

MSIL: CSL: NSE&BSE: 2017

25th September, 2017

Vice President

National Stock Exchange of India Limited

"Exchange Plaza", Bandra – Kurla Complex

Bandra (E)

Mumbai – 400 051

General Manager

Department of Corporate Services

BSE 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

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ANNEXURE-“A”

All-new S-Cross set to check into NEXA showrooms this festive season

***Bold, Aggressive Design | DDiS 200 with Smart Hybrid Technology | Assertive, Premium and Sophisticated
Bookings open today!***

New Delhi, September 25, 2017: The urban premium S-Cross from Maruti Suzuki, is all set to arrive in a brand new avatar this festive season. The all-new S-Cross will further strengthen Maruti Suzuki's position in the premium segment. The Company today opened bookings for the all-new S-Cross at its network of NEXA showrooms across India.

All New Looks

The all-new S-Cross sports an entirely new, bold design with a powerful upright stance.

The masculine and aggressive upright stance is accentuated by a sculpted hood design and sleek headlamps. The sharp LED projector headlamps, housed neatly with the daylight running lamps (DRLs), make the all-new S-Cross more assertive.



The imposing chrome on the grille, along with the emphatic S insignia, makes the all-new S-Cross distinct and premium. The rear combination lamps (RCL), also equipped with LEDs, are cleaner, sharper and more contemporary in style. Wider tyres (215/60 R16), coupled with contrasting two-tone machine finished alloys, give it an imposing on-road presence.

Chic Classy Interiors

The interiors have also been tastefully upgraded and made classier with a satin chrome accent finish, a soft touch dashboard and well-coordinated seat fabric designs. More new-age technologies, like an intuitive touchscreen infotainment system with Android Auto and Apple CarPlay would also complement the all-new S-Cross. The piano black coloured central panel, together with a premium leather finish arm-rest, adds a dash of premium-ness to the offering.

All New Powertrain

In its newest form, the all-New S-Cross scores high not just on looks but also in technology and powertrain. The all-new S-Cross gets the DDiS 200 with Smart Hybrid technology. This is the third model in the Maruti Suzuki portfolio to host the DDiS 200 with Smart Hybrid technology. It comes packed with a host of features like idle-stop-start, torque assist, brake energy regeneration system and a gearshift indicator. Many of these features enhance energy efficiency in the S-Cross.

Ahead in safety: Tested at the company's world-class Rohtak R&D facility, the all-new S-Cross is among the six models already compliant with advanced upcoming new safety norms - frontal offset crash, side impact and pedestrian safety. It comes with rear seat ISO-FIX child seat safety mount. These features are standard across all variants of S-Cross.

Variants:

- Sigma
- Delta
- Zeta
- Alpha

Colours:

- NEXA Blue (New)
- Pearl Arctic White
- Caffeine Brown
- Premium Silver
- Granite Grey

Launched in August 2015, S-Cross was the first premium offering to debut from the Company's all new premium retail channel-NEXA. S-Cross therefore, has been instrumental in shaping the premium imagery of the channel and contributed significantly towards establishing NEXA. The Company has sold over 53,000 S-Cross in the domestic market and exported over 4,600 units.

For pre-launch bookings, customers can take any of the following routes:

- The all-new S-Cross can be booked with an initial payment of Rs 11,000/- at any of the 280+ NEXA showrooms.
- Log in to www.nexaexperience.com. Leave your contact details to book the S-Cross. A representative will call back.
- Dial 1800-102-6392 / 1800-200-6392 (toll free) and leave contact details. A representative will call back.

Click on <https://www.flickr.com/gp/126049010@N03/a5F5JX> for high-resolution images of the new S-Cross