

MSIL: CSL: NSE: 10

27th August 2010

Vice President

National Stock Exchange of India Limited

“Exchange Plaza”, Bandra – Kurla Complex

Bandra (E)

Mumbai – 400 051

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

Chief General Manager (Legal)

& Company Secretary

Encl.: As above

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**Maruti Suzuki to unveil Ritz Genus
Special limited edition to coincide with first anniversary**

- To be launched in a new signature colour : Emerald Blue
- Keyless entry
- Tilt steering
- Parcel tray
- Distinct Body graphics
- Rear wash and wiper
- Radio + CD player with speaker
- Body side mouldings
- Dual tone dashboard

NEW DELHI, August 27, 2010: The country's largest car maker Maruti Suzuki will unveil a special limited edition 'Ritz Genus' tomorrow, to commemorate the first anniversary of Ritz model.

The limited edition, 'Ritz Genus' retains the best attributes of Brand Ritz and adds several exciting features, which include: a brand new signature colour 'Emerald Blue' The colour is accentuated through matching door handles and body colour rear view mirrors. Smart body graphics run all along the length to make the car distinctly appealing. Body side mouldings add character to the Genus's profile. The rear is enhanced with a back door garnish and graceful "Genus" decal.

The interiors are plush with a dual tone dashboard with blue-gray shades. For entertainment, the 'Ritz Genus' is equipped with Radio and CD with speakers and tilt-adjustable steering. Other customer-friendly features include keyless entry, rear wiper-cum-washer, and a rear parcel tray.

'Ritz Genus' will be available as an option on the Ritz VXi (Petrol) and Ritz VDi (Diesel) models

Speaking on the occasion Shashank Srivastava, Chief General Manager (Marketing) said, *"Limited Editions are our way to bring excitement to the showrooms. We have excellent experience with Limited editions in the past. While they bring in incremental sales numbers, at the same time customer response to these special models have helped us for future product development and planning. I am confident that the Ritz Genus will find great appreciation with customers for its new add-on features."*

In recent years, the company has brought in 'Limited Editions' for its bestsellers like Swift, Estilo and Alto to bring vibrancy and excitement around its offerings.

Maruti Suzuki Ritz, launched in May 2009, delivered the best ever first-year performance in the domestic automobile Premium A-2 segment by registering sales of a whopping

68,130 units in its first year of sales. Cumulatively, Ritz has sold over 86,400 vehicles till date.

The Ritz has endeared itself to its customers for its superb fuel efficiency of 17.7 kmpl in petrol and of 21.1 kmpl in diesel., bold styling and excellent road handling.

The Ritz is available in two power train options: 1.2-litre, four-cylinder K Series petrol engine with maximum power of 85 PS and the highly successful 1.3-litre, DDiS diesel unit that delivers a maximum power of 75 PS. The Ritz comes with Drive-by-wire technology in both petrol and diesel variants. This along with the 32-bit Engine Management System provides faster signal processing and quick response.

Ritz for the Indian market

The Ritz, developed on the successful Swift platform and positioned at the premium-end of the compact car market, has been specifically designed for India. Maruti Suzuki engineers worked with the Suzuki design team in Japan to co-design the car and carry out India-specific changes such as superior transmission, improved suspension and better ground clearance.

Accolades

The Ritz won several awards in its first year. These include:

- Business Standard Motoring : Car of The Year
- AutoBild : Compact Car of the Year
- Autocar India : Premium Hatchback of the Year
- Top Gear: Urban Car of the Year
- J D Power APEAL study: Most appealing premium compact car
- J D Power Initial Quality Study: Best premium compact car
- **Fastest selling car since launch** in premium A2 segment. 50,000 sales in 8months and 13days after launch.
- “Best City Car 2010” by Otomotif - a leading automobile publication, Indonesia
- ”Best new breakthrough small engine (K12M)” - Car and Tuning Guide, Indonesia.

Price (Ex-showroom (Delhi):

Ritz Genus Vxi – Rs. 4,52,349 and Ritz Genus Vdi – Rs. 5,31,410