

Maruti Suzuki inaugurates 3,000th ARENA sales outlet

- The 3,000th ARENA sales outlet inaugurated in Ludhiana, Punjab
- ARENA sales outlets located across 2,500+ towns and cities nationwide

Ludhiana/ New Delhi, 17 May 2024: Augmenting its network to reach closer to customers across the country, Maruti Suzuki India Limited today inaugurated its 3,000th ARENA sales outlet located in Ludhiana, Punjab.



Commemorating the milestone, **Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited** said, *“Crossing the milestone of 3,000 ARENA sales outlets shows our constant endeavour to be closer to our customers to offer a delightful buying experience. I would like to extend my congratulations to the teams at Maruti Suzuki and our dealer partners. Through our ARENA channel, we offer a range of vehicles for our customers across over 2,500 cities. In FY 2023-24, we sold close to 12 lakh vehicles through our ARENA channel. I thank our customers for their continued trust and faith in brand Maruti Suzuki.”*

In light of the evolving customer requirements, Maruti Suzuki rebranded the ARENA channel in 2017 to make it a more youthful and modern destination, at par with global benchmarks. Built on the pillars of design, technology and experience, the ARENA sales outlets offer a dynamic and connected new-age car

buying experience in a warm and digitally savvy environment. This transformation is built on continuous research, listening to customer voice, and anticipating future trends.



Wagon R, the highest selling model in the industry in FY 2023-24, is sold through the ARENA channel. Other popular models sold through ARENA channel are Swift, Brezza, Dzire, Ertiga, Eeco, Alto K10, Celerio and S-Presso.

Maruti Suzuki sells vehicles through the NEXA, ARENA and Commercial channels to cater to the varied needs of customers to further enhance customer buying experience and create customer delight. In total, Maruti Suzuki has 3,880 sales touchpoints covering over 2,500 cities.

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