

MSIL: COS: NSE&BSE: 2019

19th 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 strengthens the Alto portfolio with new fully loaded Alto VXI+

- *Equipped with SmartPlay Studio, a 17.8 cm Touchscreen infotainment system*
 - *Dual Front Airbags with ABS and EBD for enhanced safety*

New Delhi, December 19, 2019: Consistently setting benchmarks in the Indian automobile industry, Maruti Suzuki India Limited today announced the launch of the new Alto VXI+ which offers SmartPlay Studio a 17.8 cm touchscreen infotainment system, enabled with Apple CarPlay and Android Auto.

Further, the new Alto VXI+ also comes with elegant aero edge design, stylish dual-tone interiors, high fuel efficiency, and latest safety features.

Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited said, *“At Maruti Suzuki, We have always strived to delight the first time car buyers with aspirational and modern features. In fact, 38-lakh strong Alto customers are a testament to people appreciating the timely upgrades and newness in the brand. The new*



Alto VXI+ with the Smart play Studio is tailor-made to offer a unique technology-driven experience to our customers. Alto VXI+ also carries forward the legacy of the Alto which is India’s best-selling car for 15 consecutive years. We thank our customers for their continued faith and trust. “

Alto VXI+ with BS6 compliant engine delivering a high fuel efficiency of 22.05 km/l at an ex-showroom (Delhi) price of Rs. 380,209/-. Alto VXI+ will be available with enhanced safety features: dual front airbags, anti-lock braking system (ABS) with EBD, reverse parking sensors, speed alert system and seat belt reminder for both driver and co-driver.

About SmartPlay Studio:

SmartPlay Studio is a new-age connected infotainment system is loaded with top-of-the-line features and enhances customer’s driving experience with multiple media support. SmartPlay Studio is a convenient touchscreen infotainment system that comes with easy, customizable & vibrant graphical user interface and ensures a delightful drive experience. It is enabled with smartphone connectivity for seamless integration with various platforms.