

Maruti Suzuki Subscribe Celebrates Third Anniversary

- Maruti Suzuki Subscribe emerges as a convenient and hassle-free vehicle ownership option for customers
- Robust growth of 292% in subscription volumes in FY22-23 over FY21-22
- Comprehensive product offering includes vehicle on-road price, insurance and service management
- Maruti Suzuki Subscribe now offered by five subscription partners: Orix, ALD Automotive, Quiklyz by Mahindra Finance, Myles and SMAS Auto Leasing
- Presence across 25 cities pan-India



New Delhi, July 26, 2023: Maruti Suzuki Subscribe is celebrating its third anniversary this month, having started its journey in July 2020. The Subscription program has emerged as an alternate mode of car ownership for the customers, providing them with unparalleled convenience and flexibility. During this three-year journey, Maruti Suzuki Subscribe has created many milestones and has gained widespread acceptance amongst customers.

Over the years, Maruti Suzuki Subscribe has been able to expand its footprints to 25 cities in partnership with five subscription partners: Orix, ALD Automotive, Quiklyz by Mahindra Finance, Myles and SMAS Auto Leasing.

Commenting on the occasion, Mr. Shashank Srivastava, Senior Executive Officer, Marketing and Sales, Maruti Suzuki India Limited, said, *"The third anniversary of Maruti Suzuki Subscribe is a major milestone for us. Over these three years, this program has become a preferred choice for today's asset-light generation which prefers a flexible and convenient way of car ownership. The customer response has been phenomenal as we continue to grow multifold through this program. On this third anniversary, I congratulate all the key stakeholders and most importantly our customers who have shown confidence in the Maruti Suzuki Subscribe program and become a part of the Maruti Suzuki family!"*

Maruti Suzuki Subscribe:

New-age vehicle ownership option at an all-inclusive monthly rental, including:

- **Vehicle ex-showroom price**
- **RTO expenses**
- **Insurances (New & Renewals)**
- **Accessories (Customizable)**
- **Vehicle maintenance & roadside assistance**

Going from strength to strength with a robust growth of 292% in Subscription Sales Volume in FY22-23, Maruti Suzuki Subscribe is all set to chart new milestones in offering customers a convenient and hassle-free vehicle ownership option.

About Maruti Suzuki Subscribe:

Launched in July 2020, Maruti Suzuki Subscribe offers customized car subscription options through multiple partners for all-inclusive monthly rentals through a marketplace platform (www.marutisuzuki.com/subscribe). It

gives convenience and flexibility to modern-age car buyers who can opt for any Maruti Suzuki car, choose tenures from multiple options of 1 to 5 years, at an all-inclusive fixed monthly rental, decided as per the vehicle running options ranging from 10,000 kms to 25,000 kms' annual usage.

The monthly rental includes vehicle price, registration & RTO expenses, insurance (new & renewals), service & maintenance, along with roadside assistance.

Maruti Suzuki Subscribe is now available across 25 major cities including Delhi, Gurgaon, Noida, Ghaziabad, Faridabad, Bengaluru, Hyderabad, Pune, Mumbai, Navi Mumbai, Thane, Chennai, Ahmedabad, Gandhinagar, Jaipur, Indore, Mangalore, Mysore, Kochi, Kolkata, Chandigarh, Ludhiana, Lucknow, Nagpur and Vishakhapatnam.

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