

MSIL: COS: NSE&BSE: 2019

28th 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

Registered & Head Office
Maruti Suzuki India Limited,
1 Nelson Mandela Road, Vasant Kunj,
New Delhi 110070, India.
Tel: 011-46781000, Fax: 011-46150275/46150276
www.marutisuzuki.com

Gurgaon Plant:
Maruti Suzuki India Limited,
Old Palam Gurgaon Road,
Gurgaon 122015, Haryana, India.
Tel. 0124-2346721, Fax: 0124-2341304

Manesar Plant:
Maruti Suzuki India Limited,
Plot No.1, Phase 3A, IMT Manesar,
Gurgaon 122051, Haryana, India.
Tel: 0124-4884000, Fax: 0124-4884199

Press Release

Maruti Suzuki's All Gujarat Institute of Driving, Technical Training and Research (AGIDTTR) trains 15000 tribal youth in driving training; makes them employable

- *A joint initiative by Maruti Suzuki and Government of Gujarat*
 - *AGIDTTR celebrates 10 years since inauguration*
- *Initiative promotes safe driving through structured training modules, promoting gainful employment*

New Delhi/Vadodara, 28 November, 2019: Maruti Suzuki India Limited has achieved yet another important milestone under its CSR program. The Company has successfully trained 15000 tribal youth in driving training, making them employable. These students were trained at its All Gujarat Institute of Driving, Technical Training and Research (AGIDTTR) situated in Waghodia, Gujarat. Of the candidates trained, 70% have secured employment or have taken up the role of an entrepreneur. The achievement coincides with the institution completing 10 years of its inauguration.

AGIDTTR was established in 2009 as a public-private-partnership model between the Ministry of Tribal Development (Gujarat) and Maruti Suzuki. Through its comprehensive driver training programs, the institute has consistently focused to provide skills set for gainful employment opportunities to tribal youth. Apart from the scientifically designed course curriculum, the state-of-the-art institute provides practical training through facilities like driving training track and driving training simulators. Further, the institute uses ARITRA, a camera based image processing technology to enhance learning.

On the occasion, **Mr Ajay Kumar Tomer, Executive Advisor, Corporate Planning and CSR, Maruti Suzuki India Limited**, said, *“AGIDTTR Vadodara is a perfect example of Government and industry coming together to bring about an affirmative change in the society. For the past 10 years, our expertise in training the students in safe driving, along with the support of the state government has resulted in smooth functioning of the institute. The enthusiasm of the youth towards learning driving and their aspirations to explore newer horizons has contributed immensely to the success of this initiative.”*

He added, *“Each student passing out of this institute is an inspiration for us to further expand the scope of our initiatives. They come from very humble backgrounds, most of them belonging to economically weaker sections of the society. The training bolsters their determination and dedication towards achieving their dreams of a better future. Today, these students have become the breadwinners for their families. It is through initiatives like these that we are able to generate value through interventions, making these youth a part of the mainstream economy.”*

The course curriculum at this unique ‘residential driving school’ is designed to incorporate basic life skills training and all-round personality development. The 30 to 45-day course equips the candidates to drive light motor vehicles (LMV), commercial vehicles, heavy motor vehicles, buses and forklifts.

The initiative is in line with the areas of CSR intervention for Maruti Suzuki India Limited, namely Community Development, Skill Development and Road Safety.

About AGIDTTR

Set up in 2009, under the Gujarat Government's Vanbandhu Welfare Scheme, AGIDTTR is specifically targeted at the tribal students concentrated in the eastern belt who work at farms as labourers and at construction sites. In the 30 to 45-day residential training programme the youth are imparted with driving skills and soft skills such as basic English-speaking, table manners, workplace etiquette, yoga, crafts, map reading and entrepreneurship. Spread across 20 acres, the institute comprises a scientifically designed driving track, classrooms and lab infrastructure along with four simulators and 24 vehicles for driving training. The training modules include on Light motor vehicles (LMV,) Heavy motor vehicles (HMV), HMV buses and forklifts. It has witnessed an impressive placement rate of 70 percent, with employers including large scale companies across diverse verticals such as pharmaceuticals, food & beverage, auto manufacturers and telecom.

Maruti Suzuki's driving training initiative:

Maruti Suzuki started its driving training initiative in year 2000 under Corporate Social Responsibility. The Company managed seven IDTRs in partnership with state governments. Apart from this it has set up 470 Maruti Driving Schools (MDS) in partnership with the dealers. Over the years Maruti Suzuki has laid down standards for quality driving training, including a dynamic curriculum covering theory and practical sessions. The Company uses state-of-the-art driving simulators and training vehicles, and has developed the instructors to impart quality training.