

MSIL: CSL: NSE&BSE: 2016

6th July 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

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

Press Release

Maruti Suzuki Ciaz races ahead, sells over one lakh units

Smart Hybrid technology and class-leading features drive sales

New Delhi, July 6, 2016: Maruti Suzuki India Limited's (MSIL) popular premium mid-size sedan, Ciaz, has crossed one lakh cumulative sales mark in the domestic market, in June 2016.

Launched in October 2014, brand Ciaz has become one of the most successful models in the country. Its design and technologically advanced features have boosted the popularity of Ciaz among customers.

Ciaz is credited with many firsts in the segment and in the industry. It is the first car to offer SmartPlay touch-screen infotainment system. It is also the first car with smart hybrid technology (SHVS) in the country. CIAZ diesel SHVS is India's most fuel efficient diesel car. Ciaz is offered with contemporary safety features like dual airbags and ABS as an option from the base variant onwards.

Thanking customers on the occasion, **Mr. R S Kalsi, Executive Director, Marketing & Sales, Maruti Suzuki** said, *"Ciaz is tastefully designed borrowing cues from European styling that is clean, elegant and clutter-free. It carries a very distinct style. On the inside it comes with some great features and a class leading infotainment system. The vehicle's ride quality and comfort is superior. Use of technological innovations like SHVS has made it even more attractive."*

He added, "Today, Ciaz is the largest selling sedan in the A3+ segment. It has enabled us to achieve a market share of 40% in the premium sedan segment. Success of Ciaz is very encouraging as it demonstrates customers' confidence in Maruti Suzuki and reinforces our commitment to offer premium products in the upper segments."

Maruti Suzuki Ciaz is the tallest, widest and most spacious car in its segment. The average monthly sales for Ciaz have remained at more than 5000 units in the first five months of calendar year 2016.

Ciaz is also exported to Africa, South America, Central America, Middle East, ASEAN and SAARC countries. The cumulative exports till end of June 2016 were over 18,000 units.

List of awards and accolades for Ciaz:

- Motoring World Car of the Year (2015)
- Environment Technology of the year for SHVS, Auto Tech Review (2015)
- NDTV Car n Bike Compact Sedan of the Year (2015)
- Best of 2014, Auto X Magazine
- Sedan of the Year, Auto Bild Golden Steering Wheel Awards (2015)

Key Highlights

- Launched in October 2014
- Available in Petrol and Diesel SHVS
- First car to offer SmartPlay Infotainment System
- First Smart Hybrid (SHVS) diesel car
- India's most fuel efficient diesel car @ 28.09 Km/litre
- Options for 5 speed Manual Transmission and Automatic Transmission