

MSIL: CSL: NSE&BSE: 2016

24th August 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

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Press Release

Maruti Suzuki's "Gatimaan Ki Paathshala" a Road Safety Awareness drive in Gurgaon schools

To reach over 50,000 students from 125 schools

Gurgaon, August 24, 2016: India's leading passenger vehicle maker, Maruti Suzuki India Limited, today launched 'Gatimaan Ki Paathshala'. An initiative for primary school students in the age group of 7 to 10 years for creating awareness about road safety and educate them on traffic rules and safety.

The activity, in association with Gurgaon Police will cover 125 schools in Gurgaon and will benefit over 50,000 students. The inauguration was held at Manav Rachna International School Sector 51, Gurgaon, in the presence of Mr. V Puran Kumar, IPS, Joint Commissioner (Traffic), Gurgaon Police.

'Gatimaan ki Paathshala' is a specially designed initiative by Maruti Suzuki to educate the importance of road safety amongst school children in a fun way. Sessions include a mix of classroom and play activities that makes it interactive and interesting. The educational activities include Gatimaan, a superhero character, to explain to the children on how to be safe on roads through an interactive AV. This is followed by sessions on Dos and Don'ts for road usage and safety.

To make the learning more effective, Maruti Suzuki has introduced a module of a road track with props like traffic signals, battery operated kids car, bicycle, etc. Students play the role of a driver, cyclist, traffic signal, pedestrian, etc., and demonstrate the benefits of following traffic rules.

Explaining the special drive, **Mr Mahesh Rajoria, Assistant Vice President, Maruti Driving Schools, Maruti Suzuki India** said, *"Gatimaan ki Paathshala strengthens our road safety initiative. Teaching children at this young age helps inculcate responsible road habits at an early stage. By educating these children, we are able to drive the message of road safety and significance of traffic rules amongst their friends and family members as well."*

Gatimaan Ki Pathshala, is a part of Maruti Suzuki's unique road safety initiative "Sabhya Roads, Bhavya Gurgaon". Maruti Suzuki and Gurgaon Police have set a goal to make the city roads safe for the users. The Company runs road safety campaigns in Gurgaon and implements solutions for traffic issues, based on a scientific approach that involves closely monitoring and analyzing traffic data.

About Maruti Suzuki Road safety Initiatives

Maruti Suzuki started its safe driving initiative with Institute of Driving and Traffic Research (IDTR) in partnership with Delhi Government in the year 2000. The Company currently manages six IDTRs including two in NCR and one each in Dehradun, Vadodara, Rohtak and Bahadurgarh, in partnership with state governments. These institutes offer learner and refresher courses, including to commercial vehicle drivers.

Maruti Suzuki also collaborates with its dealers who manage and run over 360 Maruti Driving Schools (MDS) across the country. MDS are neighbourhood driving schools that are equipped with advanced driving simulators and offer a mix of class-room and practical training by trained instructors (including women). Maruti Suzuki has trained over 1 million people at these driving schools, with over half of them being women learners.

Earlier this month, the cumulative enrolment at its various driving training facilities has touched a record 3 million. The enrolments include new and existing drivers, for private as well as commercial vehicles.