

MSIL: CSL: NSE&BSE: 2019

23rd April, 2019

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 the press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For Maruti Suzuki India Limited



Sanjeev Grover
Chief General Manager &
Company Secretary

Encl.: As above

MARUTI SUZUKI INDIA LIMITED

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Press Release

Maruti Suzuki launches New Alto: Drive with Pride

New Safety Features, Attractive Design and BSVI Compliant Engine

New Delhi, April 23, 2019: Maruti Suzuki India Limited today introduced the New Alto, which has been India’s best-selling car for 15 consecutive years. Keeping years of trust and faith in mind, Maruti Suzuki drives in the New Alto with enhanced safety features and captivating design. The New Alto now comes with BSVI compliant engine, nearly a year before the regulation being mandated.

Mr. R S Kalsi, Senior Executive Director (Marketing & Sales), Maruti Suzuki said, *“At Maruti Suzuki, we are committed to bring innovations in India’s best-selling car brand Alto, which now has a stylish makeover with additional safety features. With cumulative sales of over 3.7 million since launch in 2000, Alto has been a symbol of pride for Indian car users. Nearly 58% of Alto customers have chosen it as their first car purchase. The New Alto is India’s first BSVI compliant entry segment car with a powerful engine and high fuel efficiency of 22.05 km/l. We are confident that the New Alto will be a car that young Indians will be proud to own.”*

The customers of New Alto will witness a change in price predominantly due to factors such as additional safety features, new technology and design and compliance to BSVI regulation. With these changes, the New Alto becomes the first entry level segment car to be compliant with the contemporary safety and environment regulations.

NEW LOOK OF PRIDE: The elegant new grille and sharp headlamps bring a fresh appeal to the New Alto, while the newly designed bumper and side fender accentuate the looks. A look inside the car showcases stylish dual tone interiors and seats. A new dashboard design flows effortlessly to the new AC ducts, right to the stylish yet functional speedometers. Ergonomically designed front and rear bottle holders give it an air of practicality.

PRIDE OF TECHNOLOGY: The New Alto comes with a new infotainment system called Smart Play Dock. Customers can enjoy music on the Smart Play Dock with Bluetooth. The Smart Play Dock in the New Alto transforms customer’s phone into a touch interface to access calls, music, navigation and more. Customer can also experience the convenience of keyless entry.

NEW SAFETY FEATURES: The New Alto now comes with Anti-lock Braking System (ABS) and Electronic Brake Force Distribution System (EBD). ABS will help to avoid skidding by electronically controlling braking pressure. It will also help to maintain steering control when braking on slippery surfaces or when braking hard. The ABS works automatically, whenever it senses that the wheels are locking up. Other standard safety features in the New Alto include Reverse Parking Sensor, Driver Airbag, Speed Alert System and Seat Belt Reminder for both driver and co-driver. New Alto also complies with upcoming crash and pedestrian safety regulation.

BS-VI ENGINE: Maruti Suzuki has consistently introduced technology upgrades in the Alto for meeting customer aspirations. The BS-VI compliant engine will mean a substantial reduction, (nearly 25%) of Nitrogen Oxides (NOx), in vehicular emission. To achieve this stringent emission regulation requirement, Maruti Suzuki has upgraded engine hardware and software with technological advancement of exhaust system. The stringent emission requirement is ensured with extensive and rigorous field tests in actual Indian driving conditions.

Meeting the End of Life Vehicles (ELV) obligations, the New Alto is over 95% recoverable and 85% recyclable.

Prices of New Alto BS VI (in Rs Lakh Ex-Showroom Delhi)	
New Alto BS VI Std	2,93,689
New Alto BS VI LXI	3,50,375
New Alto BS VI VXI	3,71,709

The brand Alto has built its legacy on pride and truly lives up to its philosophy of “*Chalte rahein shaan se – Drive with Pride.*”

Specifications			
Length	3445 mm	Engine	796 cc
Height	1475 mm (unladen)	Max Torque	69 Nm @ 3500 rpm
Width	1515 mm (with side molding)	Max Power	35.3 kW @ 6000 rpm
Colour Range	Uptown Red Superior White Silky Silver Granite Grey Mojito Green Cerulian Blue		

Click here for hi-resolution images of New Alto:

<https://www.flickr.com/photos/126049010@N03/albums/72157707904089135>