

Press Release

Maruti Suzuki brings NEXA experience to International Airport

Inaugurates “MyNEXA Concierge” airport display and lounge at T3 terminal

New Delhi, August 3, 2016: Maruti Suzuki India Limited (MSIL) today inaugurated “MyNEXA Concierge” airport display and lounge for its customers at T3, Indira Gandhi International Airport, New Delhi.

A first-of-its-kind initiative by any premium automobile brand in India, “MyNEXA Concierge” will offer exclusive services to customers enrolled under MyNEXA loyalty programme. Just as in a NEXA showroom, MyNEXA customers will experience the best of hospitality services – a dedicated seating place to relax, high-speed internet, iPads and a choice of food & beverages.

A car display area adjacent to “MyNEXA Concierge” will be open to all people traveling out of Delhi, who may like to familiarise with the NEXA Experience while exploring the premium offerings at NEXA.

Mr. R S Kalsi, Executive Director, Marketing & Sales, Maruti Suzuki India Limited said, “MyNEXA Concierge” airport display and lounge is an initiative which helps us create another touch point to engage and connect with our customers. “MyNEXA Concierge” represents our desire to create new and unique experiences for customers. We are committed to introduce distinctive initiatives, as NEXA redefines the purchase and ownership experience of customers.”

The décor of “MyNEXA Concierge” carries forward the NEXA ambience. The black and white prestige monochrome theme enhances the interiors and brings focus on the display car. Relationship Managers at “MyNEXA Concierge” will engage with customers about NEXA and the product range on offer.

NEXA: Facts

- Launched: 23 July 2015
- Showrooms: 150
- Cities: 94
- Customers: Over 100,000
- Cars sold: S-Cross, Baleno
- Over 3500 Relationship Managers

“MyNEXA Concierge” is built on a total area of 900 sqft. It has a car display area interspersed with seating areas.

NEXA, the new automotive sales channel of Maruti Suzuki, recently completed one year of operations in India. The Company has planned several activities that go beyond the showroom and cars. Maruti Suzuki plans to curate new experiences around fashion & lifestyle, music and travel and connect with the NEXA customer.

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