*. At NEXA, the customer will have the right to expect better.

NEXA is the first of its kind breakthrough modern retail channel being launched by MSIL and will have an exclusive network of new age automotive showrooms across India. These showrooms will offer a new range of premium vehicles separate from the existing sales channel of Maruti Suzuki.

#### **Customers to the fore**

Who then are these customers for whom NEXA is being launched?

Comprising of young Indians who are increasingly global citizens and have achieved success early in life, the clientele at NEXA will be digitally savvy and avid users of contemporary technologies, including social media. They are well travelled, well read and have bought a car before - their aspirations and expectations mirror their rising success in life. They are

used to style and convenience and believe in nothing short of best in class services when it comes to a buying experience.

### **The NEXA experience**

At NEXA, the customer gets a truly special feeling. Be it the décor, the ambience or the services provided, NEXA is truly out of the ordinary in it being global, innovative and in delivering a pampered experience to the customer.

As one steps into a NEXA store, what strikes first is the ambience. The elegant, premium and dynamic feel creates anticipation, builds a solid first impression and promises a superb experience. Luxury Lounges and Infotainment Systems will add to an exclusive feel at a NEXA store.

However, what really sets NEXA apart is the combination of pampering with technology. Each customer at a NEXA store will be aided by a personal relationship manager who will aid in the buying process and ensure a smooth experience. Bringing the best from the service industries, the relationship managers will be the single point of contact for the customer and will ensure that be it a buying decision or a servicing requirement, the entire process is smooth and hassle free.

At NEXA, technology will be the other name of convenience – while wall mounted display connected to iPads give you all the information on the automotive industry, smartphone applications reduce paper work. If upon entering a NEXA store a customer wishes to view competition models, a touch on an iPad connected to a wall mounted display enables an informed buying decision.

The great experience doesn't end with the customer driving out of a NEXA store. The same high quality of services will be extended for the entire duration of the relationship with the customer. This is especially true of after sales support where the customer has the choice of either a mobile workshop van visiting his or her home, a pick and drop service or the visit to a service center.

NEXA is being launched with this desire to deliver a superb and industry first experience to a demanding set of customers. It is not just a metro story – by the close of the financial year, more than 100 NEXA dealerships will be open in more than 30 Indian cities.

Indian customers demand the best and when it comes to delivering an exclusive automotive experience, nothing bests NEXA.