

MSIL: COS: NSE&BSE: 2020

12th November, 2020

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

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Press Release

Celebrate the festivities with special editions of Maruti Suzuki Alto, Celerio and WagonR

New Delhi, November 12, 2020: To amplify the spirit of the festive season, Maruti Suzuki offers its customers festival edition variants of three of its best-selling cars; Alto, Celerio and WagonR. These special festive edition variants are accentuated with a dynamic accessory kit that offers striking looks, style and comfort. Meant for the aspirational entry-level buyers, it aims to thrill the customers seeking a value-for-money and feature-rich offering to brighten up their festivities.

Speaking on the latest introduction of the festive edition variants, **Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited**, said, *“The entry car segment has witnessed a surge in demand this year. Maruti Suzuki’s stalwarts - Alto, WagonR and Celerio collectively contribute 75% of the entry segment and have driven the revival of entry segment cars. In the current times, customers are looking for options which offer trustworthy performance & are high on style quotient. To resonate on these attributes and celebrate the spirit of the festive season, we are now offering festival edition variants of Alto, Celerio and WagonR. We are excited to launch the bold and spirited festive edition variants of our top-selling cars. These special editions will stir up the festive enthusiasm with their dashing looks, style and comfort. Exclusive accessory kits for every edition will empower our trusted customers to choose and reflect their own distinctive styles this festive season.”*

Brand Alto, an icon of Trust and India’s pride for 2 decades, has been the number 1 selling car since the last 16 consecutive years with 40 lakh happy families. Brand WagonR, which has a strong cherished legacy of 20 years, has consistently featured in the top 10 car models in the country. Celerio has been the category pioneer of Auto Gear Shift technology in India and is one of the most loved cars in this segment.



Together Alto, Celerio and WagonR have dominated the segment by continuously evolving themselves to cater to the changing demands of the customers and in turn have garnered immense love & appreciation from millions of families across India.

The Festive edition of India’s Favourite Car **Alto** offers enhanced comfort and styling. The Alto festive edition kit features Pioneer

touchscreen music system, 6” Kenwood speakers, security system, elegant dual tone seat covers, steering wheel cover and more! The Alto festive edition will build on the pride of ownership embraced currently by more than 40 lakh happy families.

The Festive Edition of the “Easy to Drive” **Celerio**, builds further on the driving comfort and modern looks. Featuring Sony double din audio with Bluetooth, stylish seat covers, attractive piano black body side mouldings and designer mats, The Festive Edition Celerio adds an extra dash of style and technology making it easier to love.



The **WagonR** festive edition boasts front and rear bumper protectors, front upper grill chrome garnish, side skirts, stylish themed seat covers, Interior styling kit and more, that will offer the car, a stylish and bolder stance, and will appeal to the hearts of the “Dil se strong” WagonR customers.

The Festive Edition kits are available at a special price of INR 25,490/- for Alto, INR 25,990/- for Celerio and INR 29,990/- for WagonR and will be fitted at Maruti Suzuki dealerships by trained manpower.

