

Vice President
National Stock Exchange of India Limited
"Exchange Plaza", Bandra – Kurla Complex
Bandra (E)
Mumbai – 400 051

This is a copy of press release being issued today

Press Release

Limited edition of Swift launched by Maruti Suzuki
Only 1000 cars being offered

New Delhi, September 01, 2010: Maruti Suzuki India Limited, the country's largest car manufacturer, today announced the launch of a limited edition of Swift, the iconic premium small car brand.

The "Swift One Million Edition" shall be available in a specially created "Goldsmith Black" color and shall be loaded with smart and attractive features like splendid graphics, special integrated stereo with USB and speakers, luxurious leather seats, cushions, foot-mats and an artistic decal on the exteriors.

The limited edition celebrates Maruti Suzuki's landmark of selling one million cars a year, achieved in late March. The one millionth car was a Swift, and it rolled out of the Company's state-of-the-art plant at Manesar.

The limited edition car is branded: "Swift One Million Edition".

Speaking on the occasion Mayank Pareek, Managing Executive Officer (Marketing and Sales) said, *"It is indeed a moment of pride for us. Swift One Million Edition is our gesture to show gratitude to our customers who have strongly supported us in our journey to reach milestone of one million sales in one year."*

Highlighting the product Mr Pareek added, *"The interiors of the Swift One Million Edition have aesthetics of a commemorative edition. The new features and the characteristic body graphics together compliment the sporty character of the Swift. We are confident that this special edition will bring pride to the select owners who get to possess it"*.

The Swift One Million Edition is available in Vi version (Petrol) at a price of Rs. 483,079 (ex-showroom, Delhi). Only 1,000 units of this celebration model are being offered.

Swift pioneered the premium A2 car segment in the country. It was Suzuki's first world strategic model and heralded a new design philosophy which is aggressive, bold and sporty. Swift was also a landmark in demonstrating the R&D capability of Indian engineers: a group of 25 Indian engineers worked on design and development of this global model along with their counterparts at Suzuki.

MARUTI SUZUKI INDIA LIMITED

Registered Office :
Plot No. 1, Nelson Mandela Road
Vasant Kunj, New Delhi 110070, India
Tel: 011-46781000 Fax: 011-46150275-76

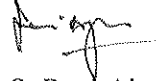
Gurgaon Plant :
Palam Gurgaon Road, Gurgaon 122015
Haryana, India
Tel: 0124-2346721 Fax: 0124-2341304

Plot No. 1, Sector 3A, IMT
Manesar, Gurgaon 122051
Haryana, India
Tel: 0124-4766000 Fax: 0124-4766199

Since its launch in 2005, Swift has commanded unprecedented leadership with over 4.90 lakh happy customers. Swift has the distinction for achieving the fastest 2 Lakh sales in 35 months and fastest 3 Lakhs sales in 46 months.

The Swift has won many accolades at national and international platforms. The super-car won the Car-of-the-Year in as many as 11 countries, including India, for its path-breaking looks and styling, superior safety features and its ability to balance a dynamic driving experience with a comfortable ride. In addition to over 40 national and international awards to credit, Swift created a Guinness World record for the largest gathering of Swift cars in May'10.

For Maruti Suzuki India Limited



S. Ravi Aiyar
Chief General Manager (Legal)
& Company Secretary