

MSIL: CSL: NSE&BSE: 2016

27th July 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,

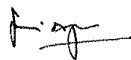
Please find enclosed herewith as Annexure – “A”, a copy of press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For **Maruti Suzuki India Limited**



S. Ravi Aiyyar

Executive Director (Legal)

& Company Secretary

Encl.: As above

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Press Release

Maruti Suzuki forays into Light Commercial Vehicle segment with Super Carry

Pilot in Ahmedabad, Kolkata and Ludhiana

To be sold from newly established 'Commercial' channel

New Delhi, 27 July 2016: The country's largest passenger vehicle maker Maruti Suzuki India Limited today announced that it will start sales of its first Light Commercial Vehicle (LCV) - Super Carry towards the end of August. Initially the vehicle will be sold in three cities – Ahmedabad, Kolkata and Ludhiana.

With Super Carry, Maruti Suzuki marks its entry into the Light Commercial Vehicle (LCV) segment.

Super Carry is high on performance and strength, comes with bigger loading area and better safety features. It comes with Maruti Suzuki's reliability and assurance of unmatched after-sales support.

Outlining the attributes of the Super Carry, **Mr R.S Kalsi, Executive Director (Marketing & Sales), Maruti Suzuki** said, *"Super Carry is designed and developed basis detailed research and understanding of customer requirements. It offers best of both the worlds –power and strength as well as carrying capacity. We are confident Super Carry will enhance the profitability of our customers."*

He added, *"Super Carry will be initially available for sale in three cities: Ahmedabad, Kolkata and Ludhiana. It will be retailed through a dedicated 'Commercial' sales channel."*

Super Carry will be available in diesel fuel option and comes in two widely preferred colours: Superior White and Silky Silver.

The Company has invested about Rs. 300 Crores towards the development of Super Carry.

Superior Performance

Super Carry is powered by the 793 cc light weight and compact, 2-cylinder diesel engine. With a peak power of 24 KW @ 3500 RPM and max torque of 75 NM @ 2000 RPM Super Carry offers better load carrying capacity and pick up. The compact engine mated with the 5-speed manual transmission offers high fuel efficiency of 22.07 Km per litre and maximum speed of 80 Kmph.

That means shorter turnaround time, more trips and more savings.

Super Carry offers an impressive payload of 740 Kg in all terrains. It is equipped with a lighter steering wheel, contributing to effortless drive even at full load. This leads to comfortable driving with less fatigue. Super Carry has longer wheel base of 2110 mm for greater stability. The lower loading bay and wider deck offers ample loading space to carry higher loads in a single trip. All these result in more number of trips and better earnings for the customer.

Key Highlights of Super Carry

Powerful engine: New technology 793 cc diesel engine with 5 speed manual transmission

High fuel efficiency: 22.07 km/l

Superior loading capacity: Loading area of 3.25 Sq m with a payload of 740 kgs

Better ride & handling: Lighter steering, easy gear shift, McPherson strut suspension, and 4.3 m minimum turning radius.

Better safety and stability: Chassis built using rust resistant galvanised steel, front disc-brakes, LSPV braking system for effective braking based on load condition, front ORVMs.

Enhanced comfort: Spacious cabin, flat comfortable seats with thick glass fibre heat shield for better heat insulation and ergonomically designed pedal for long drive.

Super Carry is offered with a warranty of 2 years / 72,000 KM (whichever is earlier).

Better Comfort & Convenience

The cabin of Super Carry is designed to take care of the driver's comfort and convenience. The driver's cabin is spacious and comes with several ergonomically designed features like flat and extended co-passenger seat with thick glass fibre heat shield for better heat insulation and NVH, well positioned gear lever, ergonomically placed pedals etc., for a comfortable drive.

Super Carry is rich in features. These include mobile charging socket, dual assist grip, odometer, trip meter, fuel meter, and digital clock, besides provision for a stereo. A few other features include integrated rain guard, readily openable sliding back window glass, and conveniently located spare wheel carrier for ease in replacement.

Simple & Clean Design

Super Carry is high on practical usage. The front is simple, clean and purposefully designed with horizontal lines at the bottom conveying stability. The bumper is bold representing strength and ruggedness. Vehicle interior carries simple & clean design with horizontal design character adding to the spaciousness and width of the interior. Interior has been designed with multi-purpose storage spaces, lockable glove box and bottle holder for driver and co-driver keeping in mind the practical usage.

High on Safety

Super Carry is fitted with front disc brake and Load Sensing Proportioning Valve (LSPV) braking system that provides better stability during braking. Bigger and wider wind screen, ORVMs (driver & co-driver), additional rear reflectors, headlamp leveller and robust packaging of electrical parts enhance the safety of the occupant. For added safety, high tensile material limits intrusion inside cabin. The galvanised material in the chassis area provides better rust resistance.

Specifications

Length	3800 mm	Max Power	24 KW @ 3500 rpm
Width	1562 mm	Max Torque	75 Nm @ 2000 rpm
Height	1868 mm	Wheel Base	2110 mm
Tyre Size	145R 12LT 8PR	Minimum Ground Clearance (unladen)	160 mm
Payload capacity	740 Kg		

Price (Ex-showroom, Rs)

Ahmedabad	Kolkata	Ludhiana
4,03,000	4,11,000	4,01,000

New commercial sales channel:

Maruti Suzuki has set up exclusive sales channel for selling Super Carry. The sales outlets are designed to cater to the very specific need of the LCV target customers. The channel will carry a Corporate Identity (CI) based on the principle of openness and transparency to deliver and reinforce the brand trust. In the first phase three Commercial channel outlets have been set up in Ahmedabad, Kolkata and Ludhiana.

How to book?

For bookings customers can reach out to the newly launched Commercial outlet in their respective city. Simultaneously they can call at 1800 200 6392 or 1800 102 1800 (toll free) to make enquiries and leave contact details.

City-wise outlet information:

Ahmedabad	Kolkata	Ludhiana
Kataria Automobiles Jayesh Estate Near Hotel Navjivan S.G Highway Sakhej-Sanand Cross Road Ahmedabad Gujarat	Premier Car World Mouza Prasastha Village Ankurhati P.O Salap Dist. Howrah, West Bengal	Stan Auto GT Road Giaspura Ludhiana

Click <https://www.flickr.com/gp/126049010@N03/i5i05W> for high-resolution images of Super Carry