

MSIL: CSL: NSE&BSE: 2015

23rd September 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,

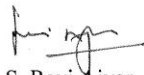
Please find enclosed herewith as Annexure - “A”, a copy of press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For **Maruti Suzuki India Limited**



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

E-mail: investor@maruti.co.in, contact@maruti.co.in

Press Release**Sales of Auto Gear Shift technology vehicles cross 50,000 units: Maruti Suzuki**

New Delhi, September 23, 2015: Reinforcing the success of Auto Gear Shift technology, Maruti Suzuki India Limited (MSIL) today announced that sales of its vehicles equipped with AGS have crossed 50,000 units.

Auto Gear Shift technology was introduced in India through Maruti Suzuki Celerio, which was launched in February 2014. It was an instant success, offering the convenience of an automatic transmission with the fuel efficiency of a manual transmission. It is also attractively priced and easy to maintain compared to conventional automatic transmission.

AGS was subsequently introduced in Alto K10. Today vehicles equipped with AGS account for 25% of sales of Celerio and Alto K10 put together.

Celebrating the success of Auto Gear Shift technology, Mr. R S Kalsi, Executive Director, Marketing & Sales, Maruti Suzuki said, “Auto Gear Shift technology’s distinct attributes such as affordability, and convenience of driving in stop-go traffic conditions without any compromise on fuel efficiency have led to the popularity of this technology across India. It is another brilliant example of bringing right technology in the right offering at right price. Aligned with our goal of selling 2 million cars annually by 2020, we will focus on bringing these customer friendly technologies in the future.”

AGS vehicles are popular across the country particularly in markets like Delhi NCR, Mumbai, Ahmedabad, Bangalore, Chennai, Hyderabad and Kochi.

Auto Gear Shift (AGS) Technology:

Auto Gear Shift or automated manual transmission (AMT) is equipped with the Intelligent Shift Control Actuator, an electric-hydraulic actuator that automatically performs clutch and shift operations. Auto Gear Shift combines the actuator and controller and directly mounts them in the transmission in order to unify the working components.

This permits synchronised control over the clutch, shifting, and engine for smoother gear changes. As well as bringing together the advantages of both manual and automatic transmissions, shifting time is shortened compared to conventional automatic transmissions.

Mated with the 1 litre K-next engine, the new generation transmission with optimized ECU calibration helps to boost the fuel efficiency.



Click <http://bit.ly/1NIH9CM> to view working of AGS.

Models:

Maruti Suzuki offers Auto Gear Shift technology on two models; Celerio & Alto K10.

Model	Variant	FE (km/l)	Price (INR)*
Celerio	LXi	23.1**	446546

Celerio	VXi	23.1**	476561
Celerio	ZXi	23.1**	506421
Alto K10	VXi	24.07**	401879

**Price Ex-Showroom New Delhi*

***Test results of Rule 115 CMVR, 1989*

Click <https://flic.kr/s/aHskkeQqAa> for high resolution images of Celerio AGS and Alto K10 AGS.