

MSIL: CSL: NSE&BSE: 2019

**16<sup>th</sup> 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

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**MARUTI SUZUKI INDIA LIMITED**

**CIN: L34103DL1981PLC011375**

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## Press Release

**Maruti Suzuki’s Ciaz leader for the third consecutive year***Best-selling sedan with 30% market share and sales of over 46,000 units in 2018-19*

**New Delhi, 16<sup>th</sup> April 2019:** Maruti Suzuki’s premium sedan Ciaz has emerged as the best seller in its segment for the third consecutive year. The popular offering from Maruti Suzuki clocked 30% market share and crossed over 46,000 units in 2018-19.

Ciaz has captured the imagination of young Indian consumers and has sold over 2.56 Lakh units cumulatively since its launch in 2014. The top end variant of Ciaz contributes a phenomenal 48% to its total sales. Ciaz’s signature colour NEXA Blue contributes over 31% to its total sales, a testament of customers appreciating innovation.

**Expressing gratitude to customers for making Ciaz a blockbuster, Mr. R.S Kalsi, Senior Executive Director, Marketing & Sales, Maruti Suzuki India,** said *“Ciaz has witnessed a resounding success in the highly competitive premium sedan segment. With a staggering 30% market share in 2018-19, Ciaz has been a preferred choice for the aspirational and evolving consumers who have a drive to excel. It is a testimony of them liking new technologies and features offered by us and we are thankful to our customers for their confidence and choice that reinforces our commitment to bring newer, advanced and greener technologies in India.”*

Recently, Maruti Suzuki refreshed the Ciaz with the revolutionary new 1.5-litre engines both in petrol with next-generation Smart Hybrid and diesel with 6-speed manual transmission. The new engines offer improved performance, best in class fuel efficiency, enhanced torque and power with refined NVH performance to thrill the customers.

The exterior and interior features were given a makeover, offering class-leading comfort, impactful

exteriors, elite interiors, unmatched performance along with an array of safety and convenience features. Given the finesse appeal of the Ciaz and unparalleled aftersales sales network of NEXA, Ciaz has been a testimony of a package that has struck a right chord among the Indian consumers.

Ciaz complies with advanced safety regulations, including pedestrian safety, ahead of Government regulation timelines. It comes loaded with new safety features comprising ISOFIX child restraint system, high-speed warning alert, dual airbags, ABS with EBD as standard.

