

Press Release

'4 Saal Tarakki Ke'

India's powerful mini truck, Super Carry celebrates 4 phenomenal years

- Country's first light commercial mini-truck available in Petrol and CNG
- Dominant 20% market share amongst mini-truck segment

New Delhi, December 25, 2020: Backed by Maruti Suzuki's values of trust and partnership, Maruti Suzuki's Super Carry celebrates four years of success. Maruti Suzuki forayed into the commercial segment in 2016 with its first commercial vehicle Super Carry. The powerful mini truck has empowered more than 70,000 owners with customised experiences in line with their versatile business needs.

Speaking on the milestone, Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited, said, "Specifically engineered for the Indian mini-truck customer who values superior mileage, Super Carry has fulfilled its promises. Being the 1st LCV launched with a BS6 petrol variant offering a powerful 1196cc 4 cylinder dumdaar engine, it has found wide acceptance. Super Carry has created a niche for itself within a short span and has become the second best-selling Mini-Truck in the Light Commercial Vehicle Market. The diverse customer base stands testament for the success of Super Carry. We take this opportunity to thank all our trusted buyers for their unflinching support to reach this milestone."



Maruti Suzuki launched the Super Carry mini truck back in 2016. The S-CNG variant was added in 2017. The **BS6 compliant** S-CNG variant aligned to the Company's Mission Green Million was launched in 2020. Super Carry S-CNG variant comes with a unique bi-fuel engine with 5L petrol tank that provides backup fuel option in case of an emergency. Sold across 235 cities through over 320 Maruti Suzuki commercial outlets, Super Carry has recorded a market share of 15% in FY19-20 and nearly 20% in FY'20-21. Super Carry owners vouch for its qualities like best-in-segment power, mileage, easy maintenance, comfort and high deck load capacity, which helps enhance their profitability.

Super Carry customers are a blend of owners-cum-drivers and fleet & captive owners, who are ambitious and seek respect and identity in their profession along with profitability. The Super Carry is a practical offering and is used across multiple applications including E-Commerce, Courier, FMCG and goods distribution amongst others. With the idea of offering an all-in-one package, Super Carry proudly continues the legacy of '4 saal Tarakki Ke'

ISSUED BY

Corporate Communications
Maruti Suzuki India Limited

1, Nelson Mandela Road, Vasant Kunj, New Delhi
Ph: 91-11- 4678 1000 Email: corp.comm@maruti.co.in