

MSIL: COS: NSE&BSE: 2019

21<sup>st</sup> November, 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 Baleno drives past four glorious years; over 6.5 lakh delighted customers**

**New Delhi, 21<sup>st</sup> November 2019:** Maruti Suzuki NEXA's premium hatchback Baleno celebrates its 4<sup>th</sup> year anniversary with over 6.5 lakhs happy customers. Launched in October 2015 and a true symbol of 'Make in India,' the premium hatchback Baleno has enjoyed unparalleled leadership in its segment. Customers are delighted upon driving the Baleno owing to its unique Liquid Flow Design, Best in class cabin, cutting edge technology features packed with class-leading safety.

Aligning to its customer demands, new Baleno with the Next Generation Smart Hybrid technology was introduced in January 2019 offering Idle Start Stop (ISS) and power regeneration. Baleno is also country's first BS6 compliant premium hatchback.

Commenting on the 4<sup>th</sup> year benchmark, **Mr. Shashank Srivastava, Executive Director, Marketing & Sales, Maruti Suzuki India Limited,** said



*"Baleno since inception has been a leader. Retailed from our premium channel NEXA, Baleno attracted new set of customers to Maruti Suzuki family. Baleno is the perfect choice for those looking for a premium hatchback. Continuous alignment with our customer's expectations and desires along with periodic technological upgrades has kept Baleno ahead of the curve. It has been our constant endeavour through the years to introduce new technology and add attractive features to make the Baleno the most aspired for hatchback in the market."*

Built on NEXA's values of Create and Inspire, Baleno is the fastest premium hatchback to reach the 6-lakh milestone in the country. Customers can buy Baleno from over 360 NEXA showrooms in more than 200 cities and towns across India.

Baleno with bold looks and unique liquid flow design has redefined the premium compact segment. It comes with technologically advanced features such as new 17.78 cm Smartplay infotainment system, multi information display and the option of CVT transmission. Its class-leading comfort and driving pleasure with high safety standards makes Baleno, the most preferred choice among new age customers.