

## Maruti Suzuki launches its Innovation Program

*A unique platform to identify and bring together startups with innovative solutions in automobile and mobility space*

**New Delhi, January 21, 2019:** Maruti Suzuki India Limited today launched a program - Mobility & Automobile Innovation Lab (MAIL) to promote innovation in India for automobile and mobility space.

It is an initiative by Maruti Suzuki to identify innovative and cutting edge solutions through start-ups, which are futuristic and customer oriented. The program will provide a platform to the budding talent in India to showcase their entrepreneurial capabilities at a national level. Startups with innovations in these fields would be offered an opportunity by Maruti Suzuki to turn their ideas into reality.

The Indian Automobile industry is currently undergoing a transformation and requires unique solutions in the mobility and automobile space. Recent times have seen a boom in the startup culture in India – a culture popular for its fast paced execution, agile organization and out-of-the-box approach towards problem solving.

Explaining about the program, **Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India** said, *"The Indian Automobile industry is constantly evolving. The need of the hour is to have a relentless approach towards promoting a culture of innovation. This initiative will help Maruti Suzuki leverage the innovation capability of startups to provide unique solutions in the mobility and automobile space. Through MAIL, Maruti Suzuki offers a platform for startups to showcase their capabilities and come up with next generation ideas in the areas of Connected cars / Shared mobility / Autonomous cars / Electric vehicle and its Infrastructure etc. Select few startups would get an opportunity to do a Proof of Concept (Pilot) with Maruti Suzuki."*

### **Steps to participate in Maruti Suzuki MAIL**

1. Visit the Website of Maruti Suzuki's MAIL program ([www.marutisuzukimail.com](http://www.marutisuzukimail.com))
2. Refer to the areas for which applications are invited
3. If your idea is applicable to any of mentioned areas, submit your application by filling in the necessary details in the 'Apply Now' section along with the required documents mentioned.
4. Selected startups will be contacted by MAIL team members and will be guided further.



### **Unique Selling Propositions**

1. Innovation program in the field of Automobile & Mobility.
2. Focused on accelerating the growth of startups.
3. Mentorship by experts from the startup ecosystem.
4. Opportunity for start-ups to do collaborative projects directly with Maruti Suzuki.

For this initiative Maruti Suzuki has partnered with GHV Accelerator

([www.ghvaccelerator.com](http://www.ghvaccelerator.com)), an Indo-Japanese early-stage seed fund with proprietary accelerator program and industry co-creation program.

With the launch of this initiative, interested startups across India can apply for the program, by visiting the MAIL website ([www.marutisuzukimail.com](http://www.marutisuzukimail.com)) and follow the instructions to participate.

### **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](mailto:corp.comm@maruti.co.in)