

MSIL: COS: NSE&BSE: 2019

26th 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

Celebrating 15 years of leadership, Alto crosses 38 lakh sales
India's only car to achieve this unparalleled milestone

New Delhi, November 26, 2019: Maruti Suzuki India today announced its brand Alto now has over 38 lakh delighted Indian families. The unparalleled performance has made Alto India's best-selling car for 15 consecutive years.

Commenting on the milestone, **Mr Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India said,** *“At Maruti Suzuki, we are committed to listen to our customers and bring innovations in products to meet their evolving demands. Nearly 54% of Alto customers are first time car buyers. Alto has been the preferred choice for entry car buyers due to several factors like its compact design, easy manoeuvrability, high fuel efficiency, updated safety features etc, while maintaining the affordability. The 38 lakh strong Alto family is a testament to our commitment of providing the best-in-class products. We thank our customers for their continued faith and trust in the brand Alto and making it the No.1 selling car since last 15 consecutive years!”*

Maruti Suzuki has consistently upgraded design and technology in Alto, while ensuring the affordability factor as well. The New Alto is India's first BS6 compliant entry segment car and has a high fuel efficiency of 22.05 km/l. With the dynamic new aero edge design and safety features, Alto provides an excellent ownership experience to customers.



While the Driver Air Bag comes as standard equipment, Alto is the only brand in its segment to offer passenger airbag as an option from base variant onwards. Other standard safety features in the New Alto include Anti-lock Braking System (ABS) and Electronic Brake Force Distribution System (EBD), Reverse Parking Sensor, Speed Alert System and Seat Belt Reminder for both driver and co-driver. It also complies with latest crash and pedestrian safety regulation.

Alto has been leading the competitive entry segment with its superior fuel efficiency, sheer practicality and performance. Currently, Alto comes with a new improved exterior design, fresh interiors and a superior powertrain. A CNG fuel variant is also available for customers. The functional aspect of Alto combined with stylish looks backed by the strong Maruti Suzuki service network, makes the new Alto a very attractive purchase for India customers.

Click here for hi-resolution images of New Alto:

<https://www.flickr.com/photos/126049010@N03/albums/72157707904089135>