

MSIL: CSL: NSE&BSE: 2016

2nd March 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,

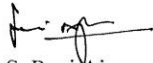
Please find enclosed herewith as Annexure - "A", a copy of press release being issued today.

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

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Press Release

Maruti Suzuki Alto touches historic 30 lakh sales milestone

New Delhi, March 2, 2016: Alto, India's top selling model for over 10 years in a row, has crossed the 30 lakh sales milestone in the Indian market. It took about 15 years and 6 months for Alto to achieve this historic figure. Alto is the only Indian auto brand to cross this milestone.

Since its launch, Alto has found favour with its customers as an affordable car with good design, performance and high fuel efficiency. Customers, especially at the entry-level, have valued Alto as a win-win package of style and affordability.

Commenting on this extraordinary landmark, **Mr. R S Kalsi, Executive Director, Marketing & Sales, Maruti Suzuki** said, *"Alto has constantly evolved to reflect the changing India. While Alto's true essence lies in its remarkable fuel efficiency, performance, attractive price and low maintenance, it has a zippy and sporty design that appeals to customers. Over the years, Maruti Suzuki has kept the brand rejuvenated with latest technology, features and design. Alto is being offered with features – airbag and Auto Gear Shift – at par with higher segment cars. These initiatives have helped enhance the brand's connect with its customers and maintain its popularity."*

Additionally, over 3.8 lakh Alto have been exported to over 70 countries with Srilanka, Algeria, Chile, UK and Netherlands being its top markets.

MSIL has regularly upgraded Alto with the latest technology and new features to meet the expectations of its buyers. Today Alto comes with a new improved exterior design, fresh interiors and superior powertrain. It comes with two engine options – 800 cc and K10 – and a CNG fuel variant. Keeping in mind the customer's needs Alto K10 is offered with the clutch-less Auto Gear Shift Transmission (AGS) technology. AGS makes driving comfortable in heavy city traffic conditions, without compromising on fuel efficiency.

Alto is high on safety; it is the only brand in its segment to offer driver airbag as an option from base variant onwards.

Besides, Maruti Suzuki's efforts in improving efficiency ensure that India's most popular car remains the most cost effective, despite introduction of latest features and technology in Alto.

Since its launch in September 2000, Alto has remained in the limelight. Along with being the most loved car, Alto has received various awards and accolades over the years.

Alto Cumulative sales – Journey of India’s favorite car

Sept 2000	National Launch in Delhi
Oct 2003	1 lakh cumulative sales crossed
Aug 2006	5 lakh cumulative sales crossed
Nov 2008	10 lakh (First million) cumulative sales crossed
Oct 2010	15 lakh cumulative sales crossed
Apr 2012	20 lakh (Second million) cumulative sales crossed
Mar 2014	25 lakh cumulative sales
Feb 2016	30 lakh (Third million) cumulative sales crossed
Average sales per month for past 10 years exceeds 22,000 Altos	

Click <https://flic.kr/s/aHskrZ1uES> for 30 lakh Alto infographic and high-resolution photos.