

Media Release

Maruti Suzuki Genuine Accessories can now be ordered online from 100+ cities

| End-to-end accessories buying solution | Over 2000 Genuine Accessories | Option of home or dealership installation |
| 100% transparency and peace of mind | Advances Maruti Suzuki's 'Phygital' Experience |

[Click here for Maruti Suzuki Genuine Accessories website](#)

New Delhi, February 28, 2022: Maruti Suzuki Genuine Accessories can now be ordered online in 100+ cities across India through Maruti Suzuki Genuine Accessories (MSGA) website. The revolutionary initiative offers an end-to-end Maruti Suzuki Genuine car Accessories buying solution with the option of home installation. Presently, a vast range of over 2000 Maruti Suzuki Genuine Accessories are available online and will be expanded progressively to include more products. Data suggests that over 30% of customers prefer to buy car accessories online for their car enhancement. Maruti Suzuki's initiative is accordingly aligned with the changing trends and customer needs for digital buying.

Speaking on the launch, **Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited**, said, *"Changing times and customer preferences have ushered radical changes in the way today's customers' shop. Increasingly online buying is the preferred mode of purchase. Maruti Suzuki draws inspiration from these changing customer behaviours and therefore we have digitized 24 out of 26 touchpoints of customers' car buying journey. The availability of Maruti Suzuki Genuine Accessories online is in line with our aim to offer a seamless 'Phygital' buying experience to customers. The website enables a hassle-free experience for the customers to buy Maruti Suzuki Genuine Accessories from the comfort of their homes. Maruti Suzuki Genuine parts and accessories provide the right fit for the vehicles as they offer safety, reliability, and superior vehicle performance. The online availability will further empower customers to purchase our trusted and reliable vehicle accessories."*

The Maruti Suzuki Genuine Accessories website offers user-friendly experience and allows customers to order accessories online in three easy steps – Browse -> Add to Cart -> Order. Users can search accessories based on the vehicle model, variant and product category. The website enables all users to order Genuine Accessories online with the trust of Maruti Suzuki, and enhance their vehicles according to their taste, anytime and from anywhere. They can choose to make the payment through a digital payment gateway with payment mode of their choice. Option of accessory fitment at home or at dealer's location is available to the customers, they can choose any option as per their preference for a seamless purchase experience.

ISSUED BY

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The image shows a promotional graphic for the Maruti Suzuki Genuine Accessories website. At the top, it says 'MARUTI SUZUKI GENUINE ACCESSORIES'. Below that, the headline reads 'BROWSE. SELECT. ORDER.' followed by 'Now Buy Car Accessories From The Comfort Of Your Home'. A search bar contains the text 'Maruti Suzuki Genuine Accessories'. The central part of the graphic features a man in a blue jacket and jeans standing next to a large cardboard box labeled 'MARUTI SUZUKI GENUINE ACCESSORIES'. The box is open, revealing various car accessories like a car air purifier, a car seat cover, and a car floor mat. To the left of the man is a smartphone displaying the website's interface with various product categories. At the bottom of the graphic, a blue banner states 'ONLINE ORDERING NOW AVAILABLE IN 100+ CITIES'. Below this banner are four icons representing key features: 'Wide Range Of Products', 'Fitment At Your Convenience', 'Products Tailor-Made For Your Car', and 'Secure Payment And Safe Checkout'.