

MSIL: COS: NSE&BSE: 2019

18<sup>th</sup> December 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  
Vice President &  
Company Secretary

**MARUTI SUZUKI INDIA LIMITED**

**CIN: L34103DL1981PLC011375**

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**PRESS RELEASE**

**Maruti Suzuki WagonR celebrates two decades of iconic journey**

- *WagonR has delighted over 24 lakh families across three generations*
- *Nearly 25% repeat customers, reaffirming a strong brand affinity*
- *New WagonR with the Dilse-Strong appeal, bolder looks and powerful engine, carries forward the legacy of the iconic brand*

**New Delhi, December 18, 2019:** The iconic Maruti Suzuki WagonR, trusted by over 24 lakh families, has completed two decades since its launch in 1999. Consistently featured amongst India’s 10 top selling cars in the last 20 years, WagonR has successfully created benchmarks in the journey. Liked for its bold design, high seating, enhanced space and high utility, WagonR has been a repeat buy for over 25 per cent of its customers.

**Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited** said, *“We are delighted as we celebrate incredible and successful journey of two decades of WagonR. Creating a strong legacy of performance*

*and utility, WagonR has kept pace with the changing times, in line with the needs and aspirations of customers. With one out of four customers of WagonR coming back for a repurchase, it reflects the strong brand appeal and customer affinity for the brand. We have not witnessed such customer loyalty for any of our other models. We thank our customers for their trust towards Wagon R, to make it a huge success.”*

He added, *“With the new 1.2 litre engine, WagonR has been made more powerful, spacious and stylish, appealing to newer and younger customers. Further, its acceptability is evident with the New WagonR crossing the sales milestone of 1 lakh within 7 months of its launch.”*

True to its brand image of constantly adapting to new technologies, the BS6 variants of WagonR were introduced months before the stipulated timeline.

**About the New WagonR:**

The latest generation Maruti Suzuki WagonR was launched in January 2019. A true tall-boy, the Big New WagonR comes with robust design, dynamically crafted and spacious interiors, SmartPlay Studio, and Auto Gear Shift (AGS) technology. Built on the acclaimed 5<sup>th</sup> generation strong and rigid HEARTECT Platform, all-new WagonR meets all applicable regulations including frontal offset, side crash and pedestrian safety norms. Further, the New WagonR has a robust body language and a wide stance that makes it strikingly attractive and extremely functional.

