

MSIL: COS: NSE&BSE: 2019

9<sup>th</sup> October ' 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 Ciaz continues its dominance for 5 years**

*Over 30% market share with more than 2.7 lakh delighted customers*

*More than 50% Ciaz sales in Metro & Tier 1 markets*

**New Delhi, 9<sup>th</sup> October 2019:** Maruti Suzuki’s premium sedan Ciaz completed its 5 glorious years of being one of the best-selling premium sedan in the country. Launched in 2014, Ciaz has emerged as an unmatched market leader with over 2.7 lakh delighted customers. Capturing the aspirations of customers, the Alpha (top end) variant of Ciaz contributes to over 54% of its sales

Commenting on the benchmark, **Mr Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited,** said, *“Since its launch, Ciaz has witnessed a resounding success in the highly competitive premium sedan market. Ciaz commands a 30% market share in the premium sedan segment, and has struck a chord with Indian consumers. With 17% contribution of automatic variants and Smart Hybrid technology, Ciaz is testimony of customer preference for a comfortable, spacious, technology driven and feature packed sedan. We thank our customers for their confidence in this premium sedan. This reinforces our commitment to bring contemporary and greener technologies for our customers.”*



Built on NEXA’s values of Create and Inspire, Maruti Suzuki Ciaz has redefined the premium sedan market, offering a complete package of advanced technology, luxurious space and comfort that has connected well with customers. Reaching out to the Indian consumers seeking a premium, safe, comfortable and spacious sedan, Ciaz has truly captured the imagination of discerning Indian consumers. NEXA’s signature color NEXA Blue contributes to over 30% of total Ciaz sales.

Maruti Suzuki launched its premium sedan Ciaz, in a brand new avatar in August last year. The New Ciaz is now offered with the revolutionary new 1.5 litre K15 Smart Hybrid petrol engine with Lithium-ion battery. The New Ciaz is engineered to offer class-leading comfort, impactful exteriors, elite interiors and strong performance along with an array of safety and convenience features.

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