

MSIL: CSL: NSE&BSE: 2016

30th August 2016

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 presents Swift Deca limited edition model

Celebrates the charm of football's most flamboyant players – the number 10s (performers)

New Delhi, August 30, 2016: Maruti Suzuki India Limited, India's leading passenger vehicle manufacturer, today launched sporty Swift Deca, a limited edition model of its most popular hatchback.

A wide array of features including touch screen multimedia system with Bluetooth, exterior styling kit, sporty body graphics, football themed seat covers and interior styling kit make the Swift Deca even more attractive.

Introducing the Swift Deca, **Mr. R S Kalsi, Executive Director, Marketing & Sales, Maruti Suzuki** said, *"Swift is a sporty, stylish and fun to drive car. Since its launch, it has been one of the best performers in our portfolio and helped us strengthen leadership in premium hatchback segment. Over the years, the Swift has evolved in features, looks and technology, often defining the changes in aspiration and preferences of Indian car customers. Swift Deca carries forward the sportiness and performance quotient associated with the brand."*

Swift Deca, limited edition model is a tribute to one of sport's ultimate symbols of glory – the number "10". This holds especially true for football, where the best players in the game's history have proudly carried the legendary "10" on their backs. Swift Deca celebrates and shares this very success of the high performers.

The limited edition model is available in two variants – Vxi and Vdi and in two colors - Bright Red and Pearl White.

Maruti Swift Deca edition is available at a special price, bringing a benefit of over Rs. 18,000/- on the accessory kit, to the customer.

Swift Deca: Salient features

- Sony multimedia touch screen music system with Bluetooth and external Mic
- Sony 6" speakers on the doors
- Exterior styling kit (skirting and spoiler)
- Trendy sports inspired seat covers
- Steering wheel cover
- Reverse Parking Assist System with camera
- Sporty exterior graphics with Decal
- Interior styling kit
- Front Arm Rest
- Door sill guard
- Ambient light
- Trendy floor mats
- Gear Boot Cover

Model	Customer price in INR
Swift Deca Edition VXi	594445
Swift Deca Edition VDI	686983