

MSIL: CSL: NSE&BSE: 2016

18th May 2016

Vice President
National Stock Exchange of India Limited
“Exchange Plaza”, Bandra – Kurla Complex
Bandra (E)
Mumbai – 400 051

General Manager
Department of Corporate Services
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001

Sub: Press Release

Dear Sir,

Please find enclosed herewith as Annexure - “A”, a copy of press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For **Maruti Suzuki India Limited**


S. Ravi Aiyar

Executive Director (Legal)
& Company Secretary

Encl.: As above

MARUTI SUZUKI INDIA LIMITED

CIN: L34103DL1981PLC011375

Regd. & Regional Office (North-1):
Maruti Suzuki India Limited,
1 Nelson Mandela Road, Vasant Kunj,
New Delhi 110070, India.
Tel: 011-46781000, Fax: 011-46150291
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

Alto 800, India ki Pehli Sawari, now refreshed and 9% more fuel efficient
Comes with a new front styling, more rear seat comfort and vibrant new colours

New Delhi, May 18, 2016: India's favourite car, Alto 800, now comes with a more attractive front design, fresh interiors, vibrant colours, higher fuel efficiency and new features.

The new Alto 800 is a lot more fuel efficient. Alto 800 now delivers a superior fuel efficiency of 24.7 Km/l of petrol, around 9 per cent improvement over the earlier version. In CNG mode the Alto 800 offers a mileage of 33.44 Km/Kg an improvement of around 10 per cent.

Mr. R S Kalsi, Executive Director Marketing & Sales, Maruti Suzuki India said, *"The new Alto 800 is technologically advanced with latest convenience and class leading safety features. The new stylish looks, fresh classy interiors and addition of two new colours make it trendy and*



vibrant. Above all it comes with improved mileage and assurance of Maruti Suzuki's unmatched service network, guaranteed performance and lower maintenance cost. All these make Alto 800 a preferred choice of the value conscious customers across India."

Alto's attributes like its sleek design, good manoeuvrability, low cost of ownership and attractive price point make it a popular car among India's first time car buyers. It has remained India's top selling model for more than 12 years

in a row. Alto is the only Indian car brand to cross the historic 30 lakh sales milestone. Alto brand contributes to almost 18 to 20 per cent of Maruti Suzuki's sales in India.

New Alto 800: More Style, More Comfort, More Convenience and Trendy

Stylish and trendy

The front fascia gets a **new Aero Edge Design**. Adding a dash of style is the new sporty bumper and grille. It also increases the exterior length of the vehicle by 35 mm. The lower grille is made wider and an addition of newly designed trendy headlamps and provision of front fog lamps in the bumper enhance the looks.

Maruti Suzuki has added two new colours – Mojito Green and Cerulean Blue.

On the inside of Alto 800 customers will get new dark grey interior colour along with stylish new seat and door trim fabric that add a classic appeal to the car. An improved rear seat with an integrated headrest makes the ride more comfortable for the rear passengers.

Improved engine performance and fuel efficiency

Maruti Suzuki engineers have developed an improved engine architecture tuned for enhanced driving pleasure and excellent fuel economy.

With a highly efficient combustion system, the new engine provides excellent torque at low rpms, enabling less frequent gear change. Specially coated piston and ring set reduces frictional losses and increases engine life and fuel efficiency.

Drive by wire technology makes the engine responsive and enhances driving experience.

More safety and convenience

Alto 800 is available with a driver airbag as an option from the base variant onwards. The passenger side ORVM is now a standard. On the higher trims the Alto 800 comes with a rear door child lock that makes travelling with children safer.

New convenience features like remote keyless entry, smart storage spaces like rear bottle holder and co-driver side map pocket have been introduced in the Alto 800.

Alto 800: What's new?

- Fuel efficiency : 24.7 Km/l (9 % improvement) in Petrol
- Remote keyless entry
- Improved rear seat comfort with integrated headrest
- Rear door child lock
- New Aero Edge Design
- New trendy headlamp design
- Wider lower front grille
- Provision of front fog lamp
- Two new exterior colours : Mojito Green and Cerulean Blue
- New generation brake booster for better performance
- Fresh elegant & classic interiors
- New designer seat and door trim fabric

Specifications

Length	3430 mm	Power	35.3 Kw @ 6000 rpm
Width	1490 mm	Torque	69 Nm @ 3500 rpm
Height	1475 mm	Wheel Base	2360 mm
Tyre	145 / 80 R 12	Minimum Ground Clearance	160 mm (unladen)

Colours

Superior White	Silky Silver	Granite Grey	Blazing Red	Cerulean Blue (New)	Mojito Green (New)
----------------	--------------	--------------	-------------	---------------------	--------------------

Ex-Showroom Delhi Prices (Rs)

Model	Variant	Price	Variant	Price
Alto 800	STD	2,49,000	STD (O)	2,55,000
	LX	2,83,000	LX (O)	2,89,000
	LXI	3,09,000	LXI (O)	3,15,000
	LXI CNG	3,70,000	LXI CNG (O)	3,76,000
	VXI	3,28,000	VXI (O)	3,34,000

Click <https://www.flickr.com/gp/126049010@N03/x4s222> for high-resolution images of new Alto 800.