

**Press release****NEXA milestone: 100<sup>th</sup> showroom inaugurated today**

**Mumbai, January 22, 2016:** NEXA, the new channel from Maruti Suzuki, reached an important milestone today with the inauguration of the 100<sup>th</sup> NEXA outlet.

Designed for an emerging segment of customers who value innovation, personal touch and pampering in their car buying experience, NEXA was launched in July 2015. It has reached the milestone of 100 showrooms within six months of launch.

Inaugurating the 100<sup>th</sup> NEXA showroom, **Mr R S Kalsi, Executive Director (Marketing & Sales), Maruti Suzuki India Limited** said: "We are delighted to start the 100<sup>th</sup> NEXA showroom ahead of our plan. Through NEXA, we want to meet the diverse expectations of our customers. Customer feedback and surveys show us that there is a growing segment of car buying Indians who value personal care, warmth and attention in their car buying and ownership experience. NEXA is designed for this segment of customers. It brings together people, technology, showroom ambience and processes to deliver the desired experience to this segment of customers."

'NEXA Thane (South)' in Mumbai is the 100<sup>th</sup> NEXA showroom.

Maruti Suzuki plans to expand the number of NEXA outlets to 250 by next year. Through these outlets, the Company will continue to reach out to a broader range of customers across the country. The number of Relationship Managers at NEXA showrooms will also go up from 2500 to 5000 people.

NEXA is one of the major initiatives by Maruti Suzuki to achieve its target of selling two million vehicles per annum by 2020. S-Cross, India's first premium crossover, and Baleno, the premium hatchback, both leaders in their respective segments, are sold exclusively through NEXA. Over 45000 units of these models have been sold so far.

Click <https://flic.kr/s/aHskg4xxUW> for high resolution images of NEXA.

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