

MSIL: COS: NSE&BSE: 2020

5th, February 2020

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

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Press Release

Maruti Suzuki targets sale of next 1 million green cars under



Global Premiere of #CONCEPTFUTURO-e



Greater Noida/ New Delhi, 05 February, 2020: Reinforcing its commitment to national energy security and emission goals, Maruti Suzuki India Limited today announced an aggressive plan to sell one million green cars over the next few years under its 'Mission Green Million'. To attain this goal, the Company will offer a bouquet of options for customers comprising CNG, hybrids and electric cars. With launch of CNG in 2010 and Smart Hybrid in 2015, the Company has cumulatively sold one million green vehicles in India.

Launching Mission Green Million, **Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited** said, *"Mission Green Million is our commitment to bring advanced powertrain technologies for the Indian customers. In this mission, 'Make in India' will be our core philosophy. S-CNG and Smart Hybrid technologies on Maruti Suzuki cars have seen huge acceptance by customers. We have complete faith in the future of Indian automotive market and will accelerate our efforts for electrification of powertrains, with a technology agnostic approach. Our endeavor will be to offer realistic solutions for mass acceptance by customers."*

As a part to realize the Mission Green Million, Maruti Suzuki today showcased CONCEPT FUTURO-e: A futuristic, dynamic and stylish coupé SUV concept. CONCEPT FUTURO-e demonstrates Maruti Suzuki's perspective on reimagining future green mobility.

On the global preview, **Mr. Kenichi Ayukawa** said, *"CONCEPT FUTURO-E is a design study. It presents possibilities of a new global design language for the SUV segment. The segment has recently seen a tremendous surge in popularity. A coupé styled SUV is a first from Maruti Suzuki stable and we are confident customers will like it."*

Conceptualised and designed by Maruti Suzuki designers, CONCEPT FUTURO-e envisages a fresh design interpretation for the SUV segment, with a vision to provide enthralling and engaging design experience for India's young and aspirational youth.

Designer Note on #CONCEPTFUTURO-e

Scintillating Exteriors



CONCEPT FUTURO-e is defined by its distinctive SUV-coupe silhouette and balanced proportions. The crisp geometric surfaces lend a bold yet stylish presence to CONCEPT FUTURO-e.

Fresh details like layered front bumper fins, linear etching patterns on the body and use of signature graphic elements, make for a delightful visual movement all around CONCEPT FUTURO-e.

The front fascia holds your attention with its sweeping cross-bar design flowing into the lamps. It creates a unique signature with a light bar emerging from the S emblem lending the fascia a very sleek look.

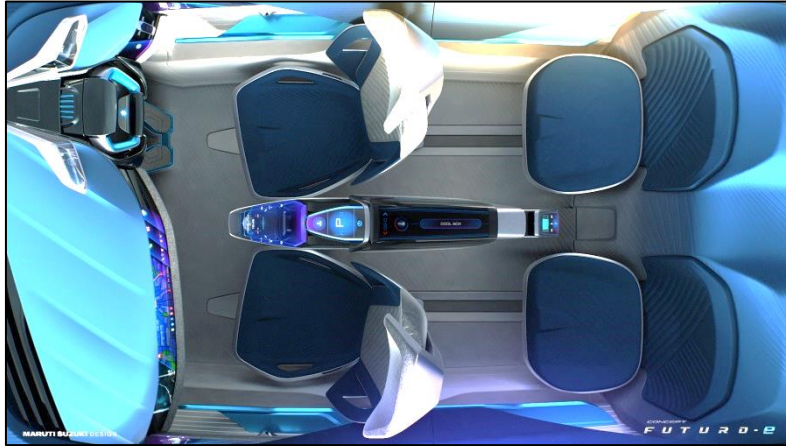
The diagonal side character creates a visual split in side volume and accentuates the strong fender volumes making the overall stance very dynamic. The fuller volumes sweep from front towards rear into the signature light bar giving an unmistakable bold coupe silhouette to CONCEPT FUTURO-e.

Silver Nebula matt body color is inspired from galactic hues gives a futuristic imagery. The high flip flop paint gives a dramatic and agile effect to the body and the characteristic purple tinted glass adds to the visual lightness of CONCEPT FUTURO-e

Futuristic Interiors

Youthful and dynamic interiors echo the design language of exterior with innovation and intelligence at its core. Inspired by the geo-organic structural forms, the vehicle interior tastefully transforms itself to suit the driving environment with play of transparency and mood colors.





CONCEPT FUTURO-e features flexible swivel travel seats and console which give occupants an unparalleled comfort and freedom to engage freely with infotainment features.

The futuristic Blue and Ivory high contrast color scheme accentuates the floating concept of the interior. Techno finished materials, inspired by nature, have been used extensively on the trims. The subtle

use of translucency effect on the upper instrument panel enhances its techno-futuristic feel.

Wide sweeping HMI (Human Machine Interface) and layered secondary screens ensure all vehicle-related information is available on a single touch for a futuristic driving experience to the customer.

CONCEPT FUTURO-e gives us a glimpse into future of trendy SUVs. It is future ready with wide array of powertrain options like hybrid & pure EV

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